



AMERICAN
SOLAR
ENERGY SOCIETY

The **power** of community

2023-2024

Impact Report





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OUR VISION

A world equitably and sustainably transformed to 100% renewable energy

ABOUT

Established in 1954, the American Solar Energy Society (ASES) has been advocating for 100% renewable energy and sustainable living by **sharing information, events, and resources to cultivate community and power progress**. ASES is a 501(c)(3) non-profit and membership-based organization.

ASES VISION

A world equitably and sustainably transformed to 100% renewable energy.

ASES MISSION

ASES accelerates equitable solar adoption and universal sustainable living by educating and building community.

OUR PURPOSE

We believe knowledge and community are a powerful combination for change. Through trusted, well-researched content and comprehensive, thoughtful perspectives, we continue to nurture a transition to a more sustainable world.

We connect the community of renewable energy and sustainable living companies to ASES readers, members, and attendees through:

ASES PROGRAMS

- National Solar Conference
- National Solar Tour
- Zero Emissions Network (ZEN)
- Webinar Series
- ASES Online Community
- Mentor Match Program
- Tiny Watts
- Credit Union partnership and access
- Advertising, sponsorships, partnerships, and networking

ASES PUBLICATIONS

- Quarterly Solar Today magazine
- Solar@Work biweekly e-newsletter
- Eight-Minute Update monthly newsletter
- White papers, professional recognition citations, and educational resources



Sign up for the Solar@Work bi-weekly newsletter

Through our programs and publications, we engage individuals, businesses, and partners to advance the possibilities of sustainability and renewable energy in the United States. ASES fosters an informed, inclusive society by presenting **technical data** and **academic research** in highly relatable, engaging formats to the professional as well as the greater community.

HISTORY

Legacy of leadership

ASES was founded in 1954, the same year that Bell Labs patented the first silicon solar cell. The discovery of this initial photovoltaic material launched the solar industry and a field of growing opportunity and innovation.

ASES was established by visionaries who imagined a brighter future than the preceding postwar decades had produced. These pioneering minds understood the deep historical precedent of thousands of years of solar utilization through passive solar design and solar thermal technology. With the use of silicon for photovoltaics, they envisioned a new era of energy innovation when these and other proven technologies would speed the world toward a more peaceful, sustainable energy economy.

6+

Decades of
advocacy, research,
and scientific papers

52+

Annual National
Solar Conferences

36

Years of
Solar Today
magazine issues

17

Volumes of Advances
in Solar Energy

28+

Years of the
National Solar Tour

ASES is the first and longest-operating solar energy nonprofit in the U.S.

CORE VALUES

Create and provide accurate, engaging, and useful solar education resources

Collection, integration, and dissemination of information and resources, particularly in the areas of research, policy, best practices, and technology innovation



Support Solar Workforce Development

Development of the technical and education workforce, with special attention to building focused educational resources, supporting both emerging professionals as well as professionals implementing and influencing solar adoption



Advance Equitable Solar Adoption

Facilitation of solar adoption by individuals and communities with an eye to equity and justice issues, supporting the global expansion of sustainable solar power



COMMUNITY

ASES is committed to fostering a strong and vibrant community of members who are passionate about solar energy. Through membership programs, forums, and networking opportunities, we encourage collaboration and idea-sharing among like-minded individuals.

ASES continues to interact with and inform a broader and more diverse cross-section of solar stakeholders, including individuals, communities, businesses, local governments, and other organizations with similar missions and values.

To ensure its community-building and educational activities have the greatest impact, ASES strives to strengthen these partnerships and develop a more committed and active base of dedicated staff, interns, and volunteers.

