

IAEE STRATEGIC PLAN 2018 – 2020

Vision

The International Association for Energy Economics (IAEE) is the leading international professional association in energy economics and related disciplines.

IAEE's Mission Statement

The International Association for Energy Economics is an independent, non-profit, global membership organization for business, government, academic and other professionals concerned with energy and related issues in the international community. We advance the knowledge, understanding and application of economics across all aspects of energy and foster communication amongst energy-concerned professionals.

We facilitate

Worldwide information flow and exchange of ideas on energy issues

High quality research

Development and education of students and energy professionals

We accomplish this through

Providing leading edge publications and electronic media

Organizing international and regional conferences

Building networks of energy-concerned professionals

MEMBERSHIP

Membership objective: Membership growth, especially in countries or categories where the Association currently has too few members. However, growth in number of members should not come at the expense of maintaining a balance of academic, industry and government professionals as members, or of providing valuable products and services sufficient to retain the loyalty and enthusiasm of current members. It is also noted that the energy industry is cyclical in nature and that forces beyond the association's control (e.g, economic, geopolitics) can negatively impact the Association's membership base and increases thereof.

Strategy 1: *Grow IAEE membership in new regions.*

Strategy 2: *Retain more existing members.*

Strategy 3: *Develop a membership survey.*

CONFERENCES

Conference objective: IAEE conferences will reflect the Association's vision and mission statement, and sustain, or preferably enhance, the quality of the IAEE brand. The IAEE Council and VP Conferences can play a stronger role by transmitting information about successful and unsuccessful initiatives and practices from one affiliate conference to another. Conferences are also an appropriate venue for two face to face Council meetings each year.

Strategy 1: *Strengthen the established Cornerstone IAEE conferences (International Conference and Regional Conferences), with a view to improving quality and relevance to members.*

Strategy 2: *Establish periodic conferences/workshops/seminars in new regions. The objective is to put on an IAEE event yet not expect an immediate financial return. The association would invest in these regions with an understanding that it is brand-marketing and anticipates attracting new members (and possibly, in the long run, develop new Affiliates) and ongoing profitable conferences.*

Strategy 3: *Establish formal relationships with organizations of similar interest to IAEE.*

STUDENT PROGRAMMING

Student Programming objective: Review IAEE programs and activities to ensure that they continue to serve the interest of students, identify and help curate new student programs/events; help promote IAEE membership to students unaware of the Association.

Strategy 1: *External and internal review of current student Programs &Activities (P&A).*

Strategy 2: *Curate new student P&A*

Strategy 3: *Membership Development & Support*

Strategy 4: *Connect existing Student Chapters*

PUBLICATIONS

Publications objective: IAEE journals and associated publications will reflect the Association's vision and mission statement and enhance its reputation.

Strategy 1: *Strengthen the ISI Ranking of IAEE Journals and benchmarking Journal performance.*

Strategy 2: *Ensure regular rotation on Journal Board of Editors.*

Strategy 3: *Increase awareness of EEEP*

Strategy 4: *Journal Housekeeping*

Strategy 5: *Energy Forum Improvements*

Strategy 6: *Improve functionality of Online Directory*

Strategy 7: Create greater access and discoverability for the Conference Proceedings

BUSINESS & GOVERNMENT

Business & Government objective: Review IAEE programs and activities to ensure that they continue to serve the interest of those from business and government backgrounds.

Strategy 1: *Stimulate new products & services that benefit business & government members.*

Strategy 2: *Membership Development*

ACADEMIC AFFAIRS

Academic affairs objective: Review IAEE programs and activities to ensure that they continue to serve the interests of the academic (faculty and student) members of IAEE. This will involve working with VP Communications on assessing resources provided to academic members on the IAEE web site, VP Conferences to coordinate student awards and programming that is attractive to academics at IAEE conferences, the Student Representative serving on IAEE Council to promote the interests of student members of IAEE, and VP Publications to enhance the reputation of IAEE publications in the academic community.

Strategy 1: *Expand Summer School programs and related programming*

Strategy 2: *IAEE program brand expansion and maintenance*

Strategy 3: *Investigate a program to facilitate the exchange of energy economics students between countries.*

COMMUNICATIONS

Communications objective: Increase awareness of IAEE programs and benefits within the business, academia, and government constituencies as well as the public at large.

Strategy 1: *Keep the IAEE website fresh, innovative and useful.*

Strategy 2: *Enhance IAEE's Social Media Presence*

Strategy 3: *Help drive article content to Energy Forum*