SEMC Working Groups Participation, Satisfaction and Reach

PUBLIC VERSION

KIM CROSSMAN, SEMC WORKING GROUPS COMMITTEE

2025 Working Groups: Participation, Satisfaction and Reach

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Introduction: Background and Purpose of this Report

SEMC Working Groups and the Working Groups Committee

SEM Collaborative (SEMC) Working Groups provide a key venue for smaller groups within the community to **self-organize** and **work collaboratively on specific topics to enhance SEM effectiveness.** SEMC members lead all Working Groups, but participation is open to anyone interested.

While the specific focus and efforts of an established Working Group often evolve over time, their work typically reflects and aims to accomplish one or more of the following objectives:

Exploratory	Practical/ Tactical	Expansive	Capacity Building
• Sharing information and learnings • Trying to understand an emerging topic	• Tech transfer/ sharing of effective practices • Development of useful tools or resources • Near-term benefits	• Increasing the reach/ applicability of SEM • Growing or priming the market • Mid- and long-term benefits	• Increasing awareness of SEM in the EE industry • Increasing the number, knowledge and/ or skills of SEM professionals

SEMC Working Groups that were active in 2025 are addressed in this report. Those Working Groups and their 2025 Working Group Leads are:

- Beyond the E – April Cannon, Ask Energy Inc.

- Building Performance Standards (BPS) – Faith Debolt, SBW Consulting

- Emissions Reduction/Decarbonization (Decarbonization) – Pam Birkel, Swift Efficiency

- K-12 Schools – Kathleen Belkhayat, Energy Trust of Oregon and Lindsay Cohen, Stillwater Energy

- Supersize the Scale and Reach of SEM (Supersize SEM)- Jinsy Oommen, Cascade Energy and Oggie Finci, Goldfin

SEMC Working Groups are described on the SEMC's SEM Hub website at semhub.com/workinggroups. WG Leads can be contacted by those interested in joining through that webpage.

The **SEMC Working Groups Committee** (WG Committee) supports SEMC Working Groups (WGs) by facilitating equitable access to SEMC organizational resources, providing ongoing and ad hoc support to Working Group Leads (WG Leads) and reporting on the adoption and progress of WG efforts to SEMC leadership. The 2025 WG Committee was led by SEMC Leadership Team member Kim Crossman of Great Work Energy and included representatives of each of the SEMC Regional Chapters: Greg Baker of VEIC, NE Chapter; Joe Mays of Cascade Energy, SE Chapter and Sara York of Cascade Energy, NW Chapter.

Purpose of this Report

This report is the WG Committee's first attempt to evaluate and report on SEMC WGs. It summarizes two rounds of data collected from WG Leads and Participants in 2025 to better understand participation, satisfaction and reach of WG results.

As per the WG Committee Charter, this information will be presented to the SEMC Leadership Team. Additionally, we hope that the information provides useful feedback or indicators for current WG Leads that helps inform their ongoing and future efforts.

Ultimately, the WG Committee would like this annual evaluation to support extrapolation of what makes an effective, successful WG, as this information would be helpful for WG Leads, the organization and the broader community. We also recognize that there will be some challenges in identifying best practices, as WGs have different focuses, participation levels, objectives, and leaders, so very different strategies or tactics could be effective. This first WG evaluation effort did not attempt to address that larger objective, instead focusing on developing and implementing efficient, repeatable data collection processes and survey instruments that would apply across all types of WGs. It is our hope that these processes and this summary report provide a useful starting point for future evaluations that can better inform continuous improvement.

Data Collection Process and Methods

The WG Committee developed a draft data collection plan and evaluation framework in early Q2 2025. A primary objective was to support ease of WG Lead and Participant response. To support this, all WG Leads were asked to review and provide input before the data collection plan was finalized or executed. WG Leads provided useful feedback and recommendations that were incorporated into the final plan and process. The most significant change made was reducing the frequency of data collection from quarterly to only twice a year.

Information sought	Data collection method
WG Participant satisfaction and benefits of participating	Bi-annual survey of participants
WG Lead satisfaction and benefits of leading the WG	Bi-annual survey of WG Leads
WG participation: name, company and level of involvement (active, monitoring, inactive)	Participant List form updated and submitted bi-annually by WG Leads
Reach of WG results: planned and executed outputs/ outcomes of WG efforts such as presentations, publications, citations, collaborations, etc.	Reach of WG Results form updated and submitted bi-annually by WG Leads

Microsoft 365 software was used for data collection and analysis, including Forms for administering the surveys and Excel for the Participant List and Reach of WG Results templates, as well as analysis of survey results. The survey questions are provided as Appendix 1 of this report.

