



AIPG Ohio Section – Strategic Plan Strategic Planning Committee

Introduction

This strategic plan is the culmination of an extended effort by the AIPG Ohio Section strategic planning committee. It reflects the Section's recognition of a critical need to respond to an increasingly challenging environment for geologists and the geologic profession, and to move the Section to the forefront as an advocate for the profession and those that practice it. This need is echoed in our Mission and Vision Statements:

Mission Statement: The AIPG Ohio Section is to be recognized as the principal advocate for geology and the geologic professional in Ohio that promotes high ethical standards and continuing career development.

Vision Statement: The AIPG Ohio Section will be the representative voice of professional geologists in the state, will foster public recognition of the profession's contribution to society, and will encourage its membership to achieve and maintain the highest technical and ethical standards.

Core Strategies

The AIPG Ohio Section will fulfill this mission and achieve our vision through the attainment of four strategic goals. Core strategic objectives are identified to achieve these goals. By implementing these strategic objectives over the next three years, significant attainment of the goals will be reached.

Strategic Goal 1: Increase Membership in AIPG and the Ohio Section of AIPG

- Conduct a survey of non-member geologists in Ohio to update the Section's mailing list.
- Prepare an AIPG fact sheet explaining the benefits of membership.
- Carry out a campaign to increase membership by 10 percent during the plan period.

Strategic Goal 2: Increase the Awareness of the Contribution of the Geologic Profession.

- Organize a State Drive-In analogous to the National Fly-In to raise awareness of the geologist's role with state agencies, key legislators, and legislative committee chairs.
- Identify a legislative sponsor and codify a definition of the professional practice of geology.
- Develop continuing education and professional development programs for professionals inside and outside of the geologic profession.

Strategic Goal 3: Strengthen the Student Chapter Base.

- Increase interaction and dialog with Wright State student chapter.
- Initiate student chapters at additional Ohio universities.
- Sponsor a student at the national AIPG meeting.
- Develop Web-based recruiting board and resume review services for AIPG Student Chapters.

Strategic Goal 4: Increase Interaction with Other Geologic Organizations.

- Develop joint meetings with organizations such as AEG to create greater opportunity for member interaction.

Foundation For The Future

The Strategic Plan, presented succinctly above, will position the AIPG Ohio Section for future growth and development. This plan does not represent an end goal for the Section; it is a plan for only the next three years. It represents a foundation for future growth of the role of the Section in response to the changing times ahead.