

American Geosciences Institute **STRATEGIC PLAN**



The Voice of the Geosciences



2012

Education & Outreach

Geoscience Information

Public Policy

Workforce

Member Services

2012 Strategic Plan Committee

G. Warfield Hobbs IV
Ammonite Resources,
Committee Chairman

William N. Barkhouse
ABC-GEO, Inc.

P. Geoffrey Feiss
GSA Foundation

Christopher M. Keane
American Geosciences Institute

P. Patrick Leahy
American Geosciences Institute

Sharon Mosher
University of Texas at Austin

Wayne D. Pennington
Michigan Technological University

Richard M. Powers
AGI Foundation

James M. Robertson
Geological Survey of Wisconsin

Donald L. Sparks
University of Delaware

Berry H. Tew, Jr.,
Geological Survey of Alabama

David R. Wunsch,
Geological Survey of Delaware

2012 AGI Executive Committee

President: Wayne D. Pennington

President-Elect: Sharon Mosher

Past President: G. Warfield Hobbs IV

Secretary: Berry H. Tew, Jr.

Treasurer: Michael D. Lawless

Members at Large: David W. Bieber,
Jessica Moore, and John G. Parrish

AGI Foundation Chair: Richard M. Powers

Executive Director: P. Patrick Leahy

WHO WE ARE

The American Geosciences Institute is a nonprofit federation of geoscientific and professional associations that represents more than 250,000 geologists, geophysicists, and other earth scientists. Founded in 1948, AGI provides information services to geoscientists, serves as a voice of

shared interests in our profession, plays a major role in strengthening geoscience education, and strives to increase public awareness of the vital role the geosciences play in society's use of resources, resilience to natural hazards, and the health of the environment.

FORWARD

All great organizations have the discipline, vision and foresight to adapt to changing needs, demands and opportunities. The American Geosciences Institute (AGI) is no exception. Through continued and strong support by the AGI Foundation, AGI has enjoyed the success of selflessly serving the geoscience community for 65 years and has prospered as it developed and nurtured a strong reputation with geoscientists, educators, and the public.

Through its efforts to bring together the diverse capabilities of its membership AGI has successfully implemented innovative programs in K-12 education and outreach, the delivery of geoscience information especially through GeoRef, public policy through its leadership forums and the critical geoscience needs document prepared expressly for policymakers, and development of materials

to assess the status of geoscience departments and the global workforce. Through these efforts, AGI has developed a reputation as being a 'Trusted Voice of the Geosciences' in the United States. Much remains to be done to enhance that reputation and build upon the essence of the AGI Federation – the collective strength of its Societies. The overarching priority of this strategic plan is to more effectively engage the leadership of the AGI member societies to address key areas of common concern. This will require AGI to be more effective in several ways including greater communication to identify areas of mutual interest, increasing collaborative activities, and crafting innovative partnerships to advance geoscience in the United States.

The goal of this strategic plan is to set the Institute's priorities for the next decade.



Education and Outreach

The mission of AGI is to lead national collaborative efforts to improve, expand, and promote geoscience education at the K-12 level and in higher education. Geoscience education should reflect changes in our knowledge, awareness, priorities,

responsibilities and opportunities in the world around us. Curriculum programs need to be continually enhanced to provide all students with the understanding necessary to make appropriate decisions to address the challenges of the 21st century.

Education Goals and Strategies:

- Establish the Center for Geoscience Education and Understanding, to monitor and report on the progress of K-12 earth science education initiatives on a state-by-state basis.
- Ensure that geoscience is taught throughout the K-12 curriculum and assessed at appropriate levels.
- Promote the use of AGI-produced and other excellent teaching materials in the geosciences.
- Increase professional development opportunities in the geosciences for K-12 teachers.
- Develop new video-based products for the general public and the K-16 market.
- Create opportunities for members of the geoscience education community to meet and collaborate.
- Conduct geoscience education research at the K-16 level and disseminate findings.
- Seek out opportunities for global partnerships in geoscience education.
- Establish online courses in partnership with members of the Federation to support professional development and public awareness of the geosciences.



