**18 Board Retreat Session Results - Top Three Sustainability Goals**

**#1 Attract More Partners – Funders, Schools, School Coalitions, In-Kind help, Users of service**

**Post it Comments:**

* OEP Board is the Development Office, each board member understands their parameters and works w/in that
* Growth will require a lot more connections (outreach, conferences, etc.)
* Focus on education and leadership, not just energy. More diverse funding outside of utilities eliminate funding gaps in reaching every Ohio school
* Expanded pool helps guarantee sustainability
* More diverse funding to ensure longevity of mission and survive during storms and tides
* Potential new partners in:
  + Oil and gas companies
  + Transportation (auto makers)
  + Labor (related to energy)
  + Technology
  + Higher Ed and vocational
  + Energy Space?
* Create new potential partnership with other municipal electric systems
* Social events could create more networking opportunities
* Provides opportunity for expansion and growth to be most influential

**#2 Continue Current Funding**

**Post it comments:**

* Critical to keep current funding secure in order to operate and prevent folding
* Current funding allows us the opportunity and provides a successful track record (baseline) to secure new funding
* Lifeblood of current programming and administrative capabilities
* Assist ED with setting a schedule of regular touchpoints (at least 2X a year for major donors and 1X per year for all others) with board members present, develop a schedule for regular touchpoints with funding partners – meetings, note, phone call, invitation to events

**#3 Marketing and Branding**

**Post it comments:**

* Create a clear message (inspirational mission and vision) for all audiences
* Communicate a clear impact with numbers and stats
* Increased marketing is needed to reach more schools and new funding partners
* Develop an elevator story
* Communication strategies for different partners

**#4 Board Development**

**Post it comments:**

* OEP is a very small organization, the Board is the development office
* The board is the tool to make S2 possible and ensure fiscal stability
* We need board development to keep in compliance with our OANO certification, which is important for current and future sponsors as an independent review of OEP best practices
* As board members, we need to know where we are financially to determine risk.