

**ASCE GEO-INSTITUTE
SECTIONS AND BRANCHES COUNCIL**

STRATEGIC PLAN

Adopted at Council Meeting February 14, 2002

Revised Based on Council Meeting June 22, 2003

Status updated based on Conversation between Jim Thompson and Mike Hasen

VISION

An Integrated Geo-Professional Organization Where Members Feel Served.

MISSION

To Link the Governance and Members through the Sections and Branches.

GOAL 1: Strengthen the structure of the Sections and Branches Council to ensure its sustainability.

| <u>Action Item</u> | <u>End Product</u> | <u>Responsible</u> |
|--|---|---|
| 1.1 Evaluate the organizational structure of the Council and develop and implement an operations plan | 1.1.a Strategic Plan 1.1.b Succession Plan 1.1.c Communications Plan – organize local Geo-Groups by geographical location and assign contact responsibility to particular Council members | <i>Mike / Council Members</i> Done Done |

GOAL 2: Contribute to the continued success of local Geo-Groups (Cont.).

| | | |
|---|--|--|
| <p>2.3 Help fledgling geo-groups</p> | <p>2.2.b. Annual Council of Presidents Breakfast(if active)</p> <p>2.2.c. Presentation at each ZLC</p> <p>2.2.d. Regional Meetings of Geo-Group Leaders</p> <p>2.2.e Web-based communication</p> <ol style="list-style-type: none">1. G-I website postings2. S&B eRoom3. Geolocal eRoom4. Geo-Strata <p>2.3.a. Provide sample bylaws</p> <p>2.3.b. Provide other G-I information and resource contacts</p> <p>2.3.c. Provide information and ideas from other successful groups</p> | <p>Dormant</p> <p>Potential - Future</p> <p>Initial Meeting Planed for LA – Staff/Jim/</p> <p>Council Members / Staff</p> <p>Craig/PPC</p> <p>Council Members /Staff</p> <p>Council Members/ Staff</p> |
|---|--|--|

GOAL 3: Help facilitate technology transfer in the geo-profession.

| | | |
|--|--|---|
| <p>3.1. Establish and maintain information about programs (e.g. Speaker's Bureau)</p> <p>3.2. Facilitate publishing valuable local papers</p> | <p>3.1.a Develop protocol and tools for gathering information about programs from local groups</p> <p>3.1.b Gather data (3.1.a)</p> <p>3.1.c Establish and maintain database on technical programs (e.g. lectures, short courses, training modules, etc.) and potential event exhibitors</p> <ol style="list-style-type: none">1. G-I website postings2. S&B eRoom3. Geolocal eRoom4. Geo-Strata <p>3.1.d Assist to populate Speaker's Bureau</p> <p>3.2.a. Provide links regarding local Geo-Groups publishing efforts including Geotechnical Practice Papers</p> | <p>Council Members</p> <p>Council Members, redundant w/ 3.1.d(?)</p> <p>Staff</p> <p>Council Members</p> <p>Council Members/Staff</p> |
|--|--|---|

GOAL 4: Support the Geo-Institute by promoting leadership and input from the local Geo-Groups (Cont.).

4.4. Connect with the non-active G-I members

4.4.a. Compose a list of Non-Members

4.4.b. Let G-I (non-active members) know how to get involved.

4.4.c. Compose a list of reasons to join (see 4.3.b above)

Potential – Future

Potential – Future

Potential - Future