

## **Progress Report**

1 September 2008

# **The Geological Society of America Strategic Plan**

6 November 2004

### **Mission**

The mission of GSA is to be a leader in advancing the geosciences, enhancing the professional growth of its members, and promoting the geosciences in the service of humankind.

### **Vision**

GSA will be a broad, unifying scientific society

- Fostering the human quest for understanding Earth, planets, and life;
- Catalyzing new scientific ways of thinking about natural systems; and
- Supporting the application of geoscience knowledge and insight to human needs, aspirations, and stewardship of the Earth.

### **Goals**

1. To increase the quality and vitality of meetings and conferences.
2. To increase the quality and vitality of publications.
3. To promote geoscience in the service of society.
4. To attract and sustain a dynamic, dedicated, diverse, and viable membership and to be responsive to this membership.
5. To maintain GSA and the GSAF as financially viable entities.
6. To optimize GSA's governance and organizational structure in fulfillment of GSA's mission.

## GOALS AND OBJECTIVES

- 1) TO INCREASE THE QUALITY AND VITALITY OF MEETINGS AND CONFERENCES. IN THESE MEETINGS, WE SET THE PROGRAM IN ORDER TO:**
- a) Advance the dissemination of geoscience knowledge by
- i) Identifying and aggressively acquiring emerging fields and top quality science for GSA meetings through, among other means, GSA's Divisions and Associated and Allied Societies.
- *2005 - Earth System Processes 2 (ESP2), which was co-convened with the Geological Association of Canada, was a scientific success, and planning discussions are beginning for ESP3. Discussions with potential partners have also begun for the Wildland Fires 2 specialty meeting, and for a meeting on drought impacts, prediction, and management. We envision all three of these meetings as continued series that will repeat on a bi- or triennial basis. The benefit of involving other partners in these meetings is two-fold: the technical breadth and depth are increased, and GSA can form alliances with new partners. The Section Ad Hoc Committee Report was also accepted by Council, and work is underway to make sure that the Sections are able to focus on science rather than logistics, which will now be handled by GSA HQ. During their past two meetings (March 05 and July 05), the Annual Program Committee (APC) has explored ways to not only emphasize certain areas of science that have had less attention in recent years, but also to see if any particular subject can be spun off into a Specialty Meeting.*
  - *2006 - Backbone of the Americas – Patagonia to Alaska was co-convened with the Asociación Geológica Argentina (an Allied society) and the Sociedad Geológica de Chile. Meeting support was provided by more than a dozen groups, including scholarship support from GSA Divisions (Structure and Tectonics, and International) and the GSA Foundation. The meeting was a great scientific success, with participants traveling from North and South America, Europe, and Asia. A meeting which will combine science and public policy, Managing Drought and Water Scarcity in Vulnerable Environments: Creating a Roadmap for Change in the United States, will be held 18-20 September 2006 in Longmont, CO. This meeting is held with the cooperation of 20 meeting partners, several of whom are Associated or Allied Societies. Discussions are being held for Wildland Fires 2, and a potential Geology & Health specialty meeting. ESP3 and BOA2 are also on the horizon.*
  - *2006 - GSA HQ has been implementing recommendations from the Section Ad Hoc Committee Report by taking on the logistics and many planning functions of the Section meetings. This is leaving more time for the volunteers to focus on the science of the meeting. The Meetings*

*Department recently hosted a Section Seminar for all future Section Meeting Chairs at HQ (Aug 2006). Thirteen representatives from all 6 sections attended the all day meeting. This meeting focused not only on GSA Services, but allowed the Section Chairs to ask questions of GSA Staff, as well as other Section Chairs. A Section Chair listserv will be set up so that they can all communicate with each other to ask questions. The Sections are also very interested in getting the Divisions and Associated Societies more involved with their meetings. This is an on-going process.*

- *2006 - The Annual Program Committee (APC) continues to look for ways to bring in some of the scientific areas that have been lost along the way, as well as new areas of science for GSA. Some of the focus will be in upcoming years – looking to capitalize on certain locations of the meeting (such as Houston) by enrolling various local organizations and companies in the planning process of the meeting. 2008 is also a year where GSA is partnering with an Associated Society (Tri-Societies – Agronomy, Crops, and Soils) in a true joint meeting.*
- *2007 – “Managing Drought and Water Scarcity in Vulnerable Environments – Creating a Roadmap for Change in the United States” was presented in Longmont, CO, 8-20 September 2006. Funding was received from the National Science Foundation to sponsor 20 students and Native American tribal environmental officers. In addition to many other organizations, four of GSA’s Associated & Allied Societies (the American Water Resources Association, the Ecological Society of America, the National Ground Water Association, and the Soil Science Society of America) were meeting partners. The Geology and Public Policy Committee will be exploring ways to maintain the momentum gained by this meeting.*
- *2007 -- Planning is underway to collaborate with the Association for Fire Ecology, on a meeting entitled “Fire in the Southwest: Integrating Fire into Management of Changing Ecosystems,” to take place, in Tucson, AZ, 28-31 January 2008. A fourth session on “Burned Area Emergency Rehabilitation,” which will contain a strong geoscience component, is being added to the meeting. Several GSA Divisions (e.g., Quaternary, Hydrogeology) and Allied & Associated Societies (American Water Resources Association, Soil Science Society of America) will be invited to participate.*
- *2007 – GeoHealth I is tentatively planned for 4-6 March 2008 in collaboration with the U.S. Geologic Survey. The Geology and Health Division is strongly supporting this effort, and several associations have been invited to participate (National Environmental Health Association, American Public Health Association).*
- *2007 – Talks are continuing to present ESP3 in collaboration with the European Geosciences Union (EGU). The Structure and Tectonics Division, along with the Geobiology and Geomicrobiology Division, would be involved with this meeting.*

- *2007 - GSA HQ is continuing to work on recommendations from the Section Ad Hoc Committee Report by fine tuning the logistics and many planning functions of the Section meetings. The Meetings Department is currently working on contracts for 2009 and 2010 Section Meetings, and is working on the logistics for the 2008 Section Meetings. This is an on-going process.*
  - *2007 - The APC has selected a chair to begin working with the Ad Hoc Committee on Innovative Science by having them brainstorm and develop a list of cutting edge geoscience related topics and identify key scientists who work on these topics in order for APC to go out and actively encourage these people to come present at GSA. The committee has submitted a list to the Chair who will be passing this on to APC to work with. The hope is to implement these new sessions at the 2008 Joint Annual Meeting.*
  - *2007- The 2008 Joint Annual Meeting has grown. The Gulf Coast Association of Geological Societies (GCAGS) has now joined the meeting, and the Houston Geological Society (HGS) has agreed to host the meeting and help with some of the fundraising and logistics. The meeting, which had already planned to partner with the Tri-Societies – Agronomy, Crops, and Soil, will hopefully attract 10,000 – 12,000 attendees in Houston, TX.*
  - *2008- The 2008 Joint Annual Meeting has brought in a different range of science than typically seen at GSA. The 10 overarching sessions cover a broad range of topics that everyone at the meeting should find of interest. There were also 31 joint sessions scheduled. Approximately 10,000 – 12,000 attendees are expected.*
  - *2008 – More partnerships are being formed and specialty meetings are being discussed with these new partners. This includes The German Geological Society (potential specialty meeting on the geology of the Alps), The Geological Survey of Turkey/National Research Council of Turkey/State Hydraulic Affairs (potential specialty meeting in Turkey), and a hazards specialty meeting in Costa Rica (joint with AEG).*
  - *2008 – Work is underway by the 2009 Annual Meeting Local Committee in Portland, OR to have a strong technical program with a good number of sessions based on local geology. One area that will be focused on is Volcanology – which has drifted away from GSA in recent years.*
- ii) Expanding the range of geoscience that is considered to be part of GSA.
- *2005 - The first Wildland Fires meeting, held in October 2003, started a GSA tradition of reaching beyond the traditional geosciences to include resource specialists, practitioners, community and municipal planners, and county, state, and federal agencies. This tradition will be carried forward with the second Wildland Fires meeting, and with the Drought meeting, which will involve a similar interdisciplinary mix of planners, managers, and physical and social scientists. Tentatively scheduled for*

*2007 is a specialty meeting on Geology and Health, potentially on the topic of naturally-occurring contaminants.*

- *2006 – The Technical Program Committee, the invited speakers, and poster authors for the Drought meeting include physical and social scientists, public policy experts, planners, and resource managers. The outcome of this meeting will be a science and policy document, entitled “Managing Drought in the United States: A Roadmap for Science and Public Policy.” A specialty meeting on Geology and Health, potentially on the topic of naturally-occurring contaminants or mining, would build bridges between the geoscience and health science communities.*
  - *2006 - One area of growth in a new area for the Annual Meeting is Forensic Geology. The 2006 Philadelphia meeting has two sessions on this topic. There are also four sessions on Arsenic.*
  
  - *2007 – The Drought meeting brought together physical and social scientists, public policy experts, planners, and resource managers from a wide range of universities, water planning boards, government agencies, consulting firms, and research institutes.*
  - *2007 – By collaborating with the Association for Fire Ecology on “Fire in the Southwest: Integrating Fire into Management of Changing Ecosystems,” we broaden our science to include fire ecology.*
  - *2007 – “GeoHealth I: Building Bridges across the Geological and Health Sciences” expands our range to encompass the environmental and public health sciences.*
  - *2007 – ESP3 will strengthen our existing range of Earth system process science, including tectonics, landscape evolution, geochemistry, geobiology and geomicrobiology.*
  - *2007 – As stated above, APC is working on gathering information on cutting edge science that may be missing from GSA currently by forming the Ad Hoc Committee on Innovative Science.*
  - *The 2007 GSA Annual Meeting has a session on "Earth Scientists on Capitol Hill: Workshop on Communicating with Congress."*
  
  - *2008 - The APC Ad Hoc Committee on Innovative Science is continuing to give input on potential sessions and areas of science that should be brought into the GSA Annual Meeting. The APC is also suggesting Pardee Sessions based on the report from this committee. The Pardee process has also been changed to help accomplish this goal as well.*
- iii) Presenting science in innovative ways. Continually adding diversity, flexibility, and innovations to vary and enhance the presentation of science at GSA meetings.
- *2005 - The 2005 GSA Annual Meeting in Salt Lake City will be the venue for the third Public Forum, this year on the topic of “Saturn & its Moons: A Ring-Side View from Cassini-Huygens.” Selected technical sessions*

*will be recorded so that integrated voice and PowerPoint presentations can be posted on the GSA Web site. Recordings will be available to everyone this year in order to gauge the response. The concept of virtual meetings, supported by active management of electronic communities, is being explored.*