Outreach and data collection was executed in May-June 2025 and again in October-November 2025. An email to WG Leads provided a link to take the WG Lead Satisfaction survey and the Participant List and Reach of Workgroup Results forms were provided as attachments to fill out and submit. While the survey was self-explanatory, there was a need to review and iterate on the forms with most WG Leads to get these filled out as intended. A request to take the WG Participant Satisfaction survey with a link was emailed to each WG's Participants, with one reminder emailed 8-10 business days later. People participating in more than one WG received separate email requests to take the survey for each WG.

Going forward in 2026 and beyond, the Committee finds and recommends that:
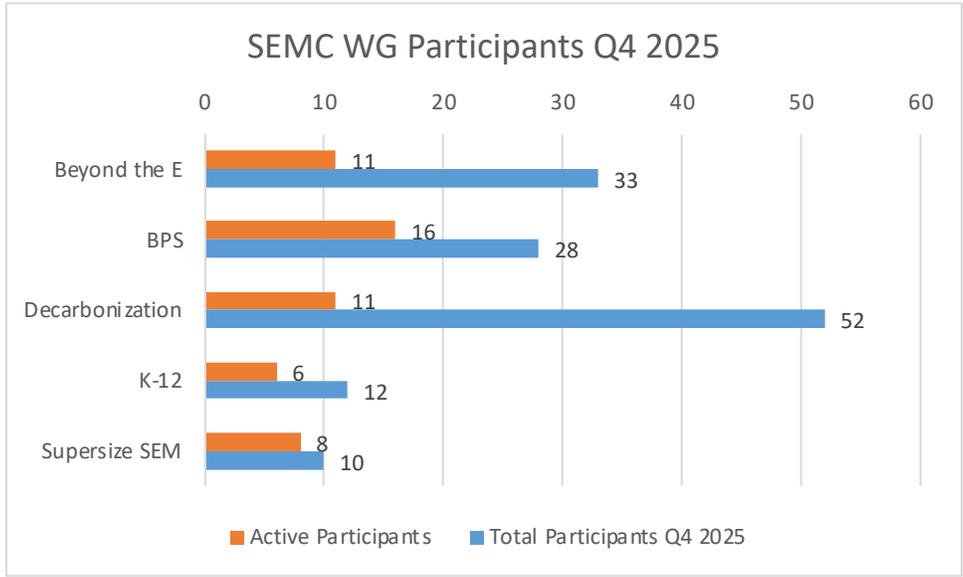
- Twice-annual data collection should optimally occur in late March – early April and in late October-early November.
- The Participant Satisfaction Survey, WG Lead Satisfaction Survey and Participant List all were effective and should continue to be used to allow for longer term trends analysis.
- The Reach of WG Results form is not optimal for either data collection or analysis and should be reconsidered and updated. At a minimum, there is a need for a description of the WG's specific aims, efforts and work products to be incorporated into the form.

Summary of Findings

Each WG Participant's level of involvement at the time of data collection was characterized by the WG Lead, with the following definitions:

- Active: Attends and contributes to conversations/ work of the group.
- Monitoring: May sometimes respond to emails or attend a meeting but does not actively contribute.
- Inactive: Does not respond, attend meetings or otherwise participate in the WG's efforts.

As of Q4 2025, there were 135 Participants in the 5 WGs. Long-time WG Leads have emphasized that the size of a WG is not necessarily a driver or indicator of success. Some WGs may be addressing a more niche topic that has relevance to a smaller segment of the SEM community, while others have broader relevance. The number of Active participants in a WG appears to be more important and is more consistent across the WGs.

SEMC WG Participants Q4 2025

Beyond the E: Active Participants 11, Total Participants Q4 2025 33
BPS: Active Participants 16, Total Participants Q4 2025 28
Decarbonization: Active Participants 11, Total Participants Q4 2025 52
K-12: Active Participants 6, Total Participants Q4 2025 12
Supersize SEM: Active Participants 8, Total Participants Q4 2025 10

The number of Participant survey responses received for each WG may also provide some indication of their engagement at the time the survey went out. But the timing of the survey probably has a bigger effect on response, as Q4 is often the busiest time of year for most SEM program Implementers and Administrators.

