



USGBC Idaho Chapter Vision, Mission and Guiding Principles

Idaho Chapter Vision: We envision a healthy and sustainable future through the promotion and application of environmentally, economically, and socially responsible strategies to the built environment.

Idaho Chapter Mission: Accelerate the implementation of sustainable planning and building concepts, technologies and practices in Idaho through education and advocacy.

Guiding Principle 1: Promote the Triple Bottom Line

Guiding Principle 2: Establish Leadership

Guiding Principle 3: Reconcile Humanity with Nature

Guiding Principle 4: Foster Social Equity (new)

Guiding Principle 5: Maintain Integrity

Guiding Principle 6: Ensure Inclusiveness

Guiding Principle 7: Exhibit Transparency

2010 Board of Directors

Dennis Cunningham • Claudia Day • Leif Elgethun • Lindsay Erb • Suzie Hall • Anthony Marker • Scot Oliver • Sharon Patterson • Ashley Quick • Jane Suggs • Tristan Van Slyke • Scott Wendell

2010 Chapter Priorities

1. Communication
2. Education
3. Guidelines

The chapter operations are divided into 6 functional areas defined through a committee structure called the "General Circle". The 6 committees are:

1. Membership
2. Programming and Events
3. Marketing and Communication
4. Finance and Fundraising
5. Advocacy and Public Policy
6. Emerging Professionals

In the strategic planning session for 2010, the following short-term priorities were defined through the creation of task forces. The 4 task forces are:

1. Branches
2. Building Performance
3. Technology
4. Guidelines

2010 Priorities – Membership

Committee Chair – Christine Duft-McConville

1. Increase Communication / Member Retention
2. Increase New Memberships
3. Establish Membership Value

2010 Priorities – Programming and Events

Committee Chair – Claudia Day

1. Provide Regular Educational Events via Lecture Series, LEED Workshops and Study Groups that Reflect Member and Geographic Diversity
2. Provide Regular Inspirational Events via Green LEEDers Socials
3. Offer Special Events such as Annual Fundraising Drive, Annual Member Drive and Building Tours

2010 Priorities – Marketing and Communication

Committee Chair – Tracy Crites

1. Increase Effectiveness and Efficiency of Communication between Chapter, Members and Public
2. Increase Awareness in the Community of the Benefits of Green Building and LEED
3. Develop Media Relations through a Public Relations and Social Media Campaign

2010 Priorities – Finance and Fundraising

Committee Chair – Lindsay Erb

1. Enlist Donors by Engaging Existing Sponsors, Recruiting New Sponsors and Expanding Sponsorship Platform
2. Develop a Grant Writing Program
3. Hire a Paid Executive Director

2010 Priorities – Advocacy and Public Policy

Committee Chair – Leif Elgethun

1. Educate Policy Makers and Teachers
2. Advocate for Residential Green Building and Green Schools
3. Foster Sound Public Policy through Local Initiatives

2010 Priorities – Emerging Professionals

Committee Chair – Tristan Van Slyke

1. Support Sponsorship through the Design Competition
2. Grow Membership through University Outreach
3. Promote Education through Study Groups

The priorities above are divided into SMART goals by each committee that are specific, measurable, achievable, realistic and timebound. Each goal directly relates to our mission to **accelerate the implementation of sustainable planning and building concepts, technologies and practices in Idaho through education and advocacy**. In 2010, there is a particular focus on improving communication, offering education and defining guidelines throughout the priorities and goals. The committee work plans further define how goals will be achieved by outlining operating guidelines and processes.



2010 Priorities – Membership

Committee Chair – Christine Duft-McConville

1. Increase Communication / Member Retention
2. Increase New Memberships
3. Establish Membership Value

2010 Goals – Membership

1. Increase Communication / Member Retention

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
Ensure Members are receiving Chapter Communications	100% of membership is on Constant Contact list by updating new members	Christine Duft	Monthly, by end of month	Access/training for Constant Contact	Increased member awareness & participation
Consistently send Welcome, Renewal Reminder, and Renewal Thank you out	Send to 100% of new, about to lapse and renewed members each month	Salle Robinson, from list provided By Christine Duft	Monthly, by end of month	None outside of Continued access to Chapter Admin	Increased member participation and retention
Personal contact by board members to acknowledge new members and help retain lapsed members	100% of new members from month and members who did not renew from last month contacted.	Board Members, From list provided by Christine Duft	Monthly, by end of month	Commitment and follow through from Board	Increased member retention