- *2006 - GSA will be recording a handful of technical sessions again this year. Sessions that will be recorded are Pardee Sessions, and In Memoriam and In Honor of Sessions, as well as a few Distinguished Lectures. These recordings will be available after the meeting for free for all meeting attendees, and all other individuals who did not attend the meeting will be charged a fee to view them.*
  - *2007 – GSA will no longer be recording technical sessions. Although we heard many responses of people stating they were interested in hearing these recordings, the data showed that the response was very small, and the cost to record was very high. At the 2007 Annual Meeting, there will be several 3D immersive units that will be used for both technical presentations and display in the exhibit hall. We will also be providing a special session on the deep phreatic thermal explorer (DEPTHX), an autonomous underwater robot that is able to explore at extreme depths, water-filled caves. Space in the convention center has also been held aside for a possible late breaking session if some geologic event should occur. Currently, we are looking into the possibility presenting information on the Peruvian Earthquake which occurred last month.*
  - *2008 – Streaming and recording certain key overarching sessions at the joint annual meeting will be attempted so that people outside of the meeting can view sessions real time over the web.*
  - *2008 – The format of the overarching sessions vary this year depending on the subject. Some will be panel-style, some will just have one to two speakers. Others will follow the traditional GSA format. One session will also be a black-out session that is not competing against any other event.*
- iv) Being proactive in soliciting Penrose Conferences and Field Forums.
- *2005 - This is ongoing. Although the Penrose Committee and GSA HQ has not increased its activity in pursuit of new proposals, there has been a recent spike in Penrose proposals. There are four Penrose Conferences either proposed or tentatively accepted, and two Field Forums accepted for the next 12 – 18 months.*
  - *2006 – This is still ongoing. There is currently one Penrose Conference for 2007 that is pending – this one is scheduled for Greece. Calendar year 2006 showed a spike in Penrose Conferences (4 total) and Field Forums (3 total).*

- 2007 – *This is ongoing. There are currently two Penrose Conferences scheduled in Greece and Italy. There is one Field Forum that is in the final approval stages with the committee, one Penrose Conference that has been submitted to the committee, and one additional Penrose Conference that is being developed.*
  - 2007 – *The guidelines on how overhead is charged to the Penrose Conferences and Field Forums has been changed, and for the first time in several years, GSA was able to transfer several thousand dollars to the Foundation for the Pretorius Fund from a recent Field Forum.*
  - 2008 – *Ongoing. There are currently an abundant amount of proposals coming into GSA for 2009. Currently, there are 3 Field Forums and 2 Penrose Conferences, with a potential for one to two more.*
- v) Using Specialty Meetings to expand GSA’s scientific scope.
- 2005 - *Specialty meetings, which are smaller and more focused, provide a perfect opportunity to expand GSA’s scientific scope. As an example, ESP3 is intended to provide more emphasis on atmospheric and climactic interactions in Earth system processes.*
  - 2006 - *With its emphasis on interactions between science and policy, the Drought meeting provides a new focus for GSA’s strong record of high quality scientific meeting. A specialty meeting on Geology and Health would expand GSA’s scientific scope and traditional range of partners; e.g., a specialty meeting on mining would involve partners from the environmental health, impact assessment, and mining communities.*
  - 2007 – *The Drought meeting brought together physical and social scientists, public policy experts, planners, and resource managers from a wide range of universities, water planning boards, government agencies, consulting firms, and research institutes.*
  - 2007 – *By collaborating with the Association for Fire Ecology on “Fire in the Southwest: Integrating Fire into Management of Changing Ecosystems,” we broaden our science to include fire ecology.*
  - 2007 – *“GeoHealth I: Building Bridges across the Geological and Health Sciences” expands our range to encompass the environmental and public health sciences.*
  - 2007 – *ESP3 will strengthen our existing range of Earth system process science, including tectonics, landscape evolution, geochemistry, geobiology and geomicrobiology.*
  - 2008 – *Future specialty meetings are currently in the very early stages at this point in time. Potential meetings include:*
    - *Hazards with AEG in Costa Rico*
    - *Geology of the Alps with Geological Society of Germany in Germany*

- *Meeting in Turkey.*

vi) Making full use of science presented at GSA meetings through post-meeting publications, electronic postings, or other media.

- *2005 - As described below, a number of publications were garnered from the 2004 GSA Annual Meeting and Penrose Conferences. Session conveners from the ESP2 Meeting in Calgary (August 2005) are being encouraged to submit non-periodical publications from that meeting. Participants at ESP2 are being actively encouraged to continue their scientific discussions on biogeoscience.org. ESP2 abstracts are available online at <http://gsa.confex.com/gsa/2005ESP/finalprogram/>. For the first time, 2005 Annual Meeting Abstracts on CD will be distributed to everyone free of charge.*
- *2006 - Online discussions of drought science and policy resulting from the Drought meeting will be hosted at the Biogeosciences.org web site. The meeting outcome, entitled “Managing Drought in the United States: A Roadmap for Science and Public Policy,” is intended to be widely distributed via the GSA web site. We are currently planning a Congressional briefing on drought with the assistance of the Natural Hazards Caucus Alliance, to be held in Washington DC on 27 September 2006.*
- *2006 - The Backbone of the Americas meeting should produce a Field Guide from the meeting, and potentially a Special Paper.*
- *2006 –A Special Paper is planned from The 5<sup>th</sup> International Conference on the Tibetan Plateau, held in Xining City, Qinghai Province, China.*
- *2006 - All meeting abstracts (including Sections, Specialty, and Annual) are listed on the AGI GeoRef site, and all meetings held throughout the year are placed onto the Annual Meeting Abstracts on CD-ROM – which is given to all Annual Meeting attendees.*
- *2006 - Annual Meeting Abstracts continue to be looked at for possible Special Papers.*
- *2007 -- The Drought meeting resulted in several distinguished outcomes for GSA:*
  - *Two Congressional Briefings on drought management were held in conjunction with the Natural Hazards Caucus Alliance (27 September 2006 and 18 July 2007).*
  - *A white paper produced by meeting participants, “Managing Drought: A Roadmap for Change in the United States,” and a companion fact sheet are available on the GSA Web site (<http://www.geosociety.org/meetings/06drought/roadmap.pdf> and <http://www.geosociety.org/meetings/06drought/factsheet.pdf>).*
  - *A report of the drought meeting was published in EOS on 27 February 2007.*

- *Diodato, D.M., D.A. Wilhite, and D.I. Nelson. 2007. Managing drought in the United States: A roadmap for science and public policy. EOS 88(9).*
  - *A longer report focusing on the National Integrated Drought Information System was featured in the May 2007 edition of Natural Hazards Observer published by The Natural Hazards Center at the University of Colorado, Boulder, with an expected readership of approximately 37,000.*
  - *Pulwarty, R.S., D.A. Wilhite, D.M. Diodato, D.I. Nelson. 2007. Drought in changing environments: creating a roadmap, vehicles, and drivers. Natural Hazards Observer XXXI (5): 10-12.*
- *GeoHealth I: Building Bridges across the Geological and Health Sciences: A Cross-disciplinary Training Conference was held in collaboration with the GSA Geology and Health Division and the USGS, the GeoHealth I meeting occurred 4-6 March 2008 in Reston, Virginia. 80 people attended this conference.*
  - *Wildland Fires—Fire in the Southwest: Integrating Fire into Management of Changing Ecosystems, was held 28–31 January, 2008, in Tucson, Arizona in collaboration with the Association for Fire Ecology (AFE) on a regional meeting. A fourth track on Burned Area Emergency Response (BAER) was added to the AFE meeting when GSA became a partner. The National Park Service gave GSA \$10,000 which provided BAER participants with a field trip to a burn site in the Tucson area. Approximately 300-350 people attended this meeting, and 60-100 were part of the BAER track.*
- vii) Holding, sponsoring, or co-sponsoring international meetings.
- *2005 - ESP2 was held in Calgary, Alberta, Canada, and Backbone of the Americas: Patagonia to Alaska (BOA), will take place in Mendoza, Argentina, in April 2006. GSA is also co-sponsoring several other international meetings. A Memorandum of Understanding is being signed with the Chinese Academy of Sciences to co-sponsor the 5<sup>th</sup> International Conference on the Tibetan Plateau, to be held in Xining City, Qinghai Province, China, in mid-June 2006. Also under discussion is co-sponsorship of a meeting in Spain to explore tectonic problems of the Caribbean.*
  - *2006 - Backbone of the Americas -- Patagonia to Alaska took place in Mendoza, Argentina, in April 2006.*
  - *2006 - A Memorandum of Understanding with the Chinese Academy of Sciences resulted in GSA co-sponsorship of the 5<sup>th</sup> International Conference on the Tibetan Plateau, held in Xining City, Qinghai Province, China, in mid-June 2006.*

- 2006 - A GSA Field Forum on Continental Arc Volcanism is being held in Talca, Chile in February 2007. 36 participants are expected.
  - 2006 - A meeting on Deep Time is being discussed between SEPM/GSL/GSA.
  - 2007 - ESP3 is tentatively planned for 2009 in Central Europe.
  - 2007 – Tentative Joint meeting with SEPM “The Epic Collapse of Earth’s Last Great Icehouse: The Late Paleozoic Deglaciation” to be held in Australia.
  - 2008 – Several specialty meetings are being discussed – including one on the Alps, one in Turkey, and one in Costa Rica. Nothing is definite at this time.
  - 2008 – The GSA will hold its Annual Meeting in 2014 to Vancouver, BC, Canada.
- b) Catalyze cooperative interactions among earth, life, planetary, and social scientists who investigate natural systems over varying scales by actively developing opportunities to incorporate allied sciences and other disciplines into GSA meetings.
- 2005 - ESP2 is a perfect example of the integration of earth and life sciences over varying scales. The Biogeosciences.org Web site is being promoted to conference attendees to facilitate further interdisciplinary discussions. Drought, Wildland Fires 2, and Geology and Health will also include the social sciences, although to varying degrees.
  - 2005 - The Annual Meetings and the Penrose Conferences provide additional opportunities to catalyze these interactions.
  - 2006 - With the encouragement of our NSF project officer, the Biogeosciences.org Web site is being updated to include sections on geology and health, at both the micro and macro levels. The Drought meeting has a strong public policy focus.
  - 2007 – Biogeosciences.org now has sections on geology and health, and on climate change.
  - 2007 – The Drought meeting included scientists and practitioners from a wide range of disciplines, including physical and social scientists, public policy experts, planners, and resource managers from a wide range of universities, water planning boards, government agencies, consulting firms, and research institutes.
  - 2008 – GSA continues to search for opportunities to join together with other societies and organizations on meetings. These opportunities have been discussed in above.

