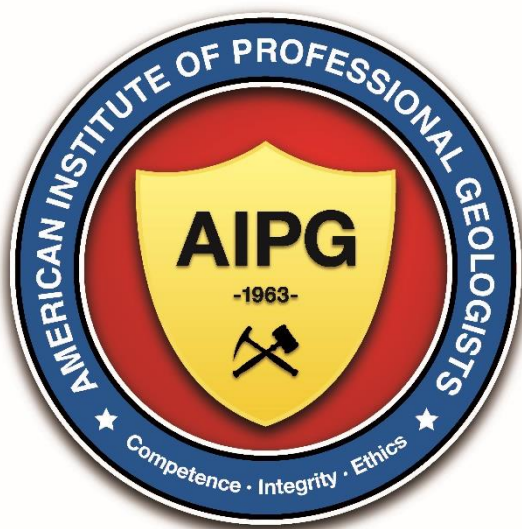


AIPG STRATEGIC PLAN

Current Version: June 15, 2023



1.0 Introduction

AIPG recognizes that the areas of expertise of those in the geologic profession are changing. The trend is that more students and professionals are working in multidisciplinary teams that have a geoscience component. Such teams include geologists, biologists, hydrologists, climatologists, geochemists, and engineers, among others. Many states in the U.S. are requiring the licensing of geologists when performing work and while the CPG certification is recognized internationally, the states that require licenses do not necessarily recognize the CPG certification of AIPG as meeting their requirements.

Many traditional geology departments at universities across the U.S. are having budget cuts, or are forced to merge with, or assimilate into other departments. The changing focus of students seems to be toward environmental science and the energy transition, and away from traditional geology. With the changing student and professional aspects of geology and the licensing of geologists, the leadership of AIPG recognizes that our organization must adapt to these changes in order to meet our Vision and Mission.

In recognizing the changes in the geologic community, the AIPG is not devaluing the traditional geologic profession, nor is it removing its support of traditional geologic programs. Our Vision and Mission, as well as Bylaws, prohibit such action. The AIPG is recognizing that professional geologists of today are involved in the traditional fields of geology such as oil, gas, and mineral exploration, as well as in hydrogeology, environmental geology, groundwater contamination assessment and remediation. The AIPG also recognizes that we are part of geoscience teams, and that together, the teams represent all aspects of earth sciences.

The Vision is:

Advocate for the profession of geology and certify the competency, integrity, and ethics of professionals on domestic and international levels.

The Mission is:

Effectively advocate for the profession of geology and support members through activities and programs that advance professional growth and promote high standards of ethical conduct.

AIPG's founding principles of competency, integrity, and ethics remain constant as the profession of geosciences evolves with the introduction of new technology, additional fields of study, and the importance of sustainable and responsible stewardship of natural resources. These three values, competency, integrity, and ethics, define AIPG. AIPG also values the principles of diversity, equity, inclusion, and belonging, as well as environment, social, and governance (ESG) principles.

Our Strategic Plan, which includes our Vision and Mission Statements, was last reviewed in 2023.

The benefits of AIPG Membership are:

1. Certification
2. Advocacy for the geosciences and issues that impact geologists
3. Professional connections and networking
4. Building partnerships
5. Sharing technical knowledge/professional growth

6. Promoting ethical stewardship of resources
7. Mentoring
8. Scholarships
9. Career Center
10. *The Professional Geologist* publication

Specific actions, described in prior versions of the Strategic Plan, have been maintained, but moved to the appendices for ease of Strategic Plan review.

The number one objective, as recognized by the AIPG Executive Committee, is to provide value to our membership. The other objectives include increasing membership, responsible expenditure of funds, strengthening Sections, providing advocacy, providing certification, and supporting public education. Each of these objectives are described fully in this Strategic Plan.

In order to keep pace with the profession, the Strategic Plan shall be reviewed in its entirety no less frequently than every five (5) years, and a new draft of the Plan shall be developed and approved by the Executive Committee as a result of that review. The Strategic Plan will be provided to the Executive Committee members each year and will be ratified by the Executive Committee annually.

2.0 Strategic Objectives

The following are the Strategic Objectives:

1. Provide Value to Members
2. Increase Membership
3. Maintain Financial Stability
4. Section Support and Communication
5. Provide Advocacy
6. Provide Support for Geology Educational Programs
7. Provide Certification
8. Provide and Support Public Education

2.1 Objective 1: Provide Value to Members

Goals:

1. Professional Certification
2. High Quality Continuing Education Opportunities to Members
3. Professional Networking Opportunities
4. Professional Advocacy at all Levels

2.2 Objective 2: Increase Membership

Goals:

1. Increase Total Membership Each Year
2. Maintain Total Number of CPGs
3. Recruit and Retain Students and ECPs
4. Grow Student Chapters

2.3 Objective 3: Responsible Expenditure of Funds

Goals

1. Develop and Approve an Annual Budget
2. Maintain Operating Expenses of One Year in Reserve
3. Maintain Income Through Dues
4. Develop Non-Dues Revenue Sources in Alignment with the Strategic Plan
5. Complete a Financial Review Annually (by the Financial Committee)

2.4 Objective 4: Section Support and Communication

Goals:

1. Contact Each Section Annually (Responsibility of the National Vice President and Advisory Board Members)
2. Encourage Communication of Section Activities
3. Review and Revise the Annual Section Report Content and Format on a Regular Basis
4. Provide Education and Training for Section Officers

3.0 Appendix 1: Actions Supporting Certain Objectives

The following actions have been identified as a means to carry out the objectives of the Strategic Plan. Whenever possible, the actions have been put in a context of the SMART framework (specific, measurable, achievable, relevant, and time-bound).