2. Increase New Memberships

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
Target & recruit new members from Corporations, LEED APs, listserv subscribers, & event attendants	Create recruitment strategies & put plan into practice	Mark Fledderjohann, Sharon, Christine and P&E for lists	By year end	Lists for potential Membership, Coord. w/ P&E for LEED workshops, etc.	Increase new members
Member sign-up/renewal incentive programs	Identify effective opportunities to encourage membership w/ incentives, propose incentive ideas	Kristin Montgomery	Proposal by end of March, evaluate thru out year	\$500 budget, plus additional donations	Increase incentive to sign-up/renew sooner, Increase/maintain membership
Encourage membership sign-ups at as	Sign-ups at each monthly	Membership	Start January,	Trained volunteers,	Increased membership

many chapter activities as possible	meeting, 1 mini-drive per year for each type of chapter activity, Annual event drive.	committee	and thru out year	laptops, internet access at each event, calendar of events for planning, & incentive gifts.	
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3. Establish Membership Value

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
Define Membership Value	Get input and buy-off from all chapter groups and establish items of value	Membership committee volunteer needed	End of February	Input and commitment from board, committees	Established value for individuals & employers to support membership
Enforce Membership Value	Discounts to members at all chapter activities, feedback forms at Lecture series & workshops	All groups to provide discounts, Christine Duft to provide lists of members for events, Tony Marker to coord. feedback forms w/ P&E	Provide discounts and lists in January, Feedback forms by March and Throughout year	Calendar of events for planning, coord. w/ P&E.	Increased value to members, Increased quality of programs to all
Communicate Membership Value	Advertise Membership value on website & in collateral	Website posting by Christine Duft, Gina Roberts to coord. w/ M&C	End of March	Commitment from M&C for collateral	Increased awareness of membership value



2010 Priorities – Programming and Events

Committee Chair – Claudia Day

1. Provide Regular Educational Events via Lecture Series, LEED Workshops and Study Groups that Reflect Member and Geographic Diversity
2. Provide Regular Inspirational Events via Green LEEDers Socials
3. Offer Special Events such as Annual Fundraising Drive, Annual Member Drive and Building Tours

2010 Goals – Programming and Events

1. Provide Regular Educational Events via Lecture Series, LEED Workshops and Study Groups that Reflect Member and Geographic Diversity

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
Fill in Lecture Series- February through June for Feb deadline. June through Dec by April.	Verify speakers through June for poster release	Scott/March, Claudia/April	2/10/10 Jan – June 4/10/10 July - December	Waiting for approval from Micron	Increase visibility & relevance of Idaho Chapter to those who might join; strengthen value to existing members.
Provide 2 LEED Workshops this year, May and October	Must fill minimum participation in order to provide workshops	Shelby & PE committee to plan, Mkt Com to advertise	3/15/10	Shelby working w Cascadia on dates, requirements	Increase interest in National and local USGBC with strong educational options.
Seek broad range of speakers, interesting and dynamic, and reaching all of membership with the depth of topics. Aim to have each lunch event sponsored.	Keep track of participation related to topics, offer feedback sheets after lecture for members to rate topic and content.	Use Tony's questionnaire to gage success of topic/content. Track number of attendees for each Lecture.	Implement questionnaire for February lecture.	Print copies of questionnaire, hand out at sign in.	Provide members with a voice on current and future topics, and to measure the value we are providing, morph as needed.

1. Provide Regular Inspirational Events via Green LEEDers Socials

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
Fill in Green LEEDer's calendar for poster release Feb through June , then July	Feb 28 th deadline for Feb through June speakers, April	Claudia with help from Leif & Ricci	2/28/10 & 4/30/10	Mkt Comm for poster, P & E input	Generate interest in USGBC Idaho, and add

through December. Aim to have each GL event sponsored.	30 th deadline for July through December speakers.			on speakers & sponsors	value to existing members.

2. Offer Special Events such as Annual Fundraising Drive, Annual Member Drive and Building Tours

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
Provide Idaho Green Expo workshops, with an emphasis on both residential and corporate participation.	Use similar questionnaire from lecture series for workshops, and track attendance numbers for future workshop ideas.	P & E committee with Tony & Claudia to formulate workshop topics and learning objectives.	2/25/10	Input from Board, and interested members for workshop topics. Mkt Com for ideas to best publicize events. Mem Com help with sign ups at Expo.	Broaden awareness of USGBC Idaho, and invite people to join at Expo workshops, add value to existing members.