**2) TO INCREASE THE QUALITY AND VITALITY OF PUBLICATIONS. IN THESE PUBLICATIONS, WE SET THE PROGRAM IN ORDER TO:**

- a) Advance the dissemination of geoscience knowledge by
- i) Identifying and aggressively acquiring top quality science for GSA publications.
- *2005 - GSA has been aggressively pursuing high quality content for GSA journals and books. Our new acquisition editor is responsible for two new publications, 40 sessions from the 2004 GSA Annual Meeting were identified by the GSA Publications Committee for potential publication and each convener was personally contacted by the members of the Publications Committee to gauge their interest. The GSA Books Editor aggressively pursued authors at the International Geological Congress (IGC) and five new proposals have been submitted.*
  - *2005 - The number of submissions to Geology (1100) and Bulletin (230) continue to increase and subject areas continue to expand (see attached reports).*
  - *2006 - GSA continues to pursue high quality content for GSA journals and books at all GSA meetings and at non-GSA meetings (IGC, European Geosciences Union (EUG), American Association of Petroleum Geologists (AAPG), American Geophysical Union (AGU), and Lunar & Planetary Conference in Houston). The acquisition editor added two new publications (4 total), 32 sessions from the 2005 GSA Annual Meeting were identified by the GSA Publications Committee for potential publication and each convener was personally contacted by the members of the Publications Committee to gauge interest.*
  - *2006 - The number of submissions to Geology (1200) and Bulletin (210) remain strong and subject areas continue to expand.*
  - *2006 - Geosphere submissions are steady and include animations and multi-media formats.*
  - *2007 – GSA produced 5 new books from the 2004 IGC meeting in Florence. These papers were the direct result of efforts of Abhijit Basu, former GSA Books Editor. The GSA acquisitions editor submitted two new publications in 2006 and 25 sessions from the 2006 GSA Annual Meeting were identified by the GSA Publications Committee for potential publication and each convener was personally contacted by the members of the Publications Committee to gauge their interest.*
  - *2007 - GSA representatives solicited book proposals at the 2006 AGU, 2007 EGU, Lunar & Planetary Conference and all GSA section meetings.*
  - *2007 - The number of submissions to Geology (1200) and Bulletin (250) remain strong. We are preparing call for papers and journal marketing flyers for upcoming domestic and international meetings.*

- 2007 - *Geosphere submissions are increasing and include animations and multi-media formats. Geosphere has been selected by ISI for tracking in the Citation Index.*
  - 2008 – *GSA produced 2 new books from the 2004 IGC meeting in Florence (7 total volumes produced from that meeting).*
  - 2008 – *Field Guide 13 (Backbone of the Americas) was produced in July 2008.*
  - 2008 – *Lithosphere call for papers was sent to 9000 authors of tectonic/structure papers.*
  - *In 2008, GSA Publications actively solicited book and journal articles at EGU, Goldschmidt, International meeting of young researchers in Structure and Tectonics (Spain), ICG33 Oslo, and at GSA section and annual meetings.*
  - *Overall submissions to journals and books are up again this year and we produced over 15,000 pages of new science in FY08.*
- ii) Looking for non-periodical publications from Specialty meetings.
- 2005 - *This year we are publishing two Special Papers generated from Penrose Conferences. The GSA Acquisition Editor is in contact with five conveners from the ESP2 Meeting in Calgary (August 2005).*
  - 2006 - *A book proposal from the Backbone of Americas meeting has been received and there is interest from two recent Penrose Conferences.*
  - 2007 -- *The Drought meeting resulted in several distinguished outcomes for GSA:*
    - *A white paper produced by meeting participants, “Managing Drought: A Roadmap for Change in the United States,” and a companion fact sheet are available on the GSA Web site (<http://www.geosociety.org/meetings/06drought/roadmap.pdf> and <http://www.geosociety.org/meetings/06drought/factsheet.pdf>).*
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    - *A longer report focusing on the National Integrated Drought Information System was featured in the May 2007 edition of Natural Hazards Observer published by The Natural Hazards Center at the University of Colorado, Boulder, with an expected readership of approximately 37,000.*
      - *Pulwarty, R.S., D.A. Wilhite, D.M. Diodato, D.I. Nelson. 2007. Drought in changing environments: creating a roadmap, vehicles, and drivers. Natural Hazards Observer XXXI (5): 10-12.*

iii) Creating an integrated digital publication system to get everything online.

- 2005 - *The journal archive is complete back to 1973 (Geology volume 1, issue 1) and the PDF's have a forward linking function to current content. We have converted 100 GSA Special Papers, seven Memoirs, 12 Field Guides, and a number of GSA Maps and Charts. All are searchable and linked through our site. We are converting all out-of-print Special Papers, Memoirs, and Reviews in Engineering Geology through the Carnegie-Mellon Million Book Club and this conversion should be completed by 2006. We still need to convert GSA Bulletin back to volume 1, issue 1. We hope to complete this by 2007.*
- 2006 - *We are in the process of converting print issues of GSA Bulletin (1945 – 1972) into digital format and that should be completed by December 31, 2006. Currently, the journal archive is complete back to 1973 (Geology volume 1, issue 1) and the PDFs have a forward linking function to current content. We have converted 110 GSA Special Papers, nine Memoirs, 14 Field Guides, and a number of GSA Maps and Charts. All are searchable and linked through our site. We are converting all out-of-print Special Papers, Memoirs, and Reviews in Engineering Geology through the Carnegie-Mellon Million Book Club and this conversion should be completed by 2007. We still need to convert GSA Bulletin back to volume 1, issue 1. We hope to complete this by 2007.*
- 2006 - *Our online journal site has been completely redesigned and new search and linking tools have been added including RSS feeds, automated Google searches, and related article links.*
- 2007 - *We have added 50 GSA Special Papers, three Memoirs, three Field Guides, and a number of GSA Maps and Charts to our online library. All are searchable and linked through our site. We are converting all out-of-print Special Papers, Memoirs, and Reviews in Engineering Geology through the Carnegie-Mellon Million Book Club and this conversion should be completed by 2007.*
- 2007 - *We converted print issues of GSA Bulletin (1945 – 1972) into digital format and that material is now online and part of our digital system. Conversion of 1890 – 1944 material is scheduled for 2009. The Geology archive is complete back to 1973 (Geology volume 1, issue 1) and the PDFs have a forward linking function to current content.*
- 2007 - *In August 2007 GSA launched our online e-books site by offering institutional subscriptions to our standing order customers. We are starting with GSA Special Papers and within 6 months we will include all GSA book series.*
- 2008 - *Carnegie-Mellon project has been delayed (see above).*
- 2008 - *Final conversion for GSA Bulletin (1890 – 1944, plus microfiche 1979 – 1981) will be completed by June 30, 2009.*

- iv) Enhancing GSA hits using “smart” searching tools, such as indexing by Google.
- *2005 - We have been a beta site for Google Books for about a year and our site is indexed by Google (both at Allen Press and GSW). We have been active participants in Crossref and DOI initiatives and we have been very proactive with American Geological Institute (AGI) and Georef to include all of our digital material in Georef.*
  - *2006 - We actively participate in Google Scholar, Google Books, Georef, CrossRef, and other indexing services. We recently met with Microsoft to express our interest in using their internet search and retrieval tools.*
  - *2007 - We have added Google search to our bookstore site, which lets users browse book pages, view keywords, and print out selected pages.*
  - *2007 – GSA is developing a Google Earth navigation system for our journal articles, books, maps, and field guides. At the 2007 Denver meeting, we are convening an ad hoc user group of GSA members to develop products and services using Google Earth and other geobrowsing products.*
  - *2008 – GSA is migrating our online publications to Highwire Press (Stanford University) in January 2009 and we’ll launch a new Web 2.0 enabled site in July 2009.*
- v) Investigating providing GSA’s “Seal of Approval” to publications by GSA and others, including self-published manuscripts.
- *2005 - No progress.*
  - *2006 - We have a system in place that could facilitate this service, but there is little demand and interest at the moment. Perhaps as open access publishing evolves and institutional repositories develop, demand for these services will increase.*
  - *2007 - No progress to report.*
  - *2008 – Project has been abandoned.*
- vi) Increasing the number of Special Papers to 20 per year by 2006.
- *2005 - We are on target to produce 20 new publications in 2005. The challenge now is to replicate the effort in 2006 and beyond.*
  - *2006 - In FY06, we produced 21 new publications (17 Special Papers, 1 Reviews in Engineering Geology, 1 Treatise volume, and 2 Field Guides). We are on track to produce 18 new Special Papers and a total of 22 new publications in FY07. However, new proposals are starting to taper off*

*and we could see a significant drop in the number of new volumes produced in FY08.*

- *2007 - We produced 25 new publications in FY07.*
- *2008 – GSA produced 29 new publications in FY08.*

vii) Aggressively marketing *Geosphere* as an outlet for innovative science presented in exciting new formats.

- *2005 - We have been quietly marketing Geosphere and our efforts will intensify as soon as the first issue is posted (now set for August 2005).*
- *2006 - We have been heavily promoting Geosphere to authors and potential subscribers for the past 3 months. We will continue to aggressively seek new submissions and subscribers through the end of the year (2006).*
- *2007 - We have increased the number of issues per year to 6 (up from 4) and the number of submissions has increased significantly in 2007. Currently, we have 32 accepted papers in the queue (normal is 6). However, subscriptions are lagging, especially in the library/institutional market.*
- *2008 – Geosphere and Lithosphere are being aggressively marketed to institutional subscribers world-wide.*
- *2008 – AIP is handling subscription sales for GSA and will include all of our journals in consortium deals to over 900 consortiums outside of North America.*

b) Catalyze cooperative interactions among earth, life, planetary, and social scientists who investigate natural systems over varying scales by

i) Closely working with GSA Divisions and Associated and Allied Societies and other partners to produce timely publications that fill the needs of the geoscience community.

- *2005 – Ongoing.*
- *2006 – Ongoing.*
- *2007 – Ongoing.*
- *2008 – ongoing.*

ii) Increasing publication of research from other disciplines, such as branches of physics, applied geology, biogeochemistry, and nanotechnology, and new programs such as EarthScope.

- 2005 - *Some of the topics in soon-to-be-released books include geoinformatics, humans as geologic agents, wetlands, and climatology. Our journal content includes economic geology, geochemistry, marine geology, paleoceanography, geobiology, and everything in-between.*
- 2006 - *Some of the topics in recently published GSA Books include climate change, early earth, karst geomorphology, earth & mind: how geologists think and learn about the earth, humans as geologic agents, wetlands, and serpentinites.*
- 2007 - *We currently publish papers (journals & books) in the following subject areas:  
Tectonics, paleoclimatology, quaternary geology, geomorphology, geochemistry, volcanology, paleoceanography, igneous petrology, paleontology, marine geology, structural geology, geophysics, tectonophysics, Precambrian geology, geobiology, petrology, sedimentary geology, stratigraphy, economic geology, geochemistry, planetary geology, neotectonics, hydrology, coastal geology, organic geochemistry, archaeological geology.*
- 2008 – *GSA continues to publish in all areas of the earth sciences. We are launching our first specialty journal, Lithosphere, and we continue to increase the number of international authors (journals & books). In 2009, GSA will have science editors in Australia, U.S., Canada, United Kingdom, and Austria.*

**3) TO PROMOTE GEOSCIENCE IN THE SERVICE OF SOCIETY. WE SET THE EDUCATION AND OUTREACH AND GOVERNMENT AFFAIRS PROGRAMS TO:**

- a) Actively foster dialogue with the public and decision-makers on relevant geoscience issues by
  - i) Developing and advertising GSA position statements on issues of importance to the Society.
    - 2005- *Geology and Public policy Committee (GPPC) recommended and Council approved two new position statements:*
      - *Visas for Foreign Scientists and Students*
      - *Open Access to Data*
    - 2005 - *GPPC recommended and Council approved the formation of three position statement panels:*
      - *The Evaluation of Scientific Information*
      - *Geoscientists and Natural Hazards Policy*
      - *Data Preservation*
    - 2006 – *GPPC will recommend to Council in October two position statements:*

