



# 2011 Strategic Plan Draft

<b>IN A SUSTAINABLE FUTURE, EVERY BUILDING IS A GREEN BUILDING.</b>				
VISION				
MISSION	<p><b>Promote</b> sustainable building practices that reduce energy use, build healthy indoor environments, and conserve natural resources.  <b>Provide</b> architects, engineers, contractors, developers and other building professionals with the proper tools to build sustainable projects.  <b>Support</b> and help develop public policy which advocates sustainable architectural, social, and building practices.</p>			
FOCUS	Green Local Governments	Green Building Industry	Green General Public	Sustainable SLOGB Organization
GOAL	1	<b>Sustainable Organization:</b> Restructure SLO Green Build to thrive organizationally and operationally.		
	Objectives	<ul style="list-style-type: none"> <li>• Transition to an Executive Director</li> <li>• Develop a Two Year Strategic Plan</li> <li>• Establish Volunteer Coordination</li> <li>• Create a Revenue Support Plan</li> </ul>		
GOAL	2	<b>Market Value:</b> Promote the economic benefits of green building to the building trades and general public.		
	Objectives	<ul style="list-style-type: none"> <li>• Define "Market Value" and what it will encompass</li> <li>• Develop, compile and disseminate data showing the cost-benefits of green building.</li> <li>• Enlist the aid of relevant parties to promote green-building features and benefits.</li> </ul>		
GOAL	3	<b>Public Programs and Outreach:</b> Expand SLOGB programs and outreach		
	Objectives	<ul style="list-style-type: none"> <li>• Identify outreach populations</li> <li>• Determine ways in which each department/teams can expand outreach</li> <li>• Prioritize outreach efforts</li> <li>• Develop outreach plan and begin implementation</li> </ul>		
GOAL	4	<b>Energy Retrofitting Residential and Commercial</b> - Support the concept of retrofitting pre-1990- built buildings, with the aims of (a) reducing energy consumption and GHG emissions, (b) reducing energy costs and economic leakage, and (c) stimulating the local economy and creating green jobs.		
	Objectives	<ul style="list-style-type: none"> <li>• Determine collaborative partners</li> <li>• Outreach to commercial building professionals</li> <li>• Promote and collaborate with other programs</li> <li>• Identify and support training options that will enable building professionals to become accredited in green building</li> </ul>		
GOAL	5	<b>Diversity in Outreach</b> - Diversify our organization from top to bottom to broadly and inclusively encompass the social, economic and political interests of the SLO County community at large.		
	Objectives	<ul style="list-style-type: none"> <li>• Develop a plan for internal diversification</li> <li>• Develop a plan for external diversification</li> </ul>		
GOAL	6	<b>Office Showcase-</b> Establish a sustainable home base for the organization.		
	Objectives	<ul style="list-style-type: none"> <li>• Create the SLOGB offices using green&amp; sustainable building products and techniques</li> <li>• Promote the offices as a model of green &amp; sustainable building products, techniques and building professionals</li> </ul>		

3/30/11 These goals were determined at the SLOGB Annual Strategic Planning Retreat by SLOGB Board members and other interested parties.