2010 Priorities – Marketing and Communications

Committee Chair – Tracy Crites

1. Increase Effectiveness and Efficiency of Communication between Chapter, Members and Public
2. Increase Awareness in the Community of the Benefits of Green Building and LEED
3. Develop Media Relations through a Public Relations and Social Media Campaign

2010 Goals – Marketing and Communications

1. Increase Effectiveness and Efficiency of Communication between Chapter, Members and Public

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
Increase email marketing to membership	Usage on Mail Chimp	Ashley to send out information to members & Christine to keep list updated	2010	Mail Chimp	Communication with members
Internal communication-write guidelines for board members and committee chairs	Marketing packet & training	Tracy & Ashley	March 3rd	Committee chairs & board members in attendance.	Communication within the chapter on what to access, how to do it, and when to do it
Assist with marketing for chapter events	Attendance at events–Post up in windows around town and in offices	M&C Committee for poster layouts and putting up around town, Tracy C. for printing.	Lecture Series & Green LEEDer’s poster-May 1st	P&E event timeline and descriptions, money for printing, committee support for posting them up around town	Get the information out to members and community so they can put it on their calendars to attend.

2. Increase Awareness in the Community of the Benefits of Green Building and LEED

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
LEED Project Profiles	All Profiles completed and posted on the website-Some printed for handout at	Jason Hynes – website Tracy C-Printed	2010	Website	Publicity for LEED projects in the State of Idaho

	chapter events	material			
Get printed marketing material up to date	Spread sheet + Marketing box	Ricci will handle all printed material, Treasurer to purchase needed material	May	Purchase of printed materials from nationals as well as local materials	Keep our files up to date, have printed material on hand for new members. Give our membership a reason to renew.
Get materials on Website up to date	Get posted on website	Karena	May	Website/extranet	Allow people access to LEED info and brochures online-greater resource to our members

3. Develop Media Relations through a Public Relations and Social Media Campaign

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
PR Releases on projects and events	Attendance and media attention	Chad D. sends out all PR releases	2010	Get all PR releases to Chad two weeks in advance of the event.	More media coverage of our organization.
Increase marketing efficiency organically by engaging in useful conversations on social media sites.	How much it is being used	Board and committees	2010	Facebook & Twitter	Engage our members with updates, conversations, and current issues. They will also be able to interact with committees and see what they are doing.



2010 Priorities – Finance and Fundraising

Committee Chair – Lindsay Erb

1. Engage Existing Sponsors, Recruit New Sponsors and Expand Sponsorship Platform
2. Develop a Grant Writing Program
3. Hire Paid Executive Director

2010 Goals – Finance and Fundraising

1. Engage Existing Sponsors, Recruit New Sponsors and Expand Sponsorship Platform

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
Continue Engaging Founding Sponsors to insure value in their sponsorship. - Highlight Sponsors either monthly as a blog post or quarterly in newsletter	All Founding sponsors provide financial support again in 2010.	Lindsay Erb / Connie St. George – set up template for articles Jane Suggs to provide support Cynthia McCaene	Start Seeking renewal sponsorships in 3 rd quarter.	Information from sponsors for articles. Board members to call and thank all sponsors. Thank you cards to be sent.	Continue collecting funds for paid staff and sustain the chapter events and educational effort.
Expand Sponsorship platform to support and stream line efforts for all USGBC events	At least ½ if not more of the EP / Green LEEDers / Monthly Programs should be sponsored in 2010.	Lindsay Erb / Kathy O’neil – P/E	Set up platform by end of Feb.	Good communication between all committees w/ F and F to insure proper communication to all potential sponsors. Board members to cont. to help seek sponsorships.	All events start to sustain themselves / cover costs of events and / or make money for paid staff.
Create Matrix for Fundraising Efforts for all committees to access and encourage communication.	All sponsorship information goes through finance and fundraising committee	Antonio Placencia	Set up matrix by March	May need to buy or get donated a program to use.	Contacts are streamlined and no committee is stepping

					on other committee's toes as well as the overall good of chapter sponsorship
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2. Develop a Grant Writing Program