- *Global Climate Change*
    - *Teaching of Evolution – 2006 Revision*
  - *2006 - GPPC recommended and Council approved two new position statements:*
    - *Geoscience Data Preservation (October 2005)*
    - *Geoscience and Natural Hazards Policy (October 2005)*
  - *2006 - GPPC recommended and Council approved the revision of two position statements:*
    - *The Importance of Teaching Earth Science in Schools (Revised October 2005),*
    - *The Value of Geologic Mapping (Revised October 2005).*
  - *2007 – GPPC recommended and Council approved one new position statement:*
    - *Global Climate Change (October 2006)*
  - *2007 – GPPC recommended and council approved one revised position statement:*
    - *Evolution (October 2006)*
  - *2007 -- GPPC recommended and Council approved:*
    - *developing a Water Resources position statement (April 2007)*
    - *Guidelines for GSA Endorsement of Policies and People (April 2007).*
  - *2008 -- GPPC recommended and Council approved:*
    - *Proposal to develop a briefing paper on geoscience and society to the Presidential transition team and new Administration*
    - *Proposal to develop a position statement on public investment in earth science research*
    - *Proposal to develop a position statement on geology and land-use practices*
    - *Proposal to develop a position statement on diversity*
    - *Position Statement on Maintaining the Benefits of Involvement by Federal Scientists in Scientific Society Leadership. Note: GSA Endorses this Council of Scientific Society Presidents (CSSP) Position Statement Adopted December 2007.*
- ii) Actively participating in coalitions such as the Coalition for National Science Funding and the USGS Coalition.
- *2005 - GSA, AGI, and AGU jointly sponsored a booth at the Coalition for National Science Funding (CNSF) Exhibition and Reception on the Hill in June.*
  - *2005 - GSA joined the Hazards Caucus Coalition.*
  - *2006 – GSA, AGI, and AGU jointly sponsored a booth for the CNSF Exhibition and Reception on the Hill in June*

- 2006 – GSA with support from AGI (as part of the Congressional Hazards Caucus Alliance) presented a briefing on drought on both sides of the Hill in September
- 2006 – GSA helped to support the USGS Coalition Reception on the Hill in September.
- 2007 - GSA, AGI, and AGU jointly sponsored a booth for the CNSF Exhibition and Reception on the Hill in June.
- 2007 – GSA with support from AGI (as part of the Congressional Hazards Caucus Alliance) presented a briefing on drought on both sides of the Hill in July.
- 2008 – On the Washington office’s first day of operation, GSA co-sponsored the 4th Annual USGS Coalition Reception on Capitol Hill. GSA’s Director for Geoscience Policy served as master-of-ceremonies at the event and introduced Representative *Ciro Rodriguez (D–Tex.)*, Representative *John Salazar (D–Colo.)*, and USGS Director *Mark Myers* to deliver brief remarks to more than 150 congressional staff and representatives of the geoscience community.
- 2008 –GSA’s Director for Geoscience Policy serves as co-chair of the USGS Coalition. In this capacity, he submits congressional testimony to the House and Senate Appropriations Committee, drafts correspondence to key Members of Congress, organizes and chairs most coalition meetings, and plays a lead role in many coalition activities.
- 2008 – On the Washington office’s second and third day of operation, GSA participated in the CNS) Congressional Visits Day by organizing and leading constituent meetings with members of the congressional delegations for Colorado and Texas. GSA members participated in meetings with Senator *Wayne Allard (R-Colo.)*, Congressman *Chet Edwards (D-Tex.)*, and staff for four additional House and Senate offices. GSA Members also attended presentations by Congressmen *Vernon Ehlers (R-Mich)* and *Patrick Kennedy (D-R.I.)*.
- 2008 – GSA co-sponsored the CNSF’s 14th Annual Exhibition and Reception on Capitol Hill on 25 June 2008. More than 400 people, including seven Members of Congress, participated in this highly successful event. Geoscientists discussed their National Science Foundation (NSF)-funded research with Rep. *Vernon Ehlers (R-Mich.)*, Rep. *Rush Holt (D-NJ)*, NSF Director *Arden Bement*, and numerous congressional staffers and national Science Foundation (NSF) officials who visited the earth science exhibits hosted by GSA, AGI, and AGU.
- 2008 – The GSA Washington office plays an active role in the CNSF, which has been highly successful in increasing support for the National Science Foundation in Congress and the Administration.
  - GSA participates in CNSF meetings with Congressional staff and NSF leader



*Engineering and Environmental Engineers (AEG), AGI, and the Geo-Institute of ASCE) at the National Conference of State Legislatures, held in Nashville, TN, 15-18 August 2006.*

- *2007 -- GSA was again represented in the American Geology Consortium booth at the National Conference of State Legislatures (Boston, August 2007). AASG, AIP), AEG, the Geo-Institute of the American Society of Civil Engineers, AGI, and GSA participated.*
- *2008 – GSA is a member of the working group that organized the 13<sup>th</sup> Annual (SETWG Congressional Visits Day on 4-5 March 2008. More than a dozen GSA Members participated in the event, which included a reception and awards ceremony with Representative Bart Gordon (D–Tenn.), chair of the House Committee on Science and Technology; remarks by Rep. Vernon Ehlers (R-Mich.), a congressional breakfast with Sherwood Bohlert, former chair of the House Committee on Science and Technology; orientation and training sessions; and small constituent meetings with House and Senate offices.*
- *2008 – GSA leaders were featured at a press conference in the United States Capitol. Former GSA President Mary Lou Zoback and GSA Councilor John Geissman were among four scientists and engineers who spoke at a press conference with Representative Rush Holt (D–N.J.) and Representative Judy Biggert (R–Ill.), co-chairs of the Congressional R&D Caucus, to address the severe repercussions of recent underfunding of key science agencies. The press conference, which was the first of its kind, was convened in conjunction with the SET Congressional Visits Day. GSA’s Washington office facilitated the inclusion of GSA leaders in the press conference and in press releases that were issued before and after the event.*
- *2008 -- GSA was again represented in the American Geology Consortium booth at the National Conference of State Legislatures (New Orleans, August 2008). AASG, AIPG, AEG), the Geo-Institute of the American Society of Civil Engineers, AGI, and GSA participated.*

c) Strengthen the role of geoscience in formal and informal education through the following Education and Outreach Program activities:

i) GeoCorps America™ will

(1) Increase the number of participants.

- *2005 - The number of participants this year is 38 – this is the most the program has had in its history. The program will grow to 40 – 45 participants over the next few years, depending on funding.*
- *2006 - The number of participants this year was 41 (up 3 from last year). The number of applicants rose with over 500 applications for the positions.*

- *2007 – The number of participants this year was 44. It is most probable that 40 is the optimum number of participants based on current level of funding. Additional sponsorship is being sought.*
  - *2008 - The number of participants this year is 69. The number grew due to the widening of the program to accept longer term placements and some direct placements which GSA recovers the full costs. Using this model we are planning to increase the participation level to 100.*
- (2) Increase the number of partner organizations.
- *2005 - This year we have Bureau of Land Management (BLM) involved for the very first time. We have also been in discussions with other groups, including the National Park Foundation, in seeking sponsorship.*
  - *2006 - BLM has continued to be involved this year and we have secured an agreement with them for the future. That brings the number of partners taking placements to three (NPS, Forest Service and BLM).*
  - *2007 - Initial discussion has taken place with U.S. Geological Survey (USGS) officers seeking the possibility of the USGS becoming a partnering agency in the future.*
  - *2008 – Plans for 2009 include working with the USGS and other federal agencies*
- (3) Maintain recruiting efforts to target diverse groups including under-represented and minority groups.
- *2005 - We have been working with the National Association of Black Geologists and Geophysicists (NABGG) and Society for Advancement of Chicanos and Native Americans (SACNAS) to increase this effort this year.*
  - *2006 - We have been working with NABGG and SACNAS to increase this effort this year. We also collected some statistics on applicants' ethnicity, to use as a baseline to measure the success of future efforts.*
  - *2006 - We now have a database of professors and librarians at Historically Black Colleges and Universities (HBCUs) and Minority Institutions (MIs), initially developed for our project to provide free access to GSA electronic publications for underrepresented minorities. This list is playing an important role in recruiting minority students for the GSAF- and GSA-sponsored memberships and Annual Meeting travel grants, and for NSF-funded scholarships for students and minority stakeholders to participate in the Drought meeting. Other potential uses of this database include recruiting professional and student members, and GSA Campus Representatives.*

- 2007 – We have continued to advertise the program through the NABGG and SACNAS contacts and have maintained the level of minority applicants.
  - 2007 -- GSA now has a database of professors and librarians at HBCUs MIs, developed in order to provide free access to GSA electronic publications for underrepresented minorities. About a dozen institutions accepted our offer and access began in January 2007. The database was used to recruit minority students for the GSAF- and GSA-sponsored memberships and Annual Meeting travel grants, and for NSF-funded scholarships for students and minority stakeholders to participate in the Drought meeting. Other potential uses of this database include recruiting professional and student members, and GSA Campus Representatives.
  - 2008 – Working with Subaru to support 6 minority students with scholarships.
- ii) Operate and grow mentor programs including:
- (1) Geology in Government Mentor Program will maintain the number of students of at least 200 and mentors of at least eight.
    - 2005 - The 2004 Geology in Government Mentor Program (held at GSA's 2004 Annual Meeting) garnered a participation of 215 students and seven Mentors. Over the five-year history for this program— which is presented in panel forum—the program has attained its optimal size for meaningful participation by both students and Mentors.
    - 2005 - Program funding is reliant on Geological Society of America Foundation (GSAF) Unrestricted Funds. There is currently a funding commitment by GSAF for FY06, FY07 and FY08. Unrestricted funds do not reflect inflation.
    - 2005 - The key requirement for this program is to develop a source of long-term funding to support the program at its current level of participation.
    - 2006 - The 2005 Geology in Government Mentor Program (held at GSA's 2005 Annual Meeting) garnered a participation of 285 students and seven Mentors.
    - 2007- The 2006 Geology in Government Mentor Program held at the Annual Meeting had seven mentors and just under 300 student participants.
    - 2008. The program at the 2007 Annual Meeting had seven mentors and 350 participants.
  - (2) Roy J. Shlemon Mentor Program in Applied Geosciences will maintain the number of students of at least 250 and mentors of at least eight.

- 2005 - *During this 2005 program year (events held at all 2005 Section Meetings), 83 Mentors and 287 students participated in Shlemon Programs. These are roundtable, interactive discussions.*
- 2005 - *For FY06, Roy Shlemon made a \$20,000 gift to the Shlemon Programs through the GSAF to be applied toward administrative expenses to manage the Shlemon Programs.*
- 2006 - *During this 2006 program year, 76 Mentors and 382 students participated in Shlemon Programs.*
- 2007- *During the 2007 program year we had 76 Mentors and 477 students participated in the program.*
- 2008 – *During the section meetings this year the program had 68 mentors and 432 students participated in the program.*

(3) John Mann Mentors in Applied Hydrogeology Program will achieve student participation level of 10 per Section meeting plus four mentors per Section meeting.