2025 Participant Survey Responses Received

Beyond the E: Q2 5, Q4 9
BPS: Q2 5, Q4 3
Decarbonization: Q2 9, Q4 3
K-12 Schools: Q2 2, Q4 3
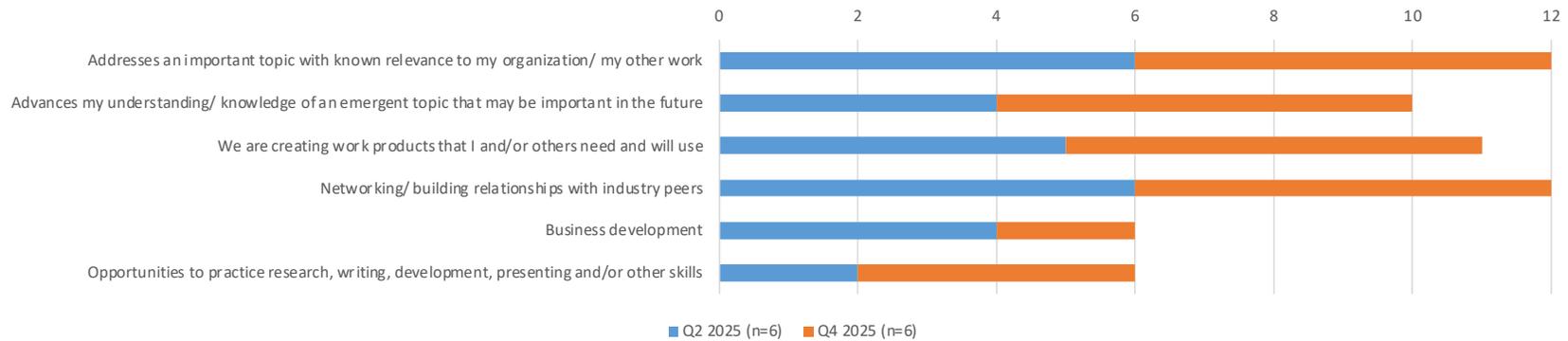Supersize SEM: Q2 5, Q4 2
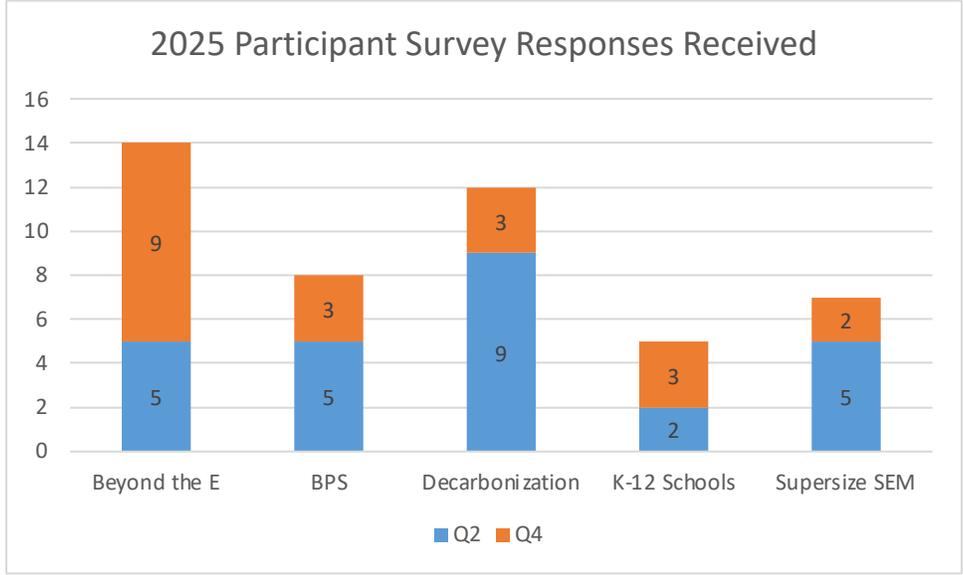
Beyond the E and Decarbonization WGs have been operating for years, and this shows both in their number of participants and in how long people responding to the survey have been involved. K-12 Schools has been operating since early 2024, BPS was formed in Q3 of 2024 and Supersize SEM began in Q1 of 2025.

