



GEO-  
INSTITUTE

# STRATEGIC PLAN

## G-I Vision:

The Geo-Institute will guide the geoprofession to new frontiers to better serve society.

## G-I Mission:

The Geo-Institute will advance the geoprofession and enhance the value of geoprofessionals.

### Goal 1

- Collaborate externally to promote value and leadership of the geoprofession in public policy, professional practice, and project decision making.
- Participate in project decision making; the development of codes, standards, and guidelines; and formulation of public policy
- Support professional practice, including developing and implementing policies about licensure and post-PE credentialing
- Address challenges from marginalization and commoditization
- Encourage public service

### 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, mentoring, and inclusiveness
- Attract and retain student and professional members

### Goal 3

- Promote new technologies and innovation.
- Encourage development of new materials, technologies, and methods for project delivery
- Promote and support innovation in the geoprofession through educational, technical, and multidisciplinary activities
- Participate in the development and updating of codes, standards, and guidelines to incorporate new technologies and innovation

### Goal 4

- Deliver value to our members.
- Provide excellent regional, national, and international conferences
- Provide a strong digital presence with G-I content, policy, and guidance
- Produce high-quality, readily accessible publications and communications
- Communicate effectively with members, partners, and stakeholders
- Recognize achievements of geoprofessionals
- Advocate for diversity, equity, and inclusion in the geoprofession