- 2005 - *These programs, focusing on hydrogeology/hydrology, are still in the formative stages. There have been systematic trial and error adjustments in their format as these programs have been implemented.*
- 2005 - *There are three distinct venues for these programs which are utilized to ensure maximum impact with students interested in hydrogeology or hydrology (per John Mann's wishes) as their career choice.*
  - *At the six Mann Programs held at the 2005 Section Meetings, 33 Mentors and 122 students participated in roundtable discussions. This interactive Q&A format was well-received by students. Evaluation responses from the student attendees indicated that this format works well. The Section meeting portions of these programs were initially run as two pilot programs in 2004; a modified format was implemented at the 2005 Section meetings.*
  - *At the 2004 Annual Meeting, 22 students attended the Hydrogeology Luncheon and Business Meeting--with tickets provided by funds from the John Mann Programs. This program platform provided welcomed opportunities for students to attend this Annual Meeting function in association with over 200 professionals from the hydro field. This program will be repeated at the 2005 Annual Meeting and tickets will be made available to 25 students whose career interests lie in the hydro field.*
  - *At the 2005 Annual Meeting, and new for this fiscal year (subject to available funds in the future), the Mann Program will purchase*

*100 student GSA memberships also including Hydrogeology Division student dues that will be awarded to student attendees at the Hydrogeology Division's student reception. The purpose of this investment of Mann Program monies is to build student awareness of the Mann Programs and encourage loyalty to the Hydrogeology Division. It is also hoped that with some publicity and encouragement from Division leadership, the Division Members will pro-actively participate as volunteer Mentors at the Mann Programs held at both Annual and Section Meetings.*

- *2006- At the six Mann Programs held at the 2006 Section Meetings, 18 Mentors and 109 students participated in roundtable discussions.*
  - *2006 - At the 2005 Annual Meeting, 25 students attended the Hydrogeology Luncheon and Business Meeting*
  - *2006 - At the 2005 Annual Meeting the Mann Program will purchase 100 student GSA memberships also including Hydrogeology Division student dues that will be awarded to student attendees at the Hydrogeology Division's student reception.*
  
  - *2007- At the six Mann Programs held during the Section Meetings there were 32 mentors and 168 students. At the 2006 GSA Annual Meeting in Philadelphia, 25 students received subsidized tickets to attend the Hydrogeology Division's luncheon and 44 received one-year GSA student memberships or renewals, each of which also included one year's paid student dues to the Hydrogeology Division.*
  
  - *2008 - At the section meetings this year 210 students participated in the program. Plans are well underway for students to attend the Hydrogeology Divisions lunch at the AM.*
- (4) Careers Roundtable Discussions will maintain a member participation level of 50 and mentor participation of 10.
- *2005- -This Annual Meeting event is held adjacent to GSA's Employment Services. This Mentor program encouraged 15 Mentors from Academia, Museums, Consulting, Federal Government, and the petroleum industry to interact with 85 GSA members who are seeking jobs. The purpose of the event is for sharing career information and job perspectives in today's marketplace.*
  - *2005 - Program funding is reliant on GSAF Unrestricted Funds. GSAF has currently committed for FY06 only. Unrestricted funds do not reflect inflation.*
  - *2005 - The key requirement for this program is to develop a source of long-term funding to support the program at its current level of participation.*

- 2006 - *This Annual Meeting event is held adjacent to GSA's Employment Services. This program encouraged 28 Mentors with 130 GSA members who are seeking jobs.*
- 2007- *At the Annual Meeting this year this program suffered in numbers due to conflicts with technical sessions and with interviews at the Employment Services Center. It was decided to focus the efforts during the 2007 Annual Meeting on other Mentor programs, while at the same time increasing the thrust and impact of the Employment Services Center.*
- 2008 - *This program has been successfully replaced by the Geology in Industry Mentor program.*

(5) Actively seek funding for additional mentoring programs.

- 2005 - *For FY06, Roy Shlemon made a \$20,000 gift to the Shlemon Programs through GSAF to be applied toward administrative expenses to manage the Shlemon Programs.*
- 2006 - *For FY06, Roy Shlemon made a \$20,000 gift to the Shlemon Programs through GSAF to be applied toward administrative expenses to manage the Shlemon Programs.*
- 2007 – *Subaru has provided funding (\$5,000) for Women in Geology Mentors social function and funds are being raised in association with the GSA Foundation for a new program called Geology in Industry Mentors Program. These new programs will dramatically increase the number of students who can participate in mentor programs at the Annual Meeting.*
- 2008 – *Subaru will continue to fund the Women in Geology Mentors Function. We raised \$8,000 from companies for the Geology in Industry Program. The establishment of the John. F. Mann Centre will also increase the available funding for the mentor programs over time.*

iii) GeoVentures Program will offer an average of 10 trips per year with at least 75 total participants.

- 2005 - *Nine trips ran over the last 12 months. However, with the decision by POC to limit future Geoventure trips to teacher, student and Geohostel groups, these Strategic Plan targets need to be reduced. We propose that the number of trips now be six a year with the participation to be 60.*
- 2006 - *Four trips ran this last year with 58 participants. With a change in staffing, it is hoped that this program will move into a new phase and it will grow to be more valued by membership and be more cost effective.*
- 2007 – *Trips this year ran to Alaska, Grand Canyon, Costa Rica, Namibia, Mongolia, and California. This has been the most successful*

*year for GeoVentures and more forward trip planning and marketing has been the key. Trips are already being planned for 2008 and 2009. However, the maximum number of trips offered in any one year is most probably more viable at six.*

- *2008 – Trips this year include two teacher trips (Iceland and Galapagos), a student trip to Hawaii and a Professional trip to Canada. Subaru sponsorship assisted lowering process for GSA student members participating in Hawaii. Trips in the future include a professional trip to Galapagos, Teacher trip to Australia and Student trip to Iceland.*

iv) Professional Development Workshops (including K-16) will increase participation by 25% per year to a goal of 250 participants per year.

- *2005 - Last year the K-16 program had 103 participants, and the PD program had 84, for a total of 187. This is the baseline from which growth can be measured.*
- *2006 - Some proactive marketing is being undertaken at the 2006 AM to attract a greater number of courses that more fully meet the needs of the membership, as highlighted in the membership survey.*
- *2007 – After changes to the way Short Courses are administered and marketed, the Annual Meeting to be held in 2007 will have the greatest number and diversity of Short Courses offered by GSA for many years. Fourteen courses are being run through the official GSA system and it is expected at least 250 people will attend.*
- *2008 - Last year's 12 Short Courses attracted 255 participants. This was the largest participation since 1995. This year's joint AM has 38 Short courses advertised and we anticipate that 30-35 courses will run.*

v) Teacher Resources Program will:

(1) Develop four new teacher resources per year.

- *2005 - Last year we developed and released Explore Volcanoes (Elementary Edition), Explore Fossils, Explore Tsunami and the Rock Chart.*
- *2006 - Last year we developed and release the nature of Science Document, and development took place on Forensic Geoscience, Glaciers, Weathering and Erosion and a guide of the Map of the Geology of North America.*
- *2007 – This year the following teaching CD's have been developed and released :*
  - *Active Geology Paper Models*
  - *Investigating Geology Paper Models*

- *Landform Paper Models*
- *Explore Volcanoes Edition II (including Spanish text)*
- *Explore Plate Tectonics Edition II (including Spanish text)*

*Work has continued on a number of other teacher CDS including Forensic Geology, Glaciers and Evolution.*

- *2008 - Work has continued on teacher resources this year. Completed resources include a CD on Forensic Geology and EarthCaching. Work has continued on Glaciers and started on Water.*
- (2) Run four teacher training sessions per year.
- *2005 - Last year we ran two highly successful teacher sessions at the National Science Teachers Association (NSTA) Meeting in Dallas, TX.*
  - *2006 - This year we operated three highly attended sessions at the NSTA Conference in Los Angeles, a session in Colorado and a session in Wyoming. We have teacher sessions planned for Maine, New Jersey, and Michigan for the rest of this year using funding from the Strategic Budget.*
  - *2007 - This year we ran multiple workshops for teachers at the NSTA Conference in St Louis, NSTA regional conference in Baltimore as well as sessions in Maine, Michigan, and Georgia. The travel to these sessions has been funded from the GSA Strategic budget. Teacher evaluations show that this is a high impact way of helping teachers to develop teaching skills in Earth Science.*
  - *2008 - Workshops have run this year in the NSTA meeting in Boston (6 sessions), Michigan, Portland OR and Texas. These have been funded from the GSA Strategic Budget. Plans are well underway for a series of 'train-the-trainer' sessions at three Section meetings in 2009.*
- (3) Distribute 2500 teacher resources per year.
- *2005 - Last year we sold 2771 products and distributed another 400 at teacher sessions and as part of teacher Geoventure trips.*
  - *2006 - Last year we sold 2840 products and distributed another 500 at teacher sessions and as part of teacher Geoventure trips.*
  - *2007 - Last year 2233 products were sold and distributed another 800 at teacher sessions around the country.*
  - *2008 - Last fiscal year we sold 2614 products and distributed another 1100 at teacher sessions around the country.*

- vi) Earth Science Week – GSA will have at least one resource included in the AGI Earth Science Week Packages to schools each year.
- *2005 - Last year we provided AGI with a resource (Earthquakes CD ROM) but it was not utilized. This year we have already given AGI a landslide model for use in the kits.*
  - *Last year we provided AGI with an activity for the ESW Calendar.*
  - *2007 - Last year AGI and GSA launched International EarthCache Day as part of the Earth Science Week Celebrations. A caching event was held near the Washington Monument in the Mall in the DC and geocachers and the media were invited to attend. Around 40 people participated in the event. GSA also had a page in the ESW calendar.*
  - *2008 - This year we have provided 16,000 CD ROMS on EarthCaching for distribution in the Earth science week Kits. The cost of production was met through the National Geographic Grant.*
- vii) EarthCache Project will establish 15 EarthCaches each year that are visited by 350 groups annually.
- *2005 - Last year 220 EarthCaches were established in 18 countries and were visited by 3,200 groups.*
  - *Last year 522 Earthcaches were established in 25 countries and were visited by 12,935 groups.*
  - *2007 – Over 1550 EarthCaches have now been approved in 45 countries. Over 97,000 people have visited these sites and provided feedback/logs. National Geographic also provided funding to develop a teacher’s guide that was published online and in print. Training sessions for teacher trainers commence in June this year in how to use the guide in the classroom.*
  - *2008 – Over 3200 EarthCaches have been approved in 68 countries. Over 180,000 people have now logged visiting EarthCaches. National Geographic provided funding for running teacher training courses. This funding ended early in 2008.*

### **Other Important Activities in Goal 3**

- *2007 – Council adopted the National Leadership Initiative (NLI) and associated Mission of the National Leadership Initiative (April 2007). Dr. Craig Schiffries has been hired to be GSA’s Director for Geoscience Policy.*

- 2008 – *The Society’s Washington, DC office opened in the AAAS building on 17 September 2007. Initial activities include:*
  - *GSA Position Statements (see 3(a)(i))*
  - *USGS Coalition (see 3(a)(ii))*
  - *Coalition for National Science Funding (see 3(a)(ii))*
  - *Congressional Hazards Caucus Alliance (see 3(a)(ii))*
  - *Geopolicy Working Group (see 3(a)(ii))*
  - *Science-Engineering-Technology (SET) Congressional Visits Day and Press Conference in the U.S. Capitol (see 3(b))*
  - *National Conference of State Legislatures Exhibition Booth (see 3(b))*
  - *Congressional Briefing on Improving Tsunami Warnings. GSA co-sponsored a Congressional briefing on “Improving Tsunami Warnings Nationwide” in the U.S. Capitol on 14 March 2008. Former GSA President Mary Lou Zoback was the first speaker and served as moderator for presentations by representatives of NOAA, USGS, and Pacific Gas and Electric Company. The briefing highlighted a success story about improvements to the U.S. tsunami warning system that were quickly implemented in response to the December 2004 Sumatra earthquake and Indian Ocean tsunami that killed more than 200,000 people.*
  - *Congressional Testimony. In his capacity as co-chair of the USGS Coalition, the Director for Geoscience Policy provided congressional testimony to the House and Senate Appropriations Committee on the need for increased investment in the USGS.*
  - *Meetings with United States Senators and Representatives. The Washington office organized small constituent meetings between GSA members and Sen. Wayne Allard (R-Colo.), Sen. Jim Bunning (R-Ken.), Rep. Ben Chandler (D-Ken.), and Rep. Chet Edwards (D-Tex.), and informal meetings with other Members of Congress including Rep. Judy Biggart (R-Ill), Rep. Vernon Ehlers (R-Mich.), Rep. Bart Gordon (D-Tenn.), and Rep. Rush Holt (D-N.J.).*
  - *Meetings with Congressional Staff. The Washington office organized numerous meetings for between GSA members and congressional staff.*
  - *National Geologic Mapping Reauthorization Act of 2008. Staff from the House Natural Resources Subcommittee on Energy and Mineral Resources requested assistance from GSA shortly before the National Geologic Mapping Reauthorization Act of 2008 ( H.R. 5171) was introduced in the House of Representatives on 29 January 2008. Among other actions, GSA provided the committee with GSA’s position statement on “The Value of Geologic Mapping” in order to help them draft introductory statements and other documents.*
  - *Meeting between NSF Director and GSA Leadership. The Washington office organized a meeting between the Director of the*