60k+

SUBSCRIBERS

[ases.informz.net/ASES/
pages/SignUpForm](https://ases.informz.net/ASES/pages/SignUpForm)

26k+

**ONLINE COMMUNITY
MEMBERS**

community.ases.org

20k+

MEMBERS

ases.org/join

39

REGIONAL CHAPTERS

[ases.org/our-community/
chapters](https://ases.org/our-community/chapters)

14

STUDENT CHAPTERS

[ases.org/our-community/
student-chapters](https://ases.org/our-community/student-chapters)

8

TECHNICAL DIVISIONS

[ases.org/about/
about-us/divisions](https://ases.org/about/about-us/divisions)

52

**MEDIA
PARTNERS**

ases.org/mediapartners



3k



146k



139k



17k

DIVERSITY

ASES has a long history of social responsibility with promoting equitable clean energy in communities through **projects, awards, scholarships, publications, meetings,** and **other society activities.** We work directly with our community to enhance justice, equity, diversity, and inclusion. Some of our key JEDI focus areas include:

- Cultural Diversity
- Sexism and Gender Inequality
- Education
- Implicit Bias
- Ageism
- Physical Disabilities
- LGBTQ+ Issues
- Classism
- Political Diversity
- Racism and Discrimination
- Workforce Diversity
- Regional Diversity

Public Policy and Outreach

ASES plays a pivotal role in ensuring the renewable energy industry, workforce, and end-users keep energy justice at the forefront. ASES broadly promotes **emerging energy technologies, social and environmental benefits, best practices,** and **industry professionals** that facilitate a just energy transition. ASES initiatives include:

- Solar-adoption policy-issue analysis (e.g., net metering)
- Clean energy-related webinars and conferences
- Chapters and Technical Divisions meetings and events

Grants, Scholarships, and Other Support

ASES supports students, members and the broader community through meetings, publications, education, projects, internships, scholarships, and mentoring. All of these support programs are founded on the goal of increasing opportunities for **building a diverse and equitable community** committed to a just and equitable energy transition. Funding criteria include a commitment for the inclusion of clean energy professionals and students of all genders, races, ages, sexual orientations, disabilities, nationalities, political views, geographical locations, and disciplinary expertise.

This year we renewed and reinvigorated our special connection with the Pine Ridge Native American Reservation in South Dakota. We are actively working with Red Cloud Renewable to support clean energy workforce development and provide net zero housing and energy equity for First Nations.



WORKFORCE DEVELOPMENT

Gain the **knowledge** and **real-world skills** to make a positive change in your community. Join ASES and its partner HeatSpring for regularly scheduled, professional trainings.



National Solar Conference

- Various sessions that are dedicated to workforce development, a couple being: Workforce Education; Expanding a Robust Diverse Solar Workforce; and Economic, Workforce, and Environmental Impacts.
- Speakers publish their research through the conference proceedings.
- Attendees can join the Women's PV Workshop the week before the conference. Attendees will learn how to design, size, and install a solar electric system.

Mentor Match Program

This program provides meaningful connections and opportunities for ASES members in renewable energy and sustainability. ASES facilitates six-month mentor and mentee relationships to enhance personal and professional development. Others include:

