AGI's 2010 in Review

The American Geological Institute (AGI) actively served as a voice of shared interests in our profession in 2010 with a focus on strengthening geoscience education, and increasing the public's understanding of the vital role the geosciences play in society's use of resources, resilience to natural hazards, and interaction with the environment. To achieve these goals we expanded our collaborations with our Member Societies, directly engaged the international geoscience community, and developed new programs and tools to make the geosciences more accessible to both the public and the profession.

The AGI Federation grew in 2010 to include our 47th Member Society, the Karst Waters Institute (KWI). With their addition, we welcomed another valuable section of the earth science community to ensure that the needs of all earth scientists are being met. KWI is a non-profit institution whose mission is to improve the fundamental understanding of karst water systems through scientific research and the education of professionals and the public.

Education

Education and outreach has long been a cornerstone of AGI's mission. With funding from the National Science Foundation, the American Association of Petroleum Geologists, and the Geological Society of America, AGI hosted the first Earth System Science Education Summit. This event, held at BP Exploration's Helios Plaza brought together representatives from AGI's Member Societies and other key geosciences education partners to discuss the key issues in geoscience education.

Through shared experiences, this group highlighted the six main issues facing K-12 Earth Science Education. They are:

- High school Earth System Science is not perceived as a rigorous, laboratory course.
- The preparation and development of Earth System Science teachers needs improvement.
- Earth System Science needs to be included in the new national science education standards.
- An Earth System Science advanced placement course is lacking.
- There are challenges to Earth System Science in schools by the creationist and Intelligent Design movements.
- The role of the International Earth Science Olympiad could be used to raise the profile of Earth System Science.

The Summit participants discussed the appropriate next steps in addressing the key issues such as identifying possible funding sources and the current initiatives and individuals already focused on Earth System Science education. There are currently several reports and projects underway as a result of the Geoscience Education Summit. To read the Executive Summary or Full Report of the Summit, go to http://www.agiweb.org/education/summit/ .

Outreach

The AGI Education and Outreach Departments are actively working to make quality science education and materials accessible to all people. In 2010, AGI partnered with Schlumberger Excellence in Educational Development (SEED) to produce an online Earth Science Week toolkit that contained educational resources in both Spanish and English for use in both U.S. schools and SEED classrooms around the world. To access the Earth Science Week SEED materials for 2010 go to http://www.earthsciweek.org/seed/.

The challenges in geoscience education, be it the perception of the course matter to the training of the educators, have a ripple effect that could be felt in the earth science profession for years to come. AGI's Workforce Program continued their work of tracking the data of the geosciences in 2010. From K-12 through graduate level studies, the professional level and into retirement, AGI provided information on education trends, employment and salary statistics and the future of the geosciences.

Workforce

To ensure that the community is aware of the challenges and successes in our industry, the Workforce program published 13 Geoscience Currents, one page PDF's highlighting a specific set of data. Each *Current* features graphical information and a short description covering topics such as the degrees held by K-12 earth science educators, minorities in the geoscience workplace, trends in the mining industry, salary levels, and NSF funding in the geosciences. To view or download all GeoScience Currents go to http://www.agiweb.org/workforce/currents.html.

In addition to providing Geoscience Currents, the Workforce program also hosted over a dozen webinars with invited speakers/presentations and question and answer sessions. Many of the webinars were co-sponsored and attended by AGI Member Societies to discuss issues of shared interest. These webinars have all been archived and are available at http://www.agiweb.org/workforce/webinars.html.

Policy

AGI doesn't just bring geoscientists, students and elected officials together in virtual settings. We bring together key players to discuss current issues affecting the community and the ways America's elected officials should proceed in developing policy to address these concerns. The 2010 Leadership Forum, "Water Resources: National Policy and Global Implications" did just that.

Invited panel speakers, including Ms. Anne Castle from the Department of the Interior, Dr. Marcia McNutt, Director of

the U.S. Geological Survey, Ms. Mary Glackin of the National Oceanic and Atmospheric Administration, and Ms. Denise Keehner, Director of the Office of Wetlands, Oceans, and Watersheds, spoke on topics involving water science from the Federal Perspective. Later, Forum attendees discussed oceans, water quality and water quantity and the ways these issues should be addressed and corresponding policy recommendations. Visit http://www.agiweb.org/events/LF2010/index.html to learn more about the Leadership Forum.

Another way AGI maintains close communication channels with policy makers is by hosting the William L. Fisher Congressional Geoscience Fellow each year. In 2010-2011, Ursula Rick served as AGI's fellow, working in the office of Senator Mark Udall of Colorado.

International Growth

The problems we as a society face are not exclusive to the U.S. AGI realizes that education standards, an aging workforce, and funding issues are global. During 2010 we reached out, with the help of several Member Societies, to build stronger international relations.