*National Science Foundation and a delegation of current and former GSA officers on 2 December 2007. Discussion topics included chronic underinvestment in the earth sciences and the need for strong and stable leadership of NSF's Earth Sciences Division and Geosciences Directorate. Participants in the meeting included former GSA President Sharon Mosher, former GSA President William Thomas, GSA Executive Director Jack Hess, and GSA Director for Geoscience Policy Craig Schiffries. Several informal meetings with the NSF Director have also been held.*

- *Meeting between NSF Geoscience Officials and GSA Leadership. The Washington office organized a meeting between leaders of NSF's Geosciences Directorate and a delegation of current and former GSA officers on 4 December 2007. NSF participants in the meeting included Acting NSF Assistant Director for Geosciences Jarvis Moyers, Deputy Assistant Director for Geosciences Margaret Cavanaugh, Acting Earth Sciences Division Director Jim Whitcomb, and former Earth Sciences Division Director Arthur Goldstein. GSA participants in the meeting included GSA Vice President Judy Parrish, former GSA President Sharon Mosher, former GSA President Gail Ashley, GSA Executive Director Jack Hess, and GSA Director for Geoscience Policy Craig Schiffries. Meetings between GSA and NSF staff are held on a regular basis.*
- *Letter to NSF Leaders Regarding Allocation of the Supplemental Appropriation. GSA sent a letter to the NSF Director and Deputy Director urging them to invest part of NSF's supplemental appropriations for FY 2008 in extraordinary opportunities in the Earth Sciences Division. Although NSF had only a small amount of discretionary funding in the supplemental appropriation, it allocated \$1 million of this new funding to the earth sciences.*
- *Meetings with USGS Officials. The Washington office organized meetings with the Director of the U.S. Geological Survey, the Associate Director for Geology, and other top officials.*
- *GSA Leaders Featured at Press Conference in United States Capitol. Former GSA President Mary Lou Zoback and GSA Councilor John Geissman were among four scientists and engineers who spoke at a press conference in the U.S. Capitol with Rep. Rush Holt (D-NJ) and Rep. Judy Biggert (R-Ill), Co-Chairs of the Congressional R&D Caucus, to address the severe repercussions of recent underfunding of key science agencies. The press conference, which was the first of its kind, was convened in conjunction with the 13th Annual Science-Engineering-Technology (SET) Congressional Visits Day*
- *National Science and Technology Summit. GSA participated in the National Science and Technology Summit, which was mandated by Congress as a requirement of the America COMPETES Act.*

- *Introductory Meetings.* With the opening of the Washington office, the Director for Geoscience Policy organized a series of introductory meetings to build relationships with executive branch officials, leaders of federal geoscience agencies and programs, and government affairs staff of other geoscience societies through a series of introductory meetings, including:
  - *White House Office of Science and Technology Policy (OSTP), Assistant Director for Environment*
  - *Department of the Interior, Acting Assistant Secretary for Water and Science; Deputy Assistant Secretary for Water and Science*
  - *U.S. Geological Survey (USGS), USGS Director; Acting Associate Director for Geology; and other officials*
  - *National Science Foundation (NSF), Director of the Earth Sciences Division*
  - *National Park Service*
  - *Bureau of Land Management*
  - *U.S. Forest Service*
  - *Department of Energy*
  - *NOAA*
  - *American Geological Institute (AGI)*
  - *American Geophysical Union (AGU)*
  - *Association of American State Geologists (AASG)*
  - *American Association of Petroleum Geologists (AAPG)*
  - *Soil Science Society of America (SSA), American Society for Agronomy (ASA), and Crop Science Society of America (CSSA)*
  - *Ecological Society of America*
  - *IRIS*
  - *UNAVCO*
  - *Consortium for Ocean Leadership*
  - *American Meteorological Society (AMS)*
  - *American Association for the Advancement of Science (AAAS)*
  - *National Association of State Universities and Land Grant Colleges (NASULGC)*
  - *Dozens of informal meetings were held with key staff in congressional offices, federal agencies, and non-governmental organizations*
- *Internal Communications.* The Washington office developed internal communications within GSA through a series of initial meetings, including:
  - *Directors of all GSA programs*
  - *Geology and Public Policy Committee*
  - *Geology and Society Division*

- *North-Central Section Meeting and Business Meeting*
- *Cordilleran / Rocky Mountain Section Meeting and Business Meetings*
- *GSA Annual Conference and Exhibition, including sponsorship of a session on “Communicating with Congress”*
- *NLI Ad Hoc Committee*
- *GSA ExCom retreat*
- *GSA Leadership Weekend*
- *Publications. The Washington office developed communications within GSA by contributing, editing, and facilitating articles and announcements on geology and public policy in GSA publications, including:*
  - *GSA Today*
  - *GSA Connection*
  - *GSA website*
  - *GSA list serves*
  - *GSA staff newsletter*

**4) TO ATTRACT AND SUSTAIN A DYNAMIC, DEDICATED, DIVERSE, AND VIABLE MEMBERSHIP AND TO BE RESPONSIVE TO THIS MEMBERSHIP. WE SET THE MEMBERSHIP PROGRAM TO:**

- a) Increase membership to 21,000 by 2008 by
- *2005 - The year-end (31 December 2005) membership count is projected to be 19,000–19,200 (3%–4% increase over 2004).*
  - *2006 - The 31 December 2005 year-end membership count was 19,584 (6% increase over 31 December 2004).*
  - *2006 - We expect to end this year (31 December 2006) with a membership count of 20,300 – 20,600 (3.7% - 5.2% increase over 31 December 2005).*
  - *2006 - This overall membership goal is expected to be met and exceeded by 2008.*
  - *2007 – The 31 December 2006 year-end membership count was 20,722 (5.8% increase over 2005).*
  - *2008 – Exceeded overall membership goal ahead of schedule. The 31 December 2007 year-end membership count was 21,645 (4.5% increase over 2006).*
- i) Identifying and marketing non-members via direct mail, email and other marketing techniques.

- 2005 - *A Why Join for Students Brochure* was developed and debuted at the Cordilleran Section meeting. This new piece was included in the Campus Rep mailing in early 2005.
- 2005 - *A Why Join for Teachers Brochure* was developed and distributed to over 47,000 geoscience teachers at middle- and high schools around the country in August. This mailing was a joint effort between Education & Outreach, Membership, Publications, AGI and Holbrook.
- 2006 - Membership participated in a group mailer that targeted 46,000 K-12 geoscience teachers in August of 2005 to join GSA. This marketing effort was the primary reason our Teacher membership category increased 39% over the previous year. Membership will, once again, participate in a similar mailer in September of this year promoting join GSA and get up to 15 months of membership for the price of 12.
- 2006 - Membership, partnering with Meetings, marketed 12,000 non-member geologists in the northeast corridor in June of this year to join GSA and attend our Annual Meeting in Philly. This postcard/email promotion offered individuals the opportunity to join GSA and take advantage of a mid-year dues discount (also aided in accurately tracking results). This promotion resulted in 54 new professional memberships and, at least, 18 Annual Meeting registrations. This project netted, at least, \$7,576 for GSA (includes Membership dues, Annual Meeting registrations and add-ons, Division dues, journal subscriptions, and Foundation contributions).
- 2006 - A non-member database is under construction. Its first use in 2006 involved a postcard mailing with e-mail follow-up to non-members in the U.S.-Canada northeast corridor, promoting membership and attendance at the Annual Meeting in Philadelphia. The database was also used to promote the Managing Drought meeting to a targeted group of non-members based on research specialty.
- 2006 - A prospect database has been developed of non-member professional geologists. Continued population will bring the database up to 27,000 records by mid-September of this year; in time for our fourth quarter membership promotion (see next bullet).
- 2006 - In September of this year, approximately 27,000 non-member professional geologists will be targeted to join GSA and get up to 15 months of membership for the price of twelve. A return of ½ of 1 % is expected (135 – 270 new professional memberships).
- 2007 – Membership participated in a joint promotion with Education & Outreach, Publications, along with outside partners targeting K-12 Teachers in the fall of 2006.
- 2007 – Joint promotion to join GSA, attend the Annual Meeting in Denver, and purchase products from our Bookstore.
- 2007 – Mid-year promotion to join GSA and take advantage of a mid-year dues discount.

- 2007 – *Member-get-a-Member e-promotion in non-high income economies produced very minimal results.*
  - 2007 – *Fourth quarter “Join GSA and get up to 15 months of membership for the price of 12” will launch October 2007 targeting some 30,000 professional geologists.*
  - 2007 – *GSA’s prospect database continues to be refined and populated. To-date, the prospects have been marketed to participate in our Annual Meetings, Education & Outreach’s Employment Service Center, the Drought specialty meeting, along with becoming a member of GSA..*
  - 2007 – *See vi for student recruitment efforts.*
  
  - 2008 – *Joint promotion to join GSA and attend the Annual Meeting.*
  - 2008 – *Mid-year promotion to join GSA and take advantage of a mid-year dues discount.*
  - 2008 – *Fourth quarter “Join GSA and get up to 15 months of membership for the price of 12” will launch October 2008.*
  - 2008 – *GSA’s prospect database continues to grow. Further population is targeted at geologists in Canada and Mexico.*
- ii) Developing and promoting incentives to join through the year.
- 2005 - *Initiated in 2004 an ongoing promotion to new members who join in the fourth quarter: Join GSA and get up to 15 months of membership for the price of 12.*
  
  - 2006 – *See above*
  
  - 2007 – *See above – 4i.*
  
  - 2008 – *See above – 4i.*
- iii) Increasing promotion of GSA membership to non-members at all trade shows and GSA meetings.
- 2005 - *A new banner was developed promoting the different aspects of GSA, along with a membership poster for display at trade shows and GSA meetings. Two new Why Join brochures targeted at students and teachers has been developed and will be available at all meetings.*
  
  - 2006 - *A new banner was developed promoting the different aspects of GSA, along with a membership poster for display at trade shows and GSA meetings. In 2005, GSA had a presence at a record 27 non-GSA meetings and events. A series of three Why Join GSA brochures is now available at all meetings.*
  
  - 2007 – *An eye-catching full trade-booth backdrop draws attention to GSA at larger, non-GSA meetings such as AAPG, AGU, Agronomy/Crop/Soil*

*Science societies, etc. The series of three "Why Join GSA" brochures continues to be prominently displayed at all meetings.*

- *2008 – A new pull-out banner was created to promote Divisions, along with a new brochure to distribute at international trade shows.*

iv) Investigating GSA's dues and member benefit structure.

