

Ground Source Heat Pump Center

Mission

The Ground Source Heat Pump Center provides ground source heat pump technological leadership, outreach programs, and management services to the industry to address problems associated with the energy consuming nations' security, environmental concerns, and economic stability.

Vision

The Ground Source Heat Pump Association will leverage the quality ground source heat pump technology programs in education, training, research, outreach and business development to position the Ground Source Heat Pump Technology Center as the preeminent industry headquarters.

Core Values

Diversity – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

Integrity – We are committed to the principles of truth and honesty, and will be fair, equitable, impartial, and professional.

Service – We believe that serving others is a noble and worthy endeavor, and we seek to provide exceptional service.

Intellectual Freedom – We respect the rights of all to pursue knowledge in an unfettered manner.

Excellence – We seek excellence in all our endeavors, aspire to new heights, and are committed to continuous quality improvement.

Stewardship of Resources – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

Strategic Goals, Critical Success Factors, Objectives, and Strategies

Goal 1. Achieve outreach and service by engineering the expansion of the ground source heat pump industry through a program of long-term sustainable technological growth and development, training, and outreach, and international cooperation.

Critical Success Factors:

- Expand the Accredited Installers (AI) course by 5% (utilizing 2004 figures as baseline)
- Increase retention of Accredited Installers by 3% (utilizing 2004 figures as baseline)
- Increase the Certified GeoExchange Designer (CGD) by 5% (utilizing 2004 figures as baseline)
- Establish a geothermal industry conference to be held every other year at Oklahoma State University and alternate years at sites supported by industry partners

Objectives:

Objective 1.1: Develop and distribute internationally recognized training materials.

Objective 1.2: Promote the efficient use of ground source heat pumps.

Objective 1.3: Organize international research and outreach conferencing and symposia.

Goal 2. Insure IGSHPA and OSU's position as the world's pre-eminent research facility by securing research grants and maintenance endowments.

Critical Success Factors:

- Transform the Petroleum Building into the GSHP Center
- Develop plan to provide for ongoing success of the Center

Objectives:

Objective 2-1: Pinpoint areas of needed research to meet industry growth schedules.

Objective 2-2: Organize plan for deployment of research findings

Objective 2-3: Recruit corporate support for research, development, and maintenance

Goal 3: Expand and enhance the international growth of IGSHPA by establishing chapters and/or ongoing relationships in cooperating countries.

Critical Success Factors/Assessments for Goal 3:

- Increase individual, corporate, and chapter international memberships in Canada, China, England, Japan, and Korea.
- Implement automatic translation of IGSHPA website into foreign languages
- Organize an IGSHPA sponsored training and/or conference outside the U.S.

Objectives:

Objective 3-1: Identify and support affiliate institutions to provide updated training materials and new application opportunities through continued research

Objective 3-2: Develop and distribute internationally recognized installation standards and materials

Objective 3-3: Represent the association in matters of local, state, national and international interests of members

Goal 4. Provide business and exporting opportunities for Oklahomans.

Critical Success Factors/Assessments for Goal 4

- Identify high profile projects for geothermal technology
- Develop marketing materials to directly promote Oklahoma technology based companies internally and externally
- Increase Technical Conference attendance by 5%

Objectives:

Objective 4-1: Discover opportunities for Oklahomans to be recognized with this technology

Objective 4-2: Organize business forums for the display of goods and services

Objective 4-3: Network with local, state, and federal entities to leverage resources for maximum commercial expansion

Goal 5. Establish a proactive presence in support of national and international initiatives whose success benefits directly from GSHPs. Specific initiatives include but are not limited to: Affordable Housing, Zero-Energy-Homes (ZEB-DOE), etc.

Critical Success Factors for Goal 5

- Research and rank potential of proposed initiatives for interaction and response
- Institute policies for assertive role with affiliate groups
- Develop targeted marketing tools for each initiative

Objectives:

Objective 5.1: Identify government agencies tasked with implementation responsibilities

Objective 5.2: Seek and present the benefits of GSHP technology to these groups

Objective 5.3: Seek government funding for design development and implementation

Objective 5.4: Work with affiliate groups (i.e., Radiant Panel Association and Geothermal Heat Pump Consortium) to achieve synergy in policy and mission objectives

Goal 6. Departmental Infrastructure and Workforce

Critical Success Factors:

- Provide support for staff professional development training programs from 0.5 to 1.0 /FTE
- Establish ongoing student internships from 1 to 2 yearly
- Recruit and retain more diverse professional staff in proportion to regional population
- Recruit and retain more diverse student interns in proportion to regional population

Objectives:

Objective 6-1: Budget financial support for professional development

Objective 6-1: Identify OSU departments for intern recruitment

Objective 6-1: Seek industry participation for student internships