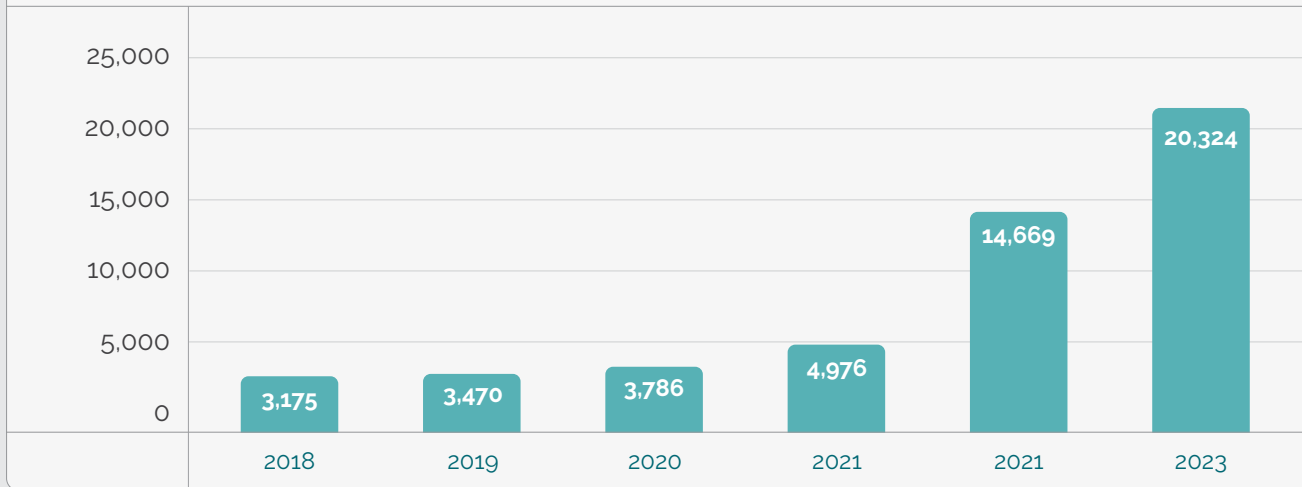
- Share research through an article in Solar Today.
- Present or listen in the ASES monthly webinars.
- Apply for scholarships dedicated to empowering students and young professionals in renewable energy.



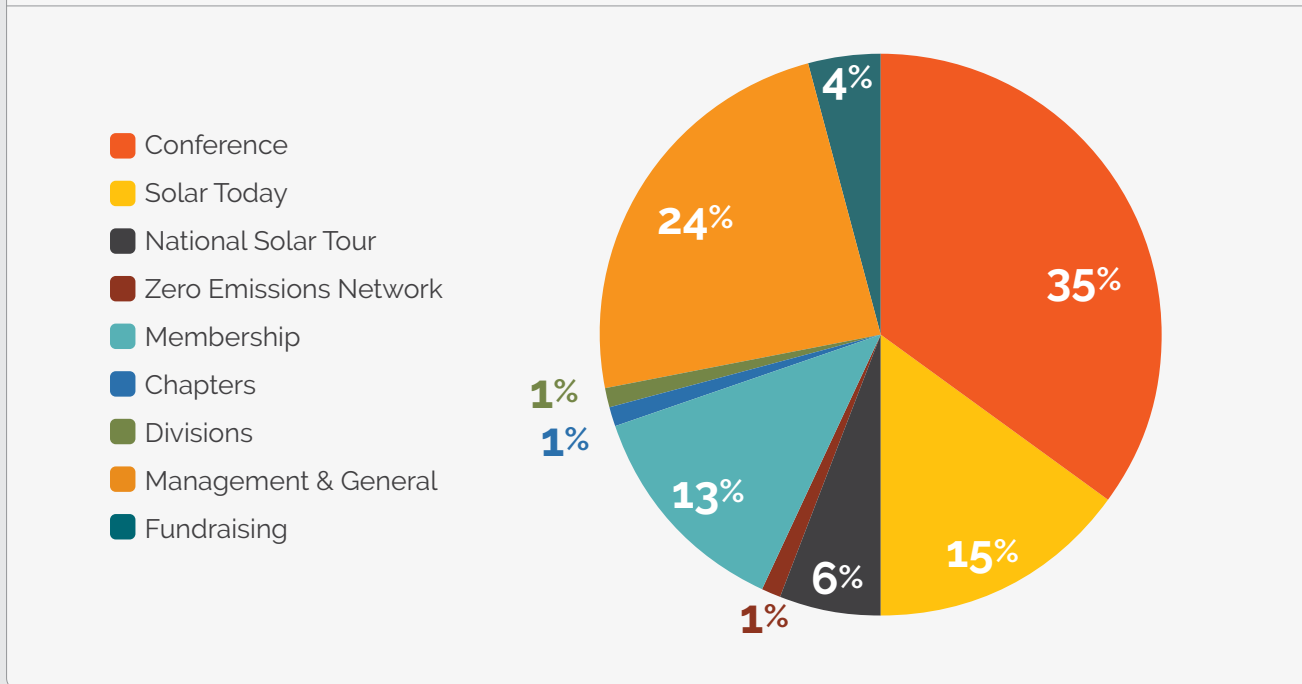
FINANCES AND GROWTH

Our solar community is stronger than ever, with an all-time high in membership of 20,000+. Our **affordable magazine, discounted conferences, free online platform, and complimentary tours** are gaining attention as we advance renewable energy adoption. We could not do this important work without supporters like you.