AGI was pleased to be a founding partner of the International Year of Planet Earth. As IYPE came to a close, AGI, in partnership with the Geological Society of America, the Geological Society of London, and the British Geological Survey developed the Global Geoscience Initiative. Town halls were held in conjunction with international geoscience meetings. In 2010, Townhall meetings took place during at The European Geosciences Union annual meeting in Vienna, Austria and the American Geophysical Union Meeting of the Americas in Iguassu Falls, Brazil. Topics at these meetings included global earthquake models, UNESCO earth science initiatives, communicating climate change, and global research initiatives.

To learn more about the Global Geoscience Initiative go to http://www.agiweb.org/members/ggi/. Here you will find full reports, summaries, and the power point presentations given at each Townhall.

AGI also added the International Associates (IA) membership category during 2010. Any international geoscience organization with fewer than 25 U.S. members is eligible to become an International Associate. Once accepted into the AGI Federation, IA's are able to attend AGI member society council members, receive important AGI communications and will have priority when suggesting new programs AGI should undertake.

Our first International Associate, accepted during the 2010 calendar year, is the Young Earth Science (YES) Network. This organization represents geoscientists (primarily under the age of 35) from around the globe. The YES Network also developed as a result of the International Year of Planet EARTH and continues to promote the development of the geosciences by establishing strong networks, providing professional development opportunities, building relationships between earth scientists and those in other fields, and fostering collaboration.

In addition, AGI collaborated with the YES Network to webcast their proceedings from meetings around the world, from Beijing to Vienna to Johannesburg.

GeoRef

GeoRef continues to be a premiere program at AGI. It too has taken on a larger worldwide role. In addition to producing more than 100,000 new bibliographic references in 2010, GeoRef began development for CanGeoRef, a bibliographic geoscience database covering Canadian research and literature. Similar to AusGeoRef, which covers the Australian Geosciences since 1840, CanGeoRef will enable Canadian earth scientists to access the best and most pertinent research in their areas.

Also During 2010, GeoRef received a grant to digitize the Antarctic Journal. For the first time, earth scientists worldwide will be able to access the original research on Antarctica, which previously only existed in a print format inaccessible to many.

Communications

As AGI partners more closely with our Member Societies and geoscience organizations within the U.S. and worldwide, we have relaunched GeoSpectrum to be the newsletter keeping us all informed of the many activities and updates within the community. GeoSpectrum's first new issue was sent as a 26 page PDF in the summer of 2010. It has quickly evolved to be a quarterly e-zine that reaches over 10,000 earth scientists and interested individuals globally. By publishing this newsletter as a PDF we are able to maintain a free subscription rate and are not limited to strict page limits. To subscribe to GeoSpectrum or to read past issues visit http://www.agiweb.org/geospectrum/.

Technology

AGI is working constantly to create new programs or adapt existing products to take advantage of technologies that are evolving and rapidly becoming more prevalent in society.

The Glossary of Geology has longbeen one of AGI's most popular publications. AGI developed a version of the Glossary, containing all of the 40,000 terms available in the print edition, for the iPhone and iPad. Users of the Glossary App are able to access the complete Glossary of Geology no matter how remote their field location may be. This App is available for educational volume discounts through campus licensing offices. Because of this, geology students will be able to obtain the Glossary for a fraction of the cost of the print edition.

Publications

EARTH magazine also developed an app. Available on the Android platform, the EARTH app is free and displays the latest information available on the EARTH website including multimedia content.

Not only has EARTH developed an app, but in 2010 the magazine also began a digital subscription offer through Zinio. A digital subscription of EARTH costs only $20.00 no matter where the subscription is purchased or viewed. This low price enables readers from

around the world to access the magazine without the substantial shipping costs. The digital version of the magazine contains the same information and graphics as the print edition, but is delivered to your computer, phone or tablet device several weeks earlier than the print edition appears in mailboxes or on newsstands.

In addition to digital subscriptions and apps, AGI also began publishing eBooks on the Amazon Kindle platform in 2010. One Man's Planet, authored by Past President of AGI, Stephen M. Testa, was the first book we provided for the Kindle as well as in print, preparing the way for AGI to fully engage it publications portfolio to the eBook revolution that is underway.

In an effort to provide accurate and timely information on engaging earth science topics, AGI launched the free service, EarthNotes. EarthNotes are concise one-to-two-page reports authored by an expert in their field. They cover all geoscience topics from volcanology to climate to natural resources. EarthNotes can be used to brief local leadership about ongoing issues that affect the community, as an educational resource for any age student, or purely for informational purposes. To learn more about EarthNotes (including information on how to become an EarthNote author) or to subscribe to this free service go to AGI's Environmental Geoscience page at http://www.agiweb.org/environment/earthnotes/ .

2010 was a productive year at AGI as we renewed our mission to work closely with our Member Societies on issues of shared concern. Strides were made in increasing earth science education in the U.S. and building relationships with new organizations here and abroad. We developed new programs that would allow geological information to be more accessible, such as CanGeoRef and the Glossary of Geology app. AGI strengthened communications between organizations and remains committed to sharing what we have learned through our various programs with the community as a whole. 2011 has continued on this same path and we look forward to the achievements we can make with the collaborations of our partner organizations in the coming years.

