



## **Strategic Plan Goals & Strategies July 2021- June 2022**

### **OPERATIONAL GOALS**

#### **O1. Build partnerships with industry, labor & organizations**

- Strategy 1. Re-establish CoE and director's contacts.
- Strategy 2. Increase work-based learning opportunities.
- Strategy 3. Bolster/enhance director's knowledge of industry.

#### **O2. Strengthen partnerships with colleges**

- Strategy 1. Reconnect with colleges that offer energy programs.
- Strategy 2. Connect energy program faculty to enhance collaboration.

#### **O3. Increase marketing presence of the Center**

- Strategy 1. Create successful marketing tools.
- Strategy 2. Create/partner in opportunities for students.

#### **O4. Increase funding/grant opportunities**

- Strategy 1. Increase director's knowledge and access to resources.
- Strategy 2. Work to develop a 'shovel ready' project.

### **STRATEGIC GOALS**

#### **S1. Increase the diversity of the energy workforce**

- Strategy 1. Create/reuse marketing tools showing diversity inclusion.
- Strategy 2. Build outreach opportunities to encourage diversity within applicant pools.

#### **S2. Develop a wider portfolio of clean energy sectors and partners**

- Strategy 1. Recruit board members to represent transportation, clean energy entrepreneurs, storage and other non-represented clean energy organizations.
- Strategy 2. Participate/network in appropriate conferences, showcases, or other events.