- *2005 - Council passed at its May 2005 meeting prorating new member dues at 50% for those members joining in the third quarter, coupled with prepayment of the upcoming year's dues. The goals of this change in the dues schedule are to increase both recruitment and retention of members who join in the third quarter by:*
  - *Providing a more equitable dues structure with initial dues in proportion to the membership term;*
  - *Enabling these new members to realize the value of membership before receiving a renewal notice for "annual" dues shortly after joining (already pre-paid), and*
  - *Offering GSA additional opportunities to proactively promote membership in the second half of the year.*
- *2005 - GSA Divisions agreed to charge Recent Graduate members the student rate versus the professional rate for their division memberships effective with the 2006 membership term. This added benefit for Recent Graduates is consistent with the other benefits these members receive, may increase the likelihood of them remaining members throughout their career, and will streamline their renewal process.*
- *2006 - Council passed at its May 2005 meeting prorating new member dues at 50% for those members joining in the third quarter, coupled with prepayment of the upcoming year's dues. During the in-house implementation process, it was determined that this was not feasible at this time due to GSA journals being sold on an annual subscription basis in conjunction with membership.*
- *2007 – Since 2005, GSA has offered new members who join in the fourth quarter an extended membership through the next year; which enables said new members to experience GSA for 13-15 months versus 1-3 months before making another purchasing (renewal) decision. Staff's perspective on GSA's dues structure is that additional research on options to offset (or change) membership being on a calendar year basis should be pursued.*

v) Using electronic journals as a tool to attract and retain members.

- *2005 - Electronic journal access (included with student membership) is emphasized in the new Why Join for Students Brochure, the new student membership ad, along with the student membership poster at the 2005 Annual Meeting.*

- 2006 - Complimentary electronic journal access, included with student and K-12 teacher memberships, is emphasized in the Why Join GSA for Students' and Teachers' brochures, in membership ads, and on the panels in the Member Services booth at our Annual Meeting. A project is underway to provide free access to GSA electronic publications for students and faculty at Historically Black Colleges and Universities (HBCUs) and Minority Institutions (MIs).

vi) Strengthen the Campus Representative Program by

- (1) adding new Campus Representatives to reach 90% of degree granting institutions.

- 2005 - GSA currently has 509 Campus Reps; approximately 90% are located at 4-year colleges and universities. Campus Rep recruitment ads were placed in the February 2005 issue of GSA Connection and the April/May issue of GSA Today, resulting in a small net increase thus far for calendar year 2005. Development of a Campus Rep recruitment campaign for 2-year institutions will begin in 4<sup>th</sup> quarter 2005.

- 2006 - GSA currently has 487 "active" Campus Reps. Campus Rep recruitment ads were placed in the February 2006 issue of GSA Connection and the April/May 2006 issue of GSA Today. A Campus Rep recruitment campaign for 2-year U.S. and 4-year Canadian institutions was conducted in March of 2006. Twenty-two 2-year and 8 Canadian institutions were identified where GSA had members, but no Campus Rep. The e-mail campaign inviting Campus Rep participation resulted in 7 new reps (4 Canadian, 3 U.S.).

- 2007 – As of 6 February, GSA had 489 active Campus Reps. Of that total, 405 are from U.S. institutions and 84 are international. We now have 27 reps in Canada.

- 2008 – Campus Rep Expansion Project – Phase 1 North America: A plan is underway that identifies specific members to invite into the Campus Reps program at institutions across North America where we currently do not have representatives.

- (2) using Representatives as one of the foci for increasing membership.

- 2005 - A second-semester mailing to Campus Reps was initiated in 2005 that included the new Why Join for Students Brochure. This will be an added annual communication, along with the traditional first-semester mailing.

- 2006 - Improvements to the FY 2006 Campus Rep program included:

— A PowerPoint presentation was made available as a recruitment tool

*for Campus Rep talks*

— *Membership Recruitment Contest: 1 Oct – 31 December 2005*

- *15 Campus Reps participated*
- *35 new students enrolled on applications traceable to the campaign*

— *More effective recognition for Campus Reps to promote their active participation, included*

- *Thank-you letter from Executive Director with free trivia disk in the fall mailing*
- *Semester-end thank-you letter from GSA President*

- *A Campus Rep feedback survey was conducted online in April 2006 to help ascertain how headquarters could more effectively support Campus Reps. Suggestions included: more information on benefits for undergraduates; more information on geoscience careers; more eye-catching posters; and use of online discussion forums, blogs, etc., for students.*

- • *2007 – We have carried forward the Campus Rep program improvements made in 2005 and 2006.*

- *2008 - See 4 vi above.*

b) Increase international membership to 3000 by 2008 by

i) Focusing on Mexico, Latin America, South America, and the Caribbean.

- *2006 - Non-member professionals and students in countries whose economies are classified other than “high-income” by the World Bank will be targeted via a member-get-a-member electronic campaign in October 2006.*
- *2007 – Above said promotion produced very minimal results.*
- *2007 – As of 13 August 2007, international membership (including Canada and Mexico) was 2,369. Membership in Mexico increased 35% since October 2003, South America experienced a 2% gain, while Central America and the Caribbean’s experienced losses (22 members in October 2003 versus 12 in August 2007).*
- *2008 – As of 14 August 2008, international membership (including Canada and Mexico) was 2,535.*
- *2008 – A brochure was developed to bring to international trade shows.*

ii) Opening up the graduate research grant program to international members in the Americas.

- *2005 - Graduate students at universities in Canada, Mexico and Central America are eligible to participate in this program; however the Research Grant Committee determined in 2004, and revisited in 2005, not to extend eligibility to those in South America at this time.*

- *2006 - This was tabled in 2005; as the funding for the research grants comes mostly from NSF, we cannot fund student nationals of foreign countries studying outside the US, Canada, Mexico and Central America. It no longer is an issue and will not be considered again in the near future.*

iii) Extending Section boundaries or creating new Sections as appropriate.

- *2005 - New Sections are under discussion. The international survey indicated support for a Central and/or South American Section.*
- *2007 – A proposal is pending to extend the current Section boundaries into Mexico*
- *2007 – A proposal will be presented to Council to create an International Section.*
- *2008 - If approved by Section voters this summer, a plan for including the states of Mexico into GSA's existing Sections will be presented for Council's approval in October.*
- *2008 - Council anticipates that the International Division will become the International Section by May 2009. The International Division leadership, International Secretary, and others are working to effect that transition.*

iv) Packaging and developing new member benefits attractive to international members.

- *2005 - Preliminary analysis of the results from the International Survey (April 2005) show that members outside of the US may not have different membership needs. Further analysis is needed.*
- *2006 - Analysis of the results from the International Survey (April 2005) show that members outside of the US do not have different membership needs. Further analysis may be needed.*

c) Increase both K-12 and 2-year college faculty members to 1,500 by 2008.

- *2005 - (see 4i above).*
- *2006 - (see 4i above).*
- *2007 – (see 4i above for recruitment promotions targeted at K-12 teachers).*
- *2007 – 1,600 non-member faculty members from two-year colleges were marketed to join GSA with very minimal results. Research and analysis may be needed on this potential market.*
- *2007 – As of 13 August 2007, K-12 teacher membership was 536, and members from 2-year colleges were 327 (total of 863); compared to 333 K-12 teacher members and 246 from two-year colleges (total of 579) in October 2004 (49% growth in just under three years).*

- 2008 – As of 18 August 2008, K-12 teacher membership was 500, and members from 2-year colleges were 355 (total of 855). Recruitment resources were not targeted at K-12 teachers in 2008.

d) Improve GSA’s student retention and increase student benefits including

(1) Virtual Student Expo.

- 2006 - This program was reviewed by the POC Committee in April of this year, and it was recommended to Council, and Council approved, sunsetting this program when the contract with the technology vendor expires in July 2007.

(2) Gateway to Graduate Studies Program.

- 2005 - Graduate Students who did not renew their memberships were included, for the first time, in the tele-renewal effort that took place between mid-May and mid-August 2005. 721 non-renewed Graduate Students were contacted, or attempted to be contacted (208 were excluded due to the lack of a phone number). Following are the overall results (detailed results are available):
 

○ Renewed or Committed to Renew	25%
○ Resigned	11%
○ Left 2 Messages/Not Reached	31%
○ Insufficient Contact Information	27%
○ Other/Project Error	6%
- 2006 - The Committee on Membership reevaluated this proposed program, and determined not to pursue.

e) Increase professional members’ retention to 85%.

- 2005 - Accurate retention rates by membership type will be available from year to year starting with the 2006 membership term.
- 2006- -A 10-year membership retention history by basic member type has been completed. Retention of our professional members has historically been excellent. GSA has two unusual factors that positively affect retention—2,000 zero-dues paying members, and a “move-up” membership category system (recent graduates to professional member). Factoring in these two issues, our retention rate for professionals has been between 89.9% - 96.1% over the past ten years.
- 2007 – 31 December 2006 professional members’ retention rate was 95% (includes zero dues-paying members and recent graduates moving-up to the professional member category) (According to industry standards, the standard of excellence for overall membership retention is 85%).

- *2008 – 31 December 2007 professional members' retention rate was 96.7% (includes zero dues-paying members, reinstatements, and a significant number of recent graduates and students moving-up to the professional member category) Overall membership retention was 88.1%.*

f) Increase the cultural, disciplinary, professional, and international diversity of the membership by

i) Establishing corporate memberships.

- *2005 - The Committee on Membership determined at its March 2005 meeting that significant research needs to be done, and made a recommendation to Council to appoint an Ad Hoc Committee to investigate. Council approved said Committee at its May 2005 meeting.*
- *2007 – The Committee on Membership will form an Ad Hoc Committee once research has been done on other organizations whose membership structure includes corporate memberships.*
- *2008 – The Committee on Membership decided to forego a corporate membership program; instead, recommends that the Society investigate the formation of a corporate advisory group to enhance GSA's ties with industry.*

ii) Providing attractive options for applied geoscientists (e.g., journals, special meetings, and sessions).

- *2005 - The Academic and Applied Geoscience Relations Committee (AAGR) is working on this objective.*
- *2006 – Rules and Guidelines were established for the AAGR and a new chair was appointed.*

iii) Actively encouraging the participation of women and minority groups in geoscience including, for example, expanding activities in support of relevant Associated Societies.