2010 Financial Information in Review

For the fiscal year ended September 30, 2010, AGI revenues exceeded expenses by $166,000. Given the uncertainties of the economy this was a welcomed result.

Royalty and grant/contract revenue represented over 65% and nearly 18% of AGI's revenue stream, respectively. Both of these sources of revenue represent over 83% of AGI's total revenue stream. It should be noted that both of these revenue items did decline in FY2010. For royalties, the decline was due to eroding sales of the middle and high school science curriculums and grant declines were due to lack of Federal funding awards for AGI programs. About two-thirds of grant funding in FY2010 came from the American Geological Institute Foundation.

Continuing efforts and proposals have been presented to seek and obtain federal grants for AGI programs. As a result, an award of over $1.1 Million for a two-year period was received by AGI. Grant activity continues to be a vital part of AGI's operations and a steady volume of federal funding is desirable for the continuing enhancement of AGI's educational programs.

Publications and magazine revenues were down as well, primarily due to declining demand for books and periodicals driven by the recession and the increasing use of the internet and digital media.

For the fiscal year ended September 30, 2010, program expenses represented 76% of AGI's total expenses. This is a percentage measurement known as the program service expense ratio--a gauge often used to measure a non-profit's efficiency. In general, the higher the ratio of program-related expenses to total dollars spent, the more effective the non-profit is deemed to be in furthering its mission. Depending on whose ratio criteria benchmark you use, which ranges 65% to 72%, AGI is above the threshold.

What happened in September? The stock market had its best September in eighty years. On our fiscal year basis, the S&P 500 Index YTD returns as of August 31 and September 30, 2010 were a negative 0.8% and a positive 7.9%, respectively, compared to AGI's mutual fund portfolio's positive returns of 4.4% and 10.1%, respectively. For the fiscal year, AGI's top mutual fund performers, percentage-wise, were the precious minerals fund, which gained nearly 43%, and the media and telecommunications fund that gained nearly 25%.

Financial position continues to be healthy as of September 30, 2010: current assets are 4-to-1 over current liabilities, cash and investments are $3.9 million, compared to $3.7 million a year ago, and net assets are approaching $9.3 million. Liabilities are under $1.2 million. Of that amount, over 50% are advanced payments received for subscriptions and program activities.

AGI strives to maintain financial diligence and ensure the continuance of programs and services that meet a high standard for the geosciences.

American Geological Institute

Statement of Financial Position
September 30, 2010

Assets		
Current assets		
Cash and cash equivalents	$	1,987,403
U.S. Treasury securities		1,500,000
Marketable securities		422,284
Accounts receivable		416,077
Grants and contracts receivable		15,953
Prepaid expenses and advances		81,072
Inventory of publications		40,373
		4,463,162
Property and equipment, at cost		
Building and improvements		1,940,955
Furniture and equipment		296,787
Less: accumulated depreciation		(1,410,539)
		827,203
Land		525,032
		1,352,235
Other assets		
Trademark		108,540
GeoRef database		4,500,000
Software, net of amortization		14,815
Mineral displays		13,362
		4,636,717
Total assets	$	10,452,114
Liabilities and net assets		
Current liabilities		
Accounts payable and accrued expenses	$	361,491
Advance subscription and project income		575,184
Accrued vacation		165,691
Publication obligations, current portion		17,860
		1,120,226
Long-term liabilities		
Publication obligations, net of current portion		46,680
Total liabilities		1,166,906
Net assets		
Unrestricted		9,216,394
Temporarily restricted		68,814
Total net assets		9,285,208
Total liabilities and net assets	$	10,452,114

Audited

American Geological Institute

Statement of Activities
for the year ended September 30, 2010

	Unrestricted	Temporarily Restricted	Total
Support and revenue			
Advertising	$ 130,976	$ -	$ 130,976
Dues	141,917	-	141,917
Grants, contracts, and services	1,051,653	-	1,051,653
Contributions	101,197	-	101,197
Publication sales	161,612	-	161,612
Subscription income	295,534	-	295,534
Royalties	3,830,049	-	3,830,049
Interest and investment income	76,757	-	76,757
Other	73,863	-	73,863
Net assets released from restrictions	10,000	(10,000)	-
	5,873,558	(10,000)	5,863,558
Expenses			
Publications	117,103	-	117,103
Grant and contracts	1,039,927	-	1,039,927
Education and special programs	459,178	-	459,178
Environmental series	17,208	-	17,208
Magazine department	684,857	-	684,857
GeoRef department	1,811,278	-	1,811,278
Public relations	205,037	-	205,037
General and administrative	1,362,808	-	1,362,808
	5,697,396	-	5,697,396
Change in net assets	176,162	(10,000)	166,162
Net assets, beginning of year	9,040,232	78,814	9,119,046
Net assets, end of year	$ 9,216,394	$ 68,814	$ 9,285,208

Audited