

2(d). Executive Director/CEO's Perspective

Here are some highlights of projects and activities in second quarter of 2011 that continue to move our strategic plan forward:

Related to Scientific Leadership and Collaboration

The American Geophysical Union is a leader, collaborator, and sought after partner for scientific innovation, rigor and interdisciplinary focus on global issues.

- Signed a MOU with the Soil Science Society of America and the European Geosciences Union to promote joint activities between AGU and SSSA to foster exchange in scientific research and promote scientific opportunities of the membership of both organizations.
- Entered into an agreement with the Society of Exploration Geophysicists to organize joint conferences and workshops, when proposed.
- Entered discussions with GSA for a joint Penrose/Chapman conference on coastal management.
- Finalizing agreements for publishing of Earth Interactions with AMS and to market the journal among AGU, AMS and AAG.
- Finalizing the strategic review of publishing – data gathering of AGU authors, leaders, editors, and members along with best practices and competitive analysis is nearly complete; recommendations and implications for AGU are being formulated. Results to date were discussed by Council in August; recommendations will be discussed by the Board in September (agenda item #6).
- Preparing requirements for potential new journals delivery platform.
- Beginning 2012 renewals process for journal subscriptions.
- Work of scientific integrity task force has begun.
- Several AGU Journals outperformed larger competitors (according to 2010 Impact Factors released on June 28, 2011):
 - Water Resources Research moved up to #2 in its cohort.
 - Paleoceanography ranked #1 for the 15th year, and increased its impact score from 3.644 to 4.030, the first time it has been over 4 since prior to 2002.
 - *Reviews of Geophysics*, increased its impact factor by 1.517 (from 8.021 to 9.538) and ranked second in Geochemistry & Geophysics out of a total of 77 journals in its cohort
 - In the Geosciences, Multidisciplinary category, which includes 165 journals, *Global Biogeochemical Cycles* (GBC) increased to second with an impact factor of 5.263, Paleoceanography remained 8th, GRL moved to 12th, and JGR (all sections) moved up to 15th.
- Facilitated AGU sponsorship of WCRP Fall meeting with AGU providing student membership to student paper award winners.

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- Launched continuous and on-going communication to the membership about the new Fall Meeting deadlines. The program committee accepted 886 session proposals for this year’s meeting, up by 3% over 2010. We received 20,087 abstracts, a 12% increase over last year.
- New Fall Meeting features includes a cohesive branding concept, meeting sponsors, coordinated first-timers programs, a meeting App containing program and general information, the ability to submit electronic posters, tweeter walls, an icebreaker to include a beer tasting with some food, and a new registration system.
- AGU was the 2010 recipient of the Crystal Bridge Award presented by San Francisco Travel. This award is in recognition of the significant economic impact the Fall Meeting has each year on the city of San Francisco, generating direct spending of nearly \$28 million.
- Develop a cohesive set of meeting guidelines for proposing sessions and submitting abstracts to include duties of the program committee, conveners, and authors.
- Seven Chapman Conferences were convened between January and July 2011. There is one additional conference scheduled for October 2011 in Switzerland on the topic of Lagrangian Modeling of the Atmosphere.
- AGU partnered with the U.S. National Committee in presenting a U.S. bid to host the IUGG 2015 General Assembly. The U.S. and Prague were selected as the two finalists and Prague won the bid.

Related to Science and Society

The American Geophysical Union engages members, shapes policy, and informs society about the excitement of Earth and space science and its role in developing solutions for the sustainability of the planet.

- Placed media stories/op eds :
 - http://www.washingtonpost.com/opinions/the-importance-of-the-weather-satellite/2011/06/30/AGDTPuwH_story.html
 - <http://thehill.com/blogs/congress-blog/technology/153243-science-d-politics-a-loss-for-everyone>
 - http://www.usatoday.com/weather/news/2011-06-17-weather-satellite-budget-cuts_n.htm
- Submitted responses to potential cuts in IPCC funding and draft of NOAA scientific integrity policy.
- Held introductory meetings with NPR, Wall Street Journal and National Geographic for purpose of communicating AGU’s new strategic plan and to explore options for connecting the scientific expertise of AGU’s members with their reporting of science.

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- Continue to monitor federal funding of science in FY 12 and beyond – sent Science Policy alerts to members (http://www.agu.org/sci_pol/asla/); continued meetings with Hill and federal agency staff.
- Finalized agreement on AGU’s Climate Communication Prize with Nature’s Own. Distributed announcements soliciting nominations for the prize. Conducted first call of the prize selection committee.
- Conducted Congressional briefing – A Day without Weather – with Ball Aerospace.
- Partnered with AMS on their summer policy colloquium.
- Partnered with NSF on Hill briefing on natural hazards
- As follow-up to climate summit, developed concept proposal for development and testing of messages for communicating climate science to public; soliciting society partners for the project – to date, SSSA, AAAS, ACS, ESA, and the Pew Center on Global Climate Change have agreed to participate.
- Refined draft concept, themes and schedule for 2012 policy conference based on discussion with program planning committee.
- AGU Blogosphere added the Georneys blog by Evelyn Mervine (<http://blogs.agu.org/georney>) Evelyn is a Ph.D. student in Marine Geology & Geophysics. The AGU Blogosphere continues to have significant traffic - since October 2010 launch, over 550,000 visits and averaging 108,000 page views/month.
- Prepared resource kits on Earth and space science topics for distribution to congressional offices.
- Cosigned letter with Union of Concerned Scientists the American Association of University Professors and Climate Science Watch to President of University of Virginia regarding freedom of information request of documents relating to Michael Mann’s climate research
- Initiated and secured signature of over 30 organizations on letter to Congress requesting continue support for federal funding of science

Related to Talent Pool

The American Geophysical Union is a diverse and inclusive organization that uses its position to build the global talent pool in Earth and space science.

- Facilitated working relationship between Section Education and Public Outreach (EPO) committees and the National Earth Science Teachers Association (NESTA) in order to enable interested members to participate in the dissemination of Earth or space science content to the K-12 level.
- Assisted AGU Heads and Chairs with programming improvements and increased staff support for their efforts to strengthen undergraduate education.