

Geo-Institute Strategic Plan 2018-2022

Adopted by the Geo-Institute Board of Governors October 17, 2017

Effective January 1, 2018

Over the past five years, the G-I has operated under a strategic plan intended to address many of the internal challenges that the G-I was then facing. The BOG has used an annual operating plan (AOP) to identify specific activities that will be pursued in a given year to realize the strategic plan. Each governor is assigned one or more tasks in the AOP. Within this framework, significant strides were made in a number of areas, including collaborations, finances, and membership engagement. This progress is due to the extraordinary commitment of our members who generously donate countless hours of their time and personal resources to advance the G-I and our profession. As our Immediate Past President Garry Gregory indicated in his last column, many challenges remain. Although we still have much to do to improve the internal G-I processes and provide better value to you, in the next five years the G-I's updated strategic plan seeks to also engage more effectively with the broader community and society, to enhance our value to you, and to be more responsive to society's needs.

The G-I's new vision statement: *"The Geo-Institute will guide the geoprofession to new frontiers to better serve society."* This statement succinctly highlights the broader societal role of the G-I — a first for the Institute.

The G-I's new mission statement: *"The Geo-Institute will address the challenges of the geoprofession and enhance the value of geoprofessionals."* The mission statement is an update of the organization's prior mission statement, but it adds challenges facing the geoprofession as an integral part of the G-I's mission.

In its plan for the next five years, the BOG laid out four broad goals, and with each goal further elaborated on a number of sub-goals, some of which are listed below. The full strategic plan will be available shortly on the G-I website:

Goal 1: Collaborate externally to promote value and leadership of the geoprofession in public policy, professional practice, and project decision-making

- Participate actively in project policy and public policy
- Support professional practice, including developing and implementing policies about licensure and post-PE credentialing
- Address challenges from marginalization and commoditization

Goal 2: Lead in providing technical and career opportunities for members

- Facilitate moving the state-of-the-art into the state-of-the-practice
- Deliver high-quality publications and continuing education
- Provide opportunities for networking and collaboration within the community
- Foster leadership and mentoring

Goal 3: Promote new technology and innovation

- Foster development of new materials
- Foster development of new technology
- Promote recognition for the role of geoprofessionals in innovation
- Foster development of new methods for project delivery

Goal 4: Provide excellence in delivery of services

- Provide excellent international, national, and regional conferences
- Provide a strong digital presence with G-I content, policy, and guidance
- Produce high-quality, readily accessible publications
- Communicate effectively with members, partners, and stakeholders

Clearly these are ambitious goals that have to be pursued over multiple years. Guided by this new strategic plan, the AOP for 2017-2018, along with the BOG, will focus on the following:

The G-I's core functions are those activities that are part of routine activities that are integral to the functioning of the organization. We need to make sure that they are well executed. These include:

- Membership
- Finance
- Publications
- Communications, outreach, and collaboration
- Technical Committees, activities, and research
- Professional practice issues
- Conferences
- Governance and ASCE relations

Additionally, the BOG identified a number of new initiatives that we want to pursue to further enhance the G-I and the profession. These initiatives include:

- Emerging technologies
- Digital G-I
- Re-imagining GeoCongress/regional and specialty conferences
- Institute restructuring
- Engagement with FHWA
- Post-PE credentialing
- Student fund

These initiatives are exciting because they will help us continually reinvent ourselves, promote our practice, enhance our value, and better serve society. I'm sure we'll encounter many challenges along the way. The success of these initiatives requires sustained multiyear effort, and the engagement of many of you in shaping the future of the G-I and our profession.

G-I Board of Governors
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