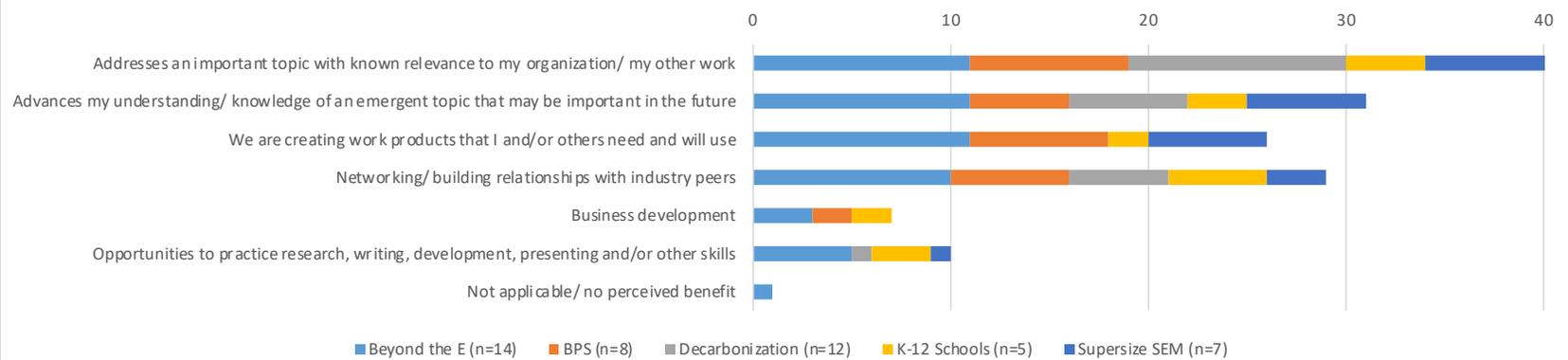**How Long Have You Been in this Working Group?**
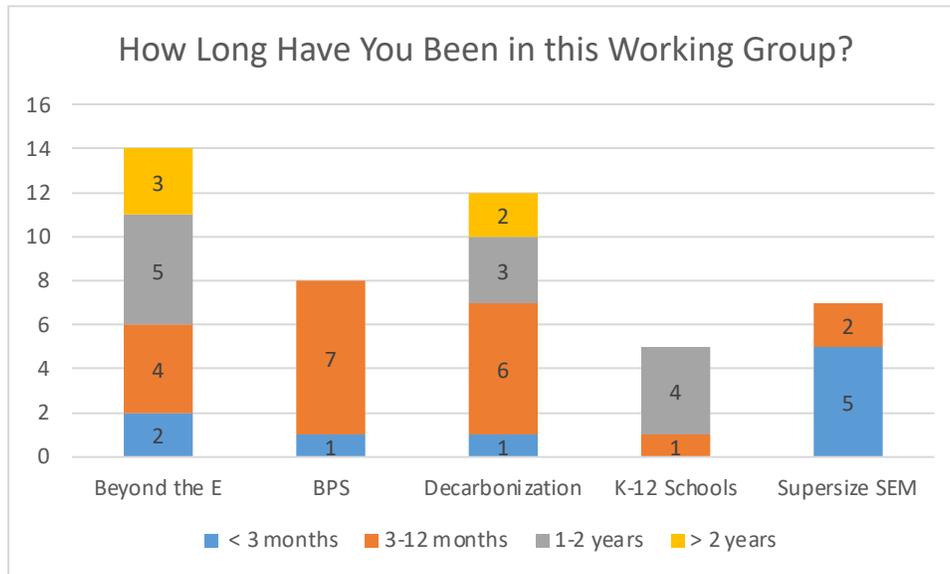
Both Leads and Participants experience multiple benefits from their involvement in SEMC WGs, which are summarized in the charts on the next page. While relevance of the WG topic is clearly the top draw in 100% of WG Lead responses and 89% of Participants responses, the benefit of building relationships with industry peers is also noted in 100% of WG Lead responses and 62% of Participant responses. Creating useful work products is more of a consistent benefit for WG Leads (92%, all but one response) than for Participants (55%). Advancing their knowledge on an emergent topic was selected as a benefit in in 83% of WG Lead responses and in 66% of Participant responses. Business development and opportunities to practice research, writing, development, presenting and other skills were benefits noted in 50% of WG Lead responses and in < 25% of Participant responses.

Because all WG Leads and Participants are volunteers, and many are competitors in other venues, maximizing the benefits of involvement in WGs is necessary for their success.

How Do You Benefit From Leading This Working Group?

Addresses an important topic with known relevance to my organization/ my other work		
Advances my understanding/ knowledge of an emergent topic that may be important in the future		
We are creating work products that I and/or others need and will use		
Networking/building relationships with industry peers		
Business development		
Opportunities to practice research, writing, development, presenting and/or other skills		

Legend: ■ Q2 2025 (n=6) ■ Q4 2025 (n=6)

How Do You Benefit from Participating in this WG?

