

**EESE Board Strategic Planning Exercise  
October 11, 2013**

**Strengths**

**Broad Perspective**

- Right people are in the room to talk about big issues
- Ability to cross-pollinate ideas, from different perspectives
- Diverse representation on the group, public and private
- Exchange of perspectives around a common goal
- Broad views across different sectors; and we can all get the messages out to different constituencies
- Diversity and level of expertise; decision-makers are in the room
- Diverse sounding board for broad range of perspectives

**Learning and Sharing Information**

- Good at communications and info sharing; value to getting everyone in the room, maintain awareness
- Provides only regular forum for EE and SE issues to be discussed and explored
- Creates opportunity to share information with the Legislature
- Good place to learn about effectiveness of legislation, and opportunities for improvement
- Place to learn from others and hear 'best practices'
- Good forum for feedback to support and inform the work of the PUC

**Facilitating Discussion**

- Can be a useful sounding board (but could do better—particularly advisory role)
- Clearinghouse to put all EE and SE issues in one place, funneled through this board – key is what we do with this info
- Always positive and forward-thinking, not adversarial
- Can maintain both a broad view and the day-to-day issues in EE and SE; can help facilitate info exchange
- Ability to be a place where conflicting/overlapping interests can have a voice, come to one table

**Other**

- Great minds here, but we fall into the 'wonky' stuff very easily (strength and weakness)-hard for outsiders to understand our work

- Everyone in the room has the ability to carry out/implement the ideas and suggestions developed in the room

## **Weaknesses**

### **Direction**

- Lack of strategic direction
- We are a roomful of 'doers'—sometimes hard to stay at a higher level
- Identity crisis—not clear who we are or what we want to do, despite the excellent expertise at the table; how do we position ourselves
- Lack of clarity of purpose
- Wonkiness of our work that can overwhelm non-insiders
- Declining attendance of non-Board members (some may be related to meeting conflicts), and thus potential lack of relevance of our work to those constituencies
- Missing a sense of accomplishment; perhaps create a calendar of events/successes to mark our progress
- No follow up on last year's 10 critical recommendations by the EESE Board (VEIC summary)
- Failure of board to focus on economic opportunity associated with EE and SE; we are losing ground to our neighbor states in this element of our economy; need more focus to catch up, move ahead
- We can't effectively utilize resources unless we really know what it is we need to do. (We don't need resources for their own sake)

### **Action**

- Could be more active in sharing our collective thoughts, perspectives, statements
- Lack of power/authority to do certain things
- We're very tactical, but not very strategic
- Could take a stronger role in our advisory capacity; lots of talent and skill here, but we don't really use it to benefit the consumer, share recommendations and advice;
- We don't have the voice to weigh in—we've been pretty quiet on many issues. Do we want to 'step things up' in order to communicate our positions on legislation, other state processes.
- Overlapping authority and responsibility with many other boards and departments
- EESE Board has not 'stepped up' to its charge
- Disenchantment among local and grassroots groups that EESE Board may not be supporting their efforts; lots of great local/grassroots programs out there, but how is EESE Board working to support those and encourage the state and others to embrace those elements of 'positive deviance'

### **Capacity**

- Everyone is very busy; follow-through from meeting to meeting is difficult (exacerbated by no staff)
- Lack of specific resources to support the board's work

- Resources—no staff, no budget, limited capacity of participants to do much outside of meetings
- Diversity can lead to competing interests, less likelihood of consensus
- Conflicts with other boards and committees (meeting dates/times)
- Could partner with UNH, other universities to get interns to help with specific projects
- Does Legislature take the EESE Board seriously? Based on no budget for staff, various changes to legislation; need dedicated professional staff to take the load off volunteer leadership
- Hard to be strategic with limited resources, overlapping responsibilities with other boards, departments; need to identify and clarify our role.
- Wonky name—‘EESE Board’ has little meaning outside this group.

### **Recommendations from small-group discussions**

#### **Structural**

- EESE board should be stronger in making statements, communicating with Legislature and others. Where we come to consensus, be more aggressive in communicating that consensus.
- Recap of discussion at end of each meeting, and charge ourselves to talk about the key issues/decisions/projects that the EESE Board addresses
- Create a more accessible forum for public input on EE and SE issues, using Internet, social media, etc. What’s working, what ‘s important to citizens, local energy committees, etc. E.g. record a short webinar about the State Energy Plan process, what it is, how people can get involved, provide input. This could be done through nhenergy.org (provided that the LEWG/Julia Dundorf has some help to manage the responses).
- Encourage others to come to us to share a question or gain input on a topic or issue.
- Make more of an effort to coordinate with other boards/committees/stakeholders working in similar areas; create targeted meeting agendas to focus our discussion.
- Webcast meetings to enable more people to be engaged
- Change our acronym, maybe the ‘Energy Board’, so people can better identify with who we are and what we do. This is something the education/outreach committee could do – branding.

#### **Potential Future Work**

- Many of the items listed in EESE Board charge are being done by others. Perhaps our role is to be a clearinghouse or forum for input on those processes (State energy strategy, EERS work, financing issues, CORE docket, etc.). Pick one or two items to drill down and discuss.
- Reach out and work closely with OEP on EERS study

- Items A, B & C are being addressed, and two EESE board members already are participating in SB191 Energy Plan process. Consider ways that EESE board can be more fully involved in this process.
- Outreach and education—implement the recommendations of the subcommittee, due next meeting
- Item B in our legislative charge – may or may not be able to develop a statewide plan for all fuels, but could try to do for some fuels; also look at setting goals/targets for EE and SE given adequate resources. This may be appropriate in State Energy Plan process, and we can provide meaningful input.
- Consider whether State Energy Plan process is a good venue/table for gaining more clarity on future EESE Board role, and engage in crafting that future role.
- Present some of EESE Board’s work to the State Energy Plan advisory council, which is meeting this fall before the consultant is selected (such as VEIC report). At least three more meetings before the end of the year (Dates will be on OEP web site) - Deborah, Chris were involved in VEIC report summary.....