

# Strategic Plan 2013-2018

Adopted by the G-I Board of Governors on 18 October 2013



## G-I Vision for 2018

- **The G-I will be a more member-centric association.** The G-I Board of Governors and staff will connect decision-making to the needs and wants of the membership so that the G-I is more responsive to the changing needs of the profession. The G-I Board of Governors and staff will be closer to the membership and better understand what they need/want and how best to serve them.
- **The G-I will be the primary source of career development support for geoprofessionals.** The G-I will be the go-to place for knowledge and career development opportunities for geoprofessionals. G-I will be the key source for continuing education and networking.
- **The G-I will build collaboration among groups serving our profession.** The G-I will lead and facilitate greater cooperation between related professional associations and other groups to better serve the geoprofessional community. The G-I will lead the profession on important technical and professional issues by developing consensus amongst stakeholder groups in the geoprofession.
- **The G-I will develop a stronger business model.** The G-I will develop a business model that supports revenue growth by involving more of the membership in G-I products (e.g., conference attendance, continuing education, publications) and by developing alternative revenue sources that fit within the G-I mission.

## Key G-I Value Propositions to Maintain

- **Long-standing high-level reputation within the geoprofession.** Membership in the G-I is key for those wanting to belong to and identify with the geoprofession. The G-I operation and activities must focus on maintaining this “brand.”
- **Overall best source of information and networking for our profession.** No one can match the depth and breadth of the G-I products or the expertise represented within the G-I membership.
- **High value publications for the membership.** G-I publications enhance the G-I’s reputation as the preeminent source of technical and professional information for geoprofessionals,

and are the venue of choice for publication by G-I members. The G-I must maintain and enhance its reputation as the premiere venue to publish technical and professional information.

- **An international, national, and local presence.** The G-I's international and national presence combined with a large and growing local network of professional chapters and student chapters is unique. This strengthens the G-I's ability to build national and international member recognition and a broad-based geoprofessional "family."

## Strategies to become more member-centric

- **Review existing demographic data.** This is the starting point to better understand the G-I membership and what it expects from the G-I.
- **Gather feedback formally and informally from members and leaders who support our members.** G-I leaders will regularly ask members and managers for feedback during formal and informal interactions.
- **Survey our members.** Conduct a professional survey to evaluate the needs and wants of the membership.
- **Be more responsive to feedback.** Member feedback should be incorporated into board and committee decisions and actions whenever possible.

## Strategies to be the go-to source

- **Create a destination website** that pools the most relevant information and resources desired by our members, both from the G-I and elsewhere on the internet. This site will also serve as a portal for connecting geoprofessionals for networking and sharing.
- **Make the GeoCongress more effective** in promoting career development and serving the needs of the profession by revisiting the format, content, and speakers to determine where improvement is most appropriate. This will include:
- **Assemble the best professional development resources** and make them available to the membership through a combination of G-I-sponsored programs or by leveraging content and programs from others that are a benefit to our members.

## Strategies to promote collaboration within our profession

- **Seek joint activities with ASFE/GBA.** G-I and ASFE/GBA have complementary strengths that can be leveraged through collaboration. This collaboration will allow GI to connect with more leaders among geotechnical firms. The collaboration will provide ASFE/GBA with an opportunity to engage with a larger portion of the geoprofession, particularly the younger professionals that associate with G-I.
- **Formalize an alliance with FHWA.** G-I will lead in developing a new information exchange model with FHWA, and through this effort will gain access to FHWA's tools for training (NHI), publications, and research products. This material will support the G-I's goal of being the go-to source of information and services for the geoprofession.
- **Maintain and expand our current alliances.** G-I will build alliances with other professional organizations that leverage the complementary strengths of our partner organizations. The G-I evaluate its activities to ensure that the G-I is not undertaking roles that other organizations do much more effectively.

## Strategies to build a stronger business model

The G-I will consider means of generating revenue that fall outside the current model. This will include but not be limited to:

- Investigate other conference models in terms of net revenue generation
- Evaluate offering alternative and subscription models to all G-I publications and other content based on membership in the organization
- Assess potential for new revenues tied to the creation of new web resources