



AMERICAN
SOLAR
ENERGY SOCIETY

ASES Strategic Plan 2026-2030

Board Approved: December 22, 2025

ASES VISION

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

ASES MISSION

Accelerate equitable solar adoption by educating and building community.

ASES' UNIQUENESS AS A SOLAR ORGANIZATION

ASES is an INTEGRATOR and EDUCATOR, connecting research, industry, advocates, and consumers of all backgrounds with accurate information, inspiring events, and empowering opportunities that make solar, along with other renewable energy and sustainable living practices, accessible to all.

ASES HIGH-LEVEL ORGANIZATIONAL GOALS

IMPACT OF ASES MISSION-DRIVEN PROGRAMS

Goal: Increase in the number of people impacted by ASES programs (Tour, Conference, Solar Today, and other projects) through creative new outreach and monitoring, increase in membership and partnerships with like-minded organizations, and increase in the positive actions that take place as a result of these programs.

Measured by

- Surveys of people's actions taken as a result of ASES programs
- Increase in the number of people, organizations, partners, and diversity of identity and professions of people involved in ASES programs through participating, volunteering, donating to, and/or promoting them.

STEWARDSHIP OF FINANCES and STAFF/VOLUNTEERS

Financial Goal: Achieve a more secure financial status.

Measured by income increasing each year, meeting 6 months' operational funds reserve of the finances sustained for a full year, then creating and growing an endowment.

Staff/Volunteer Goal: Address staff/volunteer needs

Measured by self and group staff and board periodic assessments to evaluate the efficacy of governance and participation.

ASES FOCUS AREAS for 2026-2030

1. ASES key programs (National Solar Conference, National Solar Tour, *Solar Today*) have broader participation and become financially sustainable through revenue generation and creative fundraising (i.e. grants, sponsors, donors).

Measured by increases in number and breath of participants and by survey data and feedback indicating behavior change or new activities as a result of the program, and by program expenses covered by income for the program

2. ASES creates operational partnerships with like-minded and solar-adjacent organizations in order to enhance mutual missions and accelerate the overall transformation to solar energy.

Measured by the number, extent, and results of partnership involvement with ASES, including a growth in solar adoption.

3. ASES grows our audience and impact through creative communication to connect students, teachers/professors, and young professionals with the tools, resources, mentorships, and other opportunities for networking and development.

Measured by the number of student members, education members, members by age, attendance of each category at conferences, number of mentors, number of student chapters, and number of resources on the website. Also measured by the number of new projects initiated, new research, new publications, and other activities by the educational community and young professionals.

4. ASES connects LMI communities, tribal nations and other underserved consumers and professionals with resources to adopt solar energy and sustainable living.

Measured by the number of successful outreach activities to these groups, number of new panels installed, and reduction in costs.

5. ASES encourages resiliency by advocating for efficiency-first and passive strategies, along with solar plus storage systems using traditional

PV batteries, those from electric vehicles, and building materials, along with heat from direct solar radiation, earth, air, and water. Incorporation of other renewable energy sources is also included.

Measured by purchased energy use reduction reported by ASES members and the solar community.

6. ASES engages consumers to provide education and inspiration for solar by providing information via programs such as the National Solar Conference and National Solar Tour, webinars, other media and partnerships about solar energy benefits, panel installation, storage and financing, to encourage individuals to install solar on their homes and businesses, or to use plug-in solar.

Measured by achieving broader and more diverse participation, including the number of people attending the conference, tour, and webinars. Via a survey, track the number of people who feel inspired to consider solar, the number who install it and the number who become an advocate for solar as a result of or due to influence by our programs.

7. ASES Divisions Leadership is empowered to enhance Division member engagement by improving outreach, growing Division membership, and creating opportunities for connection through webinars, meetings, and discussion forums.

Measured by the number of people who join Divisions, the number of people who join webinars or other activities, the number of people connecting outside the meetings via the Online Community discussion boards, and (qualitatively) enhancing the level of dialogue of solar professionals, advocates, and the general public.

8. ASES supports the development of the solar energy workforce, including installers, electricians, designers, sales, and marketers by developing a set of activities, potentially including webinars or partnerships with organizations such as academic institutions and unions or partnerships with chapters or social media, to reach out to job seekers so that they consider a career in solar energy.

Measured by the number of activities developed, the number of participants in the activities and via a survey of the number of people who consider or shift to a career in solar, and by growth in the solar workforce.