Addresses an important topic with known relevance to my organization/ my other work		
Advances my understanding/ knowledge of an emergent topic that may be important in the future		
We are creating work products that I and/or others need and will use		
Networking/building relationships with industry peers		
Business development		
Opportunities to practice research, writing, development, presenting and/or other skills		
Not applicable/ no perceived benefit		

Legend: ■ Beyond the E (n=14) ■ BPS (n=8) ■ Decarbonization (n=12) ■ K-12 Schools (n=5) ■ Supersize SEM (n=7)

Working Group- Specific Data

Other data collected related to satisfaction, participation and reach are not directly comparable but are relevant to each WG and how they functioned in 2025. These are incorporated into WG-specific appendices, for consideration and use by the WG Leads. The WG Committee understands that some of this participant feedback could be sensitive to our volunteer WG Leads, especially due to their lack of anonymity in this report and on the SEM Hub Working Groups webpage. All WG-specific appendices are included in the full report provided to SEMC Leadership, and versions provided to WG Leads for their review and use will only include their own Working Group's appendix. Any future publication of this report will omit these appendices.

For Satisfaction, Leads and Participants were asked to select their level of agreement with the set of statements shown in the charts, on a scale of Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1). Participant satisfaction scores reflect the average of all responses received. Comments provided reflect all the responses received to the optional open-ended survey questions at each round of data collection and are verbatim.

The Participation charts reflect the WG Lead's characterization of each participant's level of involvement at the time of data collection. Because of the high number of Inactive participants in the WGs that have been operating a long time, the WG Committee requested that WG Leads contact those who are Inactive or Monitoring to see if they were still interested in the WG, and to remove those who are not. Some progress was made, but this type of clean up and maintenance of Participant lists should be executed at least annually by WG Leads.

Information about the reach of WG results is taken from the Reach of WG Results Forms submitted by each WG Lead. As previously stated, the WG Committee acknowledges that this form was not optimal for either data input or analysis. It is likely that the information gathered doesn't adequately reflect what WGs worked on or accomplished in 2025, and it probably doesn't provide a strong basis for understanding longer-term impacts of this work in the future. We recommended that the form and process for collecting this information should be re-designed before the next round of data collection and reporting in 2026 and would welcome input and advice from current WG Leads or SEMC Leadership to support that improvement.

Appendix 1: Survey Questions

WG Leads Satisfaction Survey

1. Name of Working Group (select 1)
2. How strongly do you agree or disagree with the following statements? (select 1: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)
    a. The topic the Working Group is addressing is relevant and important to me.
    b. The work we have planned for this year is relevant and important to me.
    c. The group is executing our planned work effectively.
    d. I am pleased with the outputs/ outcomes of our work so far this year.
3. How do you benefit from leading this Working Group? (select all that apply)
    o   Addresses an important topic with known relevance to my organization/ my other work.
    o   Advances my understanding/ knowledge of an emergent topic that may be important in the future.
    o   We are creating work products that I and/or others need and will use.
    o   Networking/ building relationships with industry peers
    o   Business development
    o   Opportunities to practice research, writing, development, presenting and/ or other skills
    o   Not applicable/ no perceived benefit
    o   Other benefits not listed
4. If you checked "Other benefits not listed above" in response to Q3, please describe below. (open text field)
5. How strongly do you agree or disagree with the following statement? (select 1: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)
    a. I feel well-supported in my role as a Working Group Lead by the SEMC Working Group Committee.
6. If you have other information, feedback or requests you'd like to share, please do so here (optional). (open text field)

WG Participant Satisfaction Survey

1. Name of Working Group (select 1)
2. What best describes your level of involvement in this Working Group this year? (select one)
   - Active participant/ contributor
   - Just monitoring
   - Inactive
3. How long have you been a member of this Working Group (select one)
   - < 3 months
   - 3-12 months
   - 1-2 years
   - > 2 years
4. How strongly do you agree or disagree with the following statements? (select 1: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)
   a. The topic the Working Group is addressing is relevant and important to me.
   b. The work we have planned for this year is relevant and important to me.
   c. The group is executing our planned work effectively.
   d. I am pleased with the outputs/ outcomes of our work so far this year.
5. How do you benefit from participating in this Working Group? (select all that apply)
   - Addresses an important topic with known relevance to my organization/ my other work.
   - Advances my understanding/ knowledge of an emergent topic that may be important in the future.
   - We are creating work products that I and/or others need and will use.
   - Networking/ building relationships with industry peers
   - Business development
   - Opportunities to practice research, writing, development, presenting and/ or other skills
   - Not applicable/ no perceived benefit
   - Other benefits not listed
6. If you checked "Other benefits not listed above" in response to Q3, please describe below. (open text field)
7. If you have other information, feedback or requests you'd like to share, please do so here (optional). (open text field)