2023 ASES Membership Growth



2023 ASES Program Expenses (Jan—Sept)



CHAPTERS

ASES chapters are **independent organizations** with their own memberships and dues structures, boards of directors, and visions, missions, and programs. Collectively, they work with ASES to achieve the broader vision of **stronger solar and renewable energy communities** while being responsive to local and regional challenges and opportunities. They provide opportunities for individuals to engage with the renewable energy landscape in their local community.

39
TOTAL
CHAPTERS

14
STUDENT
CHAPTERS

They offer incredible opportunities to get to know and engage with the renewable energy landscape in your community.


Join the discussion on the ASES Online Community:

 community.ases.org



ASES TECHNICAL DIVISIONS

ASES Technical Divisions bring together diverse members with similar interests to **engage, educate, and grow the community** through an exchange of information and ideas. Divisions conduct outreach and ensure that ASES programs and publications are technically accurate. Membership in any Division is open to all ASES members including students.

Join the discussion on the ASES Online Community:  community.ases.org

Photovoltaics

Solar Buildings

Solar
Thermal

Grid Modernization
and Storage

Energy
Economics

Sustainability

Policy

Resource
Applications

“Connect with like-minded members to share knowledge.”

– ASES Technical Division Member

PROGRAMS

ASES SOLAR 2023

For over 52 years we have hosted the annual **National Solar Conference**, a unique blend of science, business, policy, and industry.

SOLAR TODAY

Members receive the **Solar Today magazine** that communicates the solar industry's fierce enthusiasm about advancing constructive policies, technologies, and deployment.

ASES NATIONAL **SOLAR TOUR**

The National Solar Tour shows off solar homes, businesses, and schools to educate and empower neighbors about clean energy choices.

ASES ONLINE COMMUNITY

The **ASES Online Community** gives members the opportunity to explore, connect, and engage with other members, chapters, divisions, and staff in an interactive community space.



Zero Emissions Network (ZEN) provides resources and community grants to help you reduce your carbon footprint.

TINY WATTS

Tiny Watts gives members access to a web-based platform to create a nationwide community of "tiny watts," small applications of solar PV and solar thermal.

MEMBERSHIP BENEFITS

ASES Chapters

ASES has 39 chapters, including student chapters, doing regional clean energy work. ASES chapters work together to build a better tomorrow.

ASES Technical Divisions

Access to any division is open to ASES business, professional, student and life members to exchange information and support ASES media and events.

Monthly Webinar Series

ASES members receive free priority access to our webinars, featuring technology, policy, economics, and other solar and renewable energy information.

Credit Unions

Members get access to join several credit unions, financial institutions focused solely on providing loans and investment opportunities in renewable energy and sustainability.

 **Join:** ases.org/join
 **Renew:** ases.org/renew

NATIONAL SOLAR CONFERENCE

For over 52 years, the ASES Annual National Solar Conference is America's leading conference on the **emerging trends, technology, and opportunities shaping the new energy economy**. The ASES cutting-edge conference series introduces attendees to the leaders, innovators, and entrepreneurs moving the industry forward. With the solar energy and energy efficiency sectors changing at an unprecedented pace, this conference helps participants understand the ongoing changes and uncover the billion-dollar opportunities. **ASES supports the global initiative that a world equitably transformed to 100% renewable energy is an urgent necessity.**

WHO ATTENDS?