3.1 Objective 1: Provide Value to Members

Actions:

Professional Certification

- Online application for CPGs – The Executive Director is to provide an update to the Executive Committee in June 2023. Deadline for completion is the end of June 2023.
- Resolve whether non-official transcripts will be acceptable by the end of 2023.
- The Executive Director liaises with other professional geoscience organizations, including the Global Geoscience Professionalism Group (GGPG) monthly.
- Identify a second AIPG member to participate with the GGPG before the 2023 Annual Meeting.

High Quality Continuing Education Opportunities to Members

- Lunch and Earn webinars to continue on an approximately monthly schedule; these will have a CEU associated with them.
- One Ethics-based webinar shall be offered per year.
- Provide additional no-cost webinars; approximately four per year.
- One in-person event per year.
- Collaborative programming with SME annually.
- Seek opportunities to develop new collaborative programming with other geoscience organizations.

Professional Networking Opportunities

- At least one in-person event (at the National level) per year.
- Incorporate a student/ECP workshop as part of the Annual Meeting each year.
- Support and publicize the AIPG Mentoring Program on an ongoing basis.
- Encourage each Section to hold at least one in-person event annually.
- Explore a collaborative event with AWG or other geoscience organization on an annual basis.
- Improve communication of Section events by National so others may participate – on an ongoing basis. Have a Section officer fill out a questionnaire regarding the history, traditions, and programs of that Section; include photographs of interest and website information.

Professional Advocacy at all levels

- AIPG National will collaborate with Sections to respond to issues concerning the profession on an ongoing basis.
- Encourage Sections to work with State Geological Surveys on an ongoing basis.
- The Executive Director to ask AASG President to become an AIPG member and request the State Geologists to become AIPG members in 2023.

- Encourage Sections and individuals to promote geosciences to the general public and report back – on an annual basis.
- Design and mass produce a new AIPG bookmark – by end of 2023.

3.2 Objective 2: Increase Membership

Actions:

Increase the total membership of AIPG each year

- One percent increase in overall membership annually.
- Standing Membership Committee will provide leadership in recruitment activities.
- Solicit input from the Advisory Board Representatives regarding membership.
- The Executive Director and Deputy Director to come up with a membership drive in 2023.

Maintain the total number of CPGs

- Offset the numbers of CPGs lost each year.
- Possible reduced cost for the first year of CPG membership. [TBD]
- Publicize CPG benefits inside/outside of AIPG.

Recruit and retain students and ECPs

- Recruit ECPs to be moderators of sessions at the Annual Meeting.
- Targeted topics of sustainability and ESG as part of the webinar series – one per year.
- Retain five (5) percent of ECPs beyond the first year of membership.
- Recruit 500 new students annually.

Grow Student Chapters

- Identify a target to create one new Student Chapter annually.
- Solicit input from the ECP Representative regarding potential Student Chapter targets.
- Sections to make contact with existing Student Chapters – at least twice annually.

3.3 Objective 3: Responsible Expenditure of Funds

Actions:

Annual Budget

- Approved annually by the Executive Committee.
- Annual Report by the Finance Committee.
- Independent audit every other year, with a review in the other years.
- Budget to be at least revenue neutral.

Financial Committee to develop financial policies for operations of the Institute.

Review Revenue Streams

- Maintain income through dues.

- Develop non-dues revenue sources in alignment with the Strategic Plan
 - Contracts to provide membership services for other professional organizations
 - CEUs (internal and external)
 - Annual Meetings
 - TPG advertising
 - Seminars and webinars
 - Royalties (UPS, car rental services)
 - eNews Advertising
 - Insignia items sales
 - Website Advertising
 - Job Postings
 - Foundation of the AIPG

3.4 Objective 4: Section Support and Communication

Actions:

Facilitate Communications between the Executive Committee and each Section

- Hold virtual meetings at least annually.
 - Encourage collaboration between Sections
 - Provide support
 - Brainstorming/idea exchange
 - Gather feedback from the Sections
- Follow up on Action Items from Meeting

The National Vice President and Advisory Board Members to contact each Section annually.

- Provide Section feedback to the Executive Committee
- National Vice President and Advisory Board Members to determine follow-up actions.

Encourage Sections to communicate to the membership about the Section activities.

- Vice President to summarize Section news to include in *The Professional Geologist*.
- Sections are welcome to submit content as Section News for *The Professional Geologist*.

Review and revise the Annual Section Report content and format on a regular basis. The National Vice President shall coordinate this effort.

- Revise document to be an online fillable form.
- Last revised in 2023.

National will provide education and training for Section officers.

- Executive Director to set dates to deliver each year (target to be at the beginning of the calendar year).

4.0 Appendix 2: Implementation

- A copy of the Strategic Plan shall be provided to each member of the Executive Committee at the Transition Meeting each year and the proposed Plan, as submitted by the President, shall be ratified by the Executive Committee during the first meeting of each year.
- The Executive Director is primarily responsible for administering the Strategic Plan.
- The National President, in collaboration with the Executive Director, is responsible for establishing agendas and priorities and specific goals that are commensurate with the Strategic Plan and for leading and working with the various committees, officers and staff in seeing that goals are being achieved and that actions are occurring in accordance with the annual Strategic Plan as adopted by that year's Executive Committee.
- The Executive Director, along with the President, Past President, and President Elect shall review the Strategic Plan as deemed necessary and recommend adjustments to the plan as appropriate. This review must be complete prior to the first Executive Committee meeting of the year where the Strategic Plan is ratified.
- The President or their designee is to provide a report on the progress of the Strategic Plan to the Executive Committee at each quarterly meeting (Note: this includes the Annual Meeting and the December Transition Meeting).