

AEG STRATEGIC PLAN

Goals and Objectives

1 *Communication Goal*

- Provide value-added benefits to members, such as professional development opportunities, networking events, and access to exclusive resources.
- Improve member retention through regular engagement, personalized communication, and addressing member needs.
- Grant access to a members-only online portal with exclusive resources, publications, and industry updates.

2 *Profession Goal*

- Offer diverse educational opportunities, such as workshops, webinars, and other events to enhance professional knowledge and skills.
- Foster a community of professionals that encourages knowledge sharing, collaboration, and innovation in the field of engineering & environmental geology.
- Implement initiatives that allow members to present their research or share their expertise through presentations, posters, or panel discussions at association events.

3 *Membership Goal*

- Reinforce association governance by implementing sound management practices, adhering to bylaws and policies, and ensuring transparency and accountability in all association activities.
- Promote effective leadership by providing leadership training, mentorship programs, and succession planning for association leaders.
- Actively promote and recruit members for well-defined opportunities to serve within the association, including leadership roles and participation in committees and task forces.



4 *Diversity Goal*

- Create a welcoming and inclusive environment that embraces members from diverse backgrounds, cultures, genders, and perspectives.
- Develop and implement initiatives to increase representation, participation, and leadership opportunities for underrepresented groups within the association.
- Cultivate a culture of mutual respect, tolerance, and inclusivity among members, and address any issues related to discrimination, harassment, or bias in a prompt and transparent manner.