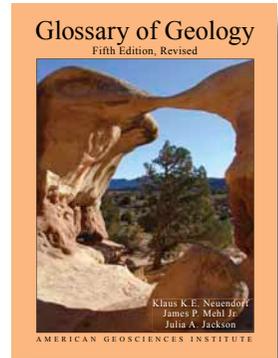
Outreach Goals and Strategies:

- Expand outreach partnerships with science and science education organizations both within and outside the United States.
- Provide a template of Earth Science Week programs for groups outside the U.S.
- Seek Earth Science Week support from multi-national donors.
- Expand the visibility, accessibility, and reputation of EARTH Magazine.



Geoscience Information

AGI is a premier provider of comprehensive, reliable and timely geoscience information for geoscientists, public policymakers, educators, the public, industry, the media, and students.



Geoscience Information Goals and Strategies:

- Promote the global value, utilization and delivery of geoscience information using sources such as GeoRef and related information products.
- Translate geoscience research to the general public using innovative technologies and delivery systems.
- Deliver and market geoscience information more effectively to audiences.
- Coordinate globalization of geoscience information through outreach programs such as Earth Science Week.
- Evaluate enhancements to the Glossary of Geology and future needs of the geoscience professional in a web-based context.



Public Policy

AGI's public policy efforts, through the Geoscience Policy Program and the new Center for Geoscience Education and Understanding, are to work with Member Societies, Congress, federal agencies, and state and local governments. The goal is to bring improved geoscience insights into the decision-making process of public policy and to serve as a focused voice for the shared policy interests of the geoscience profession.

National and other policymaking entities are facing constrained budgets and multiplying priorities in which geoscience programs must compete to demonstrate superior public value. At the same time, entities face decisions on increasingly technical issues upon which geoscience data and expertise are essential. There is a tremendous opportunity and need for greater involvement of geoscientists in the policymaking process.

Public Policy Goals and Strategies:

- Track, analyze and communicate policy issues to the geosciences community.
- Educate the geoscience community about the policy arena through forums, workshops and other tools.
- Facilitate communications of geosciences for policymaking through written materials, visits, events, and discussions.
- Ensure policy-engaged geoscientists through the William L. Fisher Congressional Geoscience Fellowship, other Member Society Fellowships and other experiences.
- Grow the next generation of policy-savvy geoscientists through internships, courses and Member Society activities.
- Unify the Member Societies on shared policy interests to ensure the most effective communication of geosciences to benefit society.
- Support member society participation in and the development of the Center for Geoscience Education and Understanding.



Workforce

A robust geoscience profession is a critical need for the health of the economy, for the effective management of global resources and the environment, and for mitigation of natural hazards. Yet the developed world is in a time of great generational change, and the developing world demands significant new geoscience talent. Success in navigating this change will be defined by the visible increase in the identity and the branding of the geosciences as a societal component that is coherently identifiable, robust in its ability to meet society's needs, and built on a stable human and technical capacity framework.

Central to AGI's efforts has been robust data gathering on the supply and demand for geoscientists. To meet the future challenges, these data must be global in perspective and bolstered with rigorous analysis for ready dissemination that can be acted upon by stakeholders across society. This intelligence on the dynamics of the geosciences as a profession is a cornerstone for affecting change and strengthening the effectiveness of the geosciences in improving the human condition through effective stewardship of our planet.



Workforce Goals and Strategies:

- Utilize information, tools, and strategies to support the development of a robust and sustainable geoscience workforce both domestically and globally.
- Engage in efforts to improve the interface between Academia and the applied sectors, including improved collaboration on science as well as facilitating the transition of new graduates into the overall geoscience workforce.
- Design national initiatives in undergraduate career counseling efforts for geoscience majors as a means to bolster student retention, improve success of new graduates, and bolster the professionalism of the geosciences.