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
Apply for Chapter Challenge Grant	We Get it!	Andy Olsen / Lindsay Erb /Sharon Patterson	April	30K in the bank to match grant funds to	1/3 of what we need to hire paid staff.
Seek other grants to apply for	Receive grant money for specific chapter goals	Andy Olsen / Lindsay Erb	May	Communication from board to help fill out grant applications when necessary	Collect funds for paid staff and / or other specific chapter initiatives.
Engage foundations to match funding for paid staff	A foundation is willing to match our funds to help hire paid staff.	Lindsay Erb / Sharon Patterson / Cynthia McCaene	August	Communication from any member with contacts at foundations.	Collect funds for paid staff

3. Hire Paid Executive Director

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
Write Job Description	Approved by the Board	Cathy Sewell / Connie St. George / Lindsay Erb	October Board meeting	Information from other chapters with similar ED positions	To have a complete job description for an ED
Establish Compensation Package for ED - determine if contract or actually a hired staff	Approved by the Board	Cathy Sewell / Connie St. George / Lindsay Erb	October Board meeting	Goal to have 90 K in bank before hiring ED	Determine funds / resources needed for hired ED
Establish Performance goals for first year of hired ED.	Approved by the Board	Cathy Sewell / Connie St. George / Lindsay Erb	October Board meeting		Goals set in place will provide realistic expectations for ED to enable them to sustain their position



2010 Priorities – Advocacy and Public Policy

Committee Chair – Leif Elgethun

1. Educate Policy Makers and Teachers
2. Advocate for Residential Green Building and Green Schools
3. Foster Sound Public Policy through Local Initiatives

2010 Goals – Advocacy and Public Policy

1. Educate Policy Makers and Teachers

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
Mayors' Alliance for Green Schools	10 Mayors join in 2010 after Mayor Bieter	Green Schools/Advocacy Committee	2010	Volunteers, letter writing and phone conferences	Recognize 'Green Champions' and their efforts
Give green schools presentation to facilities managers	Present to 2 school districts	Green Schools/Advocacy Committee	2010	Volunteers, possible travel	Make facilities managers aware of available support to provide efficient maintenance and operation of facilities

2. Advocate for Residential Green Building and Green Schools

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
Hold Green Schools community events in alternative education environments (parks, Zoo, Discovery Center, YMCA)	3 in 2010	Green Schools Committee	2010	Volunteers, donated materials	Direct interaction with community groups with a wide audience
Mentor students in Idaho Future City Competition	Mentor 3 teams, supply 10 judges at competition	Green Schools Committee/ General Membership	September 2010 – January 2011	Volunteers	
One Green Schools Advocate in each USGBC Idaho chapter	As chapters are established, identify Green Schools	Green Schools Committee/	2010/2011	Volunteers, newsletter, website	Increased awareness of benefits of green

	Advocate for each	General Membership			schools
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3. Foster Sound Public Policy through Local Initiatives

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
Increase visibility of Sustainable U Exhibit	Display at 3 high visibility locations – discovery center, green Expo, and either a city hall or airport	Residential Advocacy Committee	2010	Volunteers to move and set up booth.	Increased USGBC promotion to new audience and education
Promote Energy Efficiency Agreement through Idaho Energy Collaborative	5-10 municipalities sign on to at least part of the agreement	Policy committee	2010	Volunteers, phone calls/contact from members to their city/county leaders	Encourages municipalities to lead on green building energy efficiency
Increase membership and participation in Idaho Residential Green Building Collaborative	Increase participation by 40% and Establish 3 concrete local actions	Residential Advocacy Committee	2010	Volunteers, meeting space and promotion at Green Expo	Increased market share and knowledge for residential green building



2010 Priorities – Emerging Professionals

Committee Chair – Tristan Van Slyke

1. Support Sponsorship through the Design Competition
2. Grow Membership through University Outreach
3. Promote Education through Study Groups

2010 Goals – Emerging Professionals

1. Support Sponsorship through the Design Competition

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
To be determined...					

2. Grow Membership through University Outreach

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
To be determined...					

3. Promote Education through Study Groups

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
To be determined...					



2010 Priorities – Task Forces

In the strategic planning session for 2010, the following short-term priorities were defined through the creation of task forces. The 4 task forces are:

1. Branches
2. Building Performance
3. Technology
4. Guidelines

2010 Goals – Task Forces

1. Branches

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
To be determined...					

2. Building Performance

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
To be determined...					

3. Technology

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
To be determined...					

4. Guidelines

Specific Goals	Metric	Responsible Party	Timeline	Resources Required	Benefit
To be determined...					