

SPEER Strategic Direction 2021–2023



OUR MISSION

SPEER’s mission is to accelerate the adoption of energy efficiency products and services in Texas and Oklahoma.

We will accomplish our mission by:

- Building and leading diverse partnerships among all stakeholders;
- Providing science-based resources and trainings for our membership and partners; and
- Promoting policies that advance energy efficiency technology, research and other innovations.

OUR VISION

Our vision is to position SPEER as the regional leader in the education and promotion of energy efficient building systems and distributed energy resources that strengthen local economies, improve health and quality of life, and protect the environment.

FOCUS AREAS

Technology & Innovation	Advocacy	Collaboration	Membership	Communications	Financial Management
We represent a broad spectrum of energies and industries to promote the wider adoption of energy efficiency practices in the region.	Advance policies that promote the adoption of the energy efficiency practices and economic opportunities for our members.	Increase our reach and expand our knowledge base through strategic partnerships.	Demonstrate the value of SPEER membership by informing, engaging and serving our members.	Increase and coordinate our corporate communications and branding to improve our members’ experience and expand reach.	Increase our financial management and sustainability to ensure the organization’s long-term future.

- Identify new and emerging technologies that will benefit our membership.
- Serve as a leader in educating and advocating for energy efficiency technologies.
- Continue to provide relevant and high-quality trainings and programs that promote traditional energy efficiency for building systems, as well as emerging technologies.

- Build regulatory and legislative strategic partnerships to increase our ability to advance policy changes at both the local and state level.
- Explore and promote advocacy positions that better represent and align with the needs of our members.

- Offer additional trainings, expert consulting services and speaking opportunities.
- Publish original SPEER content, such as reports and white papers.
- Develop relationships and explore collaborative opportunities with renewables companies.

- Retain current members and renew past members through targeted outreach.
- Recruit local government entities and manufacturers by offering customizable opportunities and personalized member-only services.
- Improve the membership experience and benefits, including member-only events.
- Expand the marketing and promotion of our membership program.

- Effectively utilize communications to recruit potential members.
- Align our brand to reflect the organization’s current and emerging program areas.
- Leverage events, marketing campaigns, and collateral that align with our revised mission and vision and that bolster engagement, membership and impact.
- Create a cohesive formal communication management process.

- Explore equitable and socially conscious funding streams and mechanisms.
- Maintain internal financial processes to meet timely cash flow objectives and preserve financial strength.
- Continue to strengthen organizational and Board financial reporting policies and procedures.

OUR VALUES

SPEER integrates the following values into everything we do to meet the needs of our members, local communities, staff and board.

INTEGRITY

Our staff is trusted, and our services and trainings are fact based and consistent with industry best practices.

EQUITY

We promote affordable and reliable energy and address energy poverty and inequity in our region.

COLLABORATION

We regularly convene our own members, network with other energy efficiency stakeholders, and build relationships with groups outside our industry to share knowledge and develop innovative solutions to clean energy demand.

INCLUSIVE

We listen to all voices in the energy business and regulatory environment because new ideas lead to more innovation and better results.

DIVERSITY

We are committed to diversifying our staff, board and members, understanding that different perspectives help us meet our goals for equitable energy.

ECONOMY

Our members' products and services strengthen local economies by generating jobs, investing dollars and stimulating growth.