Member Services

Communications and member outreach efforts serve as the liaison between AGI, its member societies, and the public. We are constantly seeking new ways to improve member services through targeted press releases, our quarterly newsletter, and the

annual leadership forum. Communication and member outreach efforts are focused on identifying and facilitating collaboration among societies to promote new areas of growth and emerging areas of concern.



Communications and Member Outreach Goals and Strategies:

- Increase engagement through social media.
- Continue engagement through leadership forum.
- Develop more robust mechanisms for collecting input on issues, themes, and topics.
- Continue advertising and promoting member services and member issues in Geospectrum.
- Prepare and distribute monthly and quarterly news updates.
- Promote the Geocalendar of events planned by member societies and other geoscience organizations.
- Provide easier mechanism for voicing opportunities for greater collaboration efforts.
- Seek opportunities to find greater services for members.
- Promote active partnerships in AGI emerging initiatives.
- Conduct more joint meetings with member societies.
- Expand the International Associates Program with appropriate geoscience organizations.

Member Societies and Associates

The Palynological Society (AASP)
American Association of Petroleum Geologists (AAPG)
American Geophysical Union (AGU)
American Institute of Hydrology (AIH)
American Institute of Professional Geologists (AIPG)
American Rock Mechanics Association (ARMA)
Association for the Sciences of Limnology and Oceanography (ASLO)
Association for Women Geoscientists (AWG)
Association of American Geographers (AAG)
Association of American State Geologists (AASG)
Association of Earth Science Editors (AESE)
Association of Environmental & Engineering Geologists (AEG)
Clay Minerals Society (CMS)
Council on Undergraduate Research, Geosciences Division (CUR)
Environmental and Engineering Geophysical Society (EEGS)
Friends of Mineralogy (FOM)
The Geochemical Society (GS)
Geo-Institute of the American Society of Civil Engineers (GI)
Geological Society of America (GSA)
The Geological Society of London (GSL)
Geoscience Information Society (GISI)
History of Earth Sciences Society (HESS)
Intl. Association of Hydrogeologists/U.S. National Chapter (IAH)
International Medical Geology Association (IMGA)
Karst Waters Institute (KWI)
Mineralogical Society of America (MSA)
Natl. Association of Black Geologists and Geophysicists (NABGG)

National Association of Geoscience Teachers (NAGT)
National Association of State Boards of Geology (ASBOG)
National Cave and Karst Research Institute (NCKRI)
National Earth Science Teachers Association (NESTA)
National Ground Water Association (NGWA)
National Speleological Society (NSS)
N. American Commission of Stratigraphic Nomenclature (NACSN)
Paleobotanical Section of the Botanical Society of America (PSBSA)
Paleontological Research Institution (PRI)
Paleontological Society (PS)
Petroleum History Institute (PHI)
Seismological Society of America (SSA)
Society for Sedimentary Geology (SEPM)
Society for Mining, Metallurgy, and Exploration, Inc. (SME)
The Society for Organic Petrology (TSOP)
Society of Economic Geologists (SEG)
Society of Exploration Geophysicists (SEG)
Society of Independent Professional Earth Scientists (SIPES)
Society of Mineral Museum Professionals (SMMP)
Society of Vertebrate Paleontology (SVP)
Soil Science Society of America (SSSA)
United States Permafrost Association (USPA)

International Associate Societies

Canadian Federation of Earth Sciences (CFES)
Geological Society of Africa (GSAf)
Young Earth Scientists Network (YES)



American Geosciences Institute

4220 King Street

Alexandria, VA 22302

Phone: (703) 379-2480

Fax: (703) 379-7563

Email: agi@agiweb.org

Web: www.agiweb.org

AGI Facebook Page:



www.facebook.com/agiweb

AGI Twitter Account:



http://twitter.com/AGI_Updates