- Educators
- Contractors
- Developers
- Architects
- Engineers
- Installers
- Consultants
- Students
- Homeowners
- Policy Makers
- Researchers
- Manufacturers
- Solar Enthusiasts



Call for Abstracts

On average, over 150 people present at the conference. Submit a proposal to participate in the next ASES National Solar Conference: ases.org/conference

Support the Conference

ASES sponsorship and advertisement opportunities can be found at ases.org/conference/sponsor. Email sales@ases.org if you have any questions. Sponsorships are tax-deductible and an excellent way to support the equitable transition to 100% renewable energy.

“The sessions were informative and educational, I really appreciated the focus on student engagement and early career advice.”

- SOLAR 2023 Attendee

ASES NATIONAL SOLAR TOUR

The National Solar Tour (NST) is an annual event organized by the American Solar Energy Society (ASES) that empowers thousands of people and organizations around the country to showcase the benefits of the renewable energy and sustainability features on their properties by hosting local open houses for the public. Participants visit **solar-powered homes, schools, commercial buildings,** and **community solar projects** in their local areas.

Homeowners and commercial solar owners open their properties to the public, sharing their experiences and knowledge about solar energy knowledge about solar energy in their local area. This event helps educate communities about the benefits of solar energy, including **cost savings, environmental sustainability,** and **energy independence.**

The NST takes place during the first weekend of October; however, many events happen all year round. The NST attracts people interested in **renewable energy, sustainability,** and **reducing their carbon footprint.** It provides a valuable platform for networking, learning, and fostering community engagement in the clean energy transition.

Support the Tour

ASES sponsorship and advertisement opportunities can be found at nationalsolartour.org/sponsor. Please contact sales@ases.org if you have any questions. Sponsorships are tax-deductible and an excellent way to support the equitable transition to 100% renewable energy.

Attend a Tour

 nationalsolartour.org/map

Host an In-Person or Virtual Tour

 nationalsolartour.org/signup (when available)

Electric
Vehicles



Battery
Backups



Heat
Pumps



SOLAR TODAY

Solar Today is a print and digital magazine founded in 1987 that communicates the data-driven, fierce enthusiasm of the solar power industry to transform our energy use and combat climate change.

It is written by experts in the American Solar Energy Society's extended professional community. We cover the energy transition that is taking place worldwide, with a central focus on solar power in the United States.

Industry and government need to draw on the latest research, technologies, and practices to create an equitable and fast energy transformation. ***Solar Today* provides insightful perspectives and data** to help solve the problems of that transition. We provide pragmatic, realistic, unfiltered intelligence. Our magazine helps troubleshoot and catalyze the innovation process.

We follow best practices from the American Society of Magazine Editors and other journalism organizations. Fairness and accuracy are key to our success. We seek diverse perspectives. **Our readers are also interested in international and global viewpoints.** They include around 20,000 solar enthusiasts and/or professionals. Our surveys show they are often at the senior and/or management level. They value debate and provide us with many story ideas.

Quarterly, we invite contributors to pitch **op-ed explainers**. An op-ed explainer is an opinion piece that is grounded in solid data and/or experience. Like most other opinion pieces, these articles are unpaid. We also accept pitches for our **Solar Living** column for homeowners, our **Student Perspective** column, and our **View from Washington** column. We are seeking more articles about **solar R&D** and other **technical subjects**. Each issue has a theme that relates to high-priority discussions.



How to Pitch an Article

Email two paragraphs summarizing its key points to:

Kat Friedrich, Editor in Chief of *Solar Today*, kfriedrich@ases.org

Please include a one-paragraph bio showing the relevant experience of each author (one bio per coauthor).

How You Can Help

We cordially welcome financial support from organizations that know the crucial value of solar solutions for the survival of the human race. To receive our media kit for sponsorships and advertising, contact: **Brian Searles, Sales, bsearles@ases.org** You are also welcome to support *Solar Today* by signing up for memberships or donations through our website, ases.org. Together, we can build a cleaner energy future.



The power of community



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