- *2005 - GSA is actively pursuing the Society for Advancement of Chicanos and Native Americans in Science (SACNAS) to be an Associated and Allied Society, and is planning to exhibit at their meeting in September.*
- *2006 - GSA is still pursuing the SACNAS to be an Associated and Allied Society, and exhibited at the SACNAS meeting in Denver in September 2005.*
- *2006 - The Minorities and Women in the Geosciences Committee is seeking applicants for free GSA membership for minority students, including persons with disabilities, and travel assistance for minority students to attend the Annual Meeting in Philadelphia.*
- *2006 - We have funding from NSF to provide scholarships to students and underrepresented minorities to attend the Drought meeting.*

- 2007 -- *At the 2006 Annual Meeting in Philadelphia, the Minorities and Women in the Geosciences Committee conducted two Geosciences Days and hosted a Minorities Reception.*
- 2007 -- *This past year, the Committee has awarded three Minority Student Travel Grants (for the Annual Meeting), and together with the GSA Foundation, 20 Minority Student Memberships. To better serve the students, application forms for the Minority Student Travel Grant are now posted on-line with applications for the GSA Student Travel Fund and Section Travel Grants.*
- 2007 -- *GSA now has a database of professors and librarians at HBCUs and MIs, developed in order to provide free access to GSA electronic publications for underrepresented minorities. About a dozen institutions accepted our offer and access began in January 2007. The database was used to recruit minority students for the GSAF- and GSA-sponsored memberships and Annual Meeting travel grants, and for NSF-funded scholarships for students and minority stakeholders to participate in the Drought meeting. Other potential uses of this database include recruiting professional and student members, and GSA Campus Representatives.*

**5) TO MAINTAIN GSA AND GSA FOUNDATION AS FINANCIALLY VIABLE ENTITIES. WE SET PROCESSES TO:**

- a) Exercise due diligence in management and expenditure of Society assets.
- *2005 - GSA ended FY05 under budget and has achieved all conditions laid out in the November 2001 Council Resolution. FY06 budget was built without GSA investment draws to balance the general operating budget. Strategic investments are being made on membership growth and Section Meeting support.*
  - *2006 - We are in the process of protecting GSA assets by completing the GSA Emergency Response and Business Continuity Plan, and evaluating our business functions vis-à-vis Sarbanes-Oxley standards for internal controls.*
  - *2007 - Now in working draft format, The GSA Emergency Response and Business Continuity Plan will remain an “evergreen” document as we continue to develop our plans for protecting GSA’s major assets: our people, our information resources, our business operations, and our building and its contents. As part of the implementation process, we have:*
    - *Provided floor plans noting safety features to the Boulder Fire Department.*
    - *Hosted an all-hands’ session on fire awareness presented by the Boulder Fire Department.*
    - *Developed a GSA-wide matrix on essential business functions. This matrix will assist our planning on providing necessary*

*resources to continue GSA's essential operations in the event of an emergency.*

- *2007 - GSA is in the final phase of completing several years of work on the physical assets. In the past few years, the residential house has been upgraded with new roof and paint job. The original wing of the headquarters building has had the 30 year-old boiler and air conditioner replaced. In conjunction with the HVAC replacements, there were significant upgrades to ductwork, electrical, lighting and carpeting throughout the original wing. Currently, work is progressing to revamp the aging landscape to meet needs of the next few decades.*
- *2008 – GSA has completed the first phase of the landscape revamp. This included the removal of trees, bushes and hedges. A few new trees and ground cover have been planted. Additional items will be planted over the next few years as necessary.*

b) Maintain an active development program ensuring supplemental financial support for GSA programs and activities.

- *2005 - The GSAF raised more than \$1.2M in FY05.*
- *2006 – The GSAF raised more than \$800,000 in FY06.*
- *2007 – The GSAF raised more than \$775,000 in FY07.*
- *2008 – The GSAF raised more than \$1,125,000 in FY08.*

c) Exercise due diligence in management and expenditure of Foundation assets.

- *2005 - The GSAF is aggressively developing and implementing internal controls and policies that will bring the Foundation up to today's standards of accounting and auditing.*
- *2008- The GSA investment committee further diversified the GSA portfolio into Private equities during 2008. The increase in diversification should reduce the volatility of the portfolio over time.*

**6) TO OPTIMIZE GSA'S GOVERNANCE AND ORGANIZATIONAL STRUCTURE IN FULFILLMENT OF GSA'S MISSION. WE SET STRUCTURES TO:**

a) Continuously assess and enhance the effectiveness of GSA governance, committees, and headquarters organization through

i) Training sessions.

- *2005 - Training sessions were conducted at GSA Annual Meeting and May Council Meeting.*

- *2006 - Training sessions were conducted at GSA Annual Meeting and May Council Meeting. The training session for Council in 2007 will be expanded to four hours.*
  - *2007 -- The new GSA Leadership Training Manual CD for new officers and councilors was utilized in new expanded (4-hour) Councilor training prior to the Council meeting in May 2007. Designed to be a reference as well as a training guide, the CD incorporates a wide range of useful materials. It will also be used at Annual Meetings for training of new Section, Division, and Committee leadership.*
  - *2008 – Training session for Council was not done in May 2008 because none of the new Councilors were available. A session is planned for Houston.*
- ii) Council self-evaluations.
- *2005 - Planning on doing at the proposed Council Retreat in 2006.*
  - *2006 – Council Retreat was not held in 2006. It is under discussion for the future.*
- iii) Executive Committee and key staff retreats.
- *2005 - An ExCom Retreat is scheduled for September 2005 and thought is being given to a Council Retreat in 2006.*
  - *2006 - An ExCom Retreat is scheduled for September 2006 and thought is being given to a Council Retreat in 2007.*
  - *2007 – An ExCom Retreat will be held in September 2007 and will include the GSAF President and in-coming Board Chair for part of the meeting. All GSA Directors have been invited to attend.*
  - *2008 – An ExCom Retreat will be held in September 2008 and will include the GSAF Board Chair and Vice Chair for part of the meeting.*
- iv) Council strategic discussions during regular meetings and retreats including periodic evaluation of the Strategic Plan.
- *2005 - Being done.*
  - *2006 – Being done.*
  - *2007 – Being done.*
  - *2008 – Being done.*

- v) The Executive Director should report annually to Council on the progress of the Strategic Plan.
- *2005 - Report will be presented to the ExCom Retreat and the October 2005 Council Meeting.*
  - *2006 - Report will be presented to the ExCom Retreat and the October 2006 Council Meeting.*
  - *2007 - Report will be presented to the ExCom Retreat and the October 2007 Council Meeting.*
  - *2008 - Report will be presented to the ExCom Retreat and the October 2008 Council Meeting.*
- b) Evaluate and strengthen relations among GSA Divisions, Sections, Associated and Allied Societies, and Council.
- *2005 - Investigating how to effectively do this.*
  - *2006 – Formed an Ad Hoc Committee on Divisions with a report due September 2006.*
  - *2007 – The Ad Hoc Committee on Associated & Allied Societies first met in March 2007; its report is expected in September 2007.*
  - *2007 - Reports from AD Hoc Committees on Sections, Divisions, and Associated and Allied Societies will be discussed and integrated at the September 2007 ExCom retreat.*
  - *2008 – A very successful GSA Leadership Weekend was held that included representatives from Divisions, Sections, Associated and Allied Societies, Committee Chairs, Council, and staff. A result from the weekend included the start of development of an Updated Strategic Plan for GSA. The updated Plan will be presented to Council in October 2008.*
- c) Evaluate definitions of Associated and Allied Societies.
- *2005 - In process.*
  - *2006 – Will form an Ad Hoc Committee on Associated and Allied Societies in 2007.*
  - *2007 – The report of the Ad Hoc Committee on Associated & Allied Societies, expected in September 2007, will include an evaluation of these definitions.*
  - *Council approved a name change in May 2008 to Associated Societies.*

- d) Evaluate and strengthen relations with other societies and organizations including AGI and AGU.
- 2005 - *Continuous process.*
  - 2006 – *Continuous process. Participating with other geoscience organizations, e.g., the American Geology Consortium at the National Conference of State Legislatures, strengthens intersociety relations.*
  - 2007 -- *GSA was again represented in the American Geology Consortium booth at the National Conference of State Legislatures (Boston, August 2007). AASG, AIPG, AEG, the Geo-Institute of the American Society of Civil Engineers, AGI, and GSA participated.*
  - 2008 – *GSA continues to work closely with AGI, AGU, Society of Sedimentary Geology (SEPM), Mineralogical Society of America (MSA), Geochemical Society (GS), and other societies and organizations.*
- e) Expand the number and diversity of Associated and Allied Societies
- 2005 - *Partnerships—GSA now has a total of 31 Associated Societies and 9 Allied Societies.*
    - *New Allied Societies:*
      - *Sociedad Geológica Mexicana*
      - *American Water Resources Association (AWRA)*
    - *New Associated Societies:*
      - *International Association of GeoChemistry (IAGC)*
      - *American Society of Limnology and Oceanography (ASLO)*
      - *The Mineralogical Society (Great Britain)*
      - *Karst Waters Institute (KWI)*
  - 2006 - *Partnerships—GSA now has a total of 32 Associated Societies and 10 Allied Societies.*
    - *New Allied Society:*
      - *National Association of State Boards of Geologists (ASBOG)*
    - *New Associated Society:*
      - *Seismological Society of America (SSA)*
  - 2007 -- *Despite the fact that efforts to recruit new Associated & Allied Societies have been limited pending the completion of the report of the Ad Hoc Committee on Allied & Associated Societies, the number of Associated Societies grew by 3:*
    - *Groundwater Resources Association of California (GRA)*
    - *Clay Minerals Society (CMS)*
    - *National Cave and Karst Research Institute (NCKRI)*

- *2008 – To date there were no new Associated Societies in 2008. Discussions are under way with European Geosciences Union (EGU), the Geological Society of New Zealand (GSNZ), and the Geological Society of Germany.*
- f) Promote globalization of the Society through participation
- i) in IUGS, IUSS, IUGG, IGU and other appropriate international unions.
- *2005 - Council will vote on GSA's participation in the International Year of the Planet Earth in October 2005.*
  - *2006 – Executive Committee voted to join the International year of the Planet Earth as a full partner.*
  - *2007 – Steve Wells serves as International Partners Representative to the IYPE Board.*
  - *2007 – Jack Hess serves as the Chair of the US National Committee of the International Year of the Planet Earth.*
  - *2007 – Jack Hess and Wesley Hill have been working with UNESCO, the US UNESCO Commission, the US State Department, the National Park Service, the Bureau of Land Management, and the US Forest Service to engage the US in the Geoparks Program.*
  - *2007 – Gary Lewis serves as the Chair of the IUGS Commission on GeoScience Education, Training and Technology Transfer. Wesley Hill is the Secretary of the Commission.*
  - *2008 – Jack Hess was elected a member of the International Year of the Planet Earth ( IYPE) Board to co-represent North America.*
  - *2008 – Wesley Hill was elected to serve a four year term on the IUGS council beginning in 2010.*
- ii) at various international meetings including the EGU and IGC.
- *2005 - GSA was represented at IGC and European Geosciences Union (EGU) during the last year.*
  - *2006 – GSA was represented at the EGU, Backbone of the Americas, Geology of the Tibetan Plateau in China, Geological Society of Australia, and the Geological Association of Canada last year.*
  - *2007 – GSA was represented at the EGU, International Union of Geodesy and Geophysics (IUGG), and the Geological Association of Canada (GAC) annual meeting.*
  - *2008 – GSA was represented at EGU, IGC33, GAC, Australian Earth Sciences Conference, Canadian Geoscience Education Network, Beijing Book Fair, The Tehran Book Fair, and the Goldschmidt Conference.*

iii) with other societies around the world.

- *2005 - GSA is working closely with Geological Society of London (GSL), GAC, and Asociación Geológica Argentina, primarily on organizing and presenting Specialty Meetings. A MOU is being signed with the Chinese Academy of Sciences to co-sponsor the 5<sup>th</sup> International Conference on the Tibetan Plateau.*
- *2006 – GSA continued cooperative efforts with the Asociación Geológica Argentina for a successful conclusion to the Backbone of the Americas meeting, and with the Chinese Academy of Sciences in co-sponsoring the 5<sup>th</sup> International Conference on the Tibetan Plateau.*
- *2007- GSA continues its cooperative arrangements with the Geological Society of London. Efforts are underway to build stronger ties with EGU.*
- *2008 – GSA continues to have strong working relationships with GSL and Geological Society of Australia. Relations continue to build with EGU, Geological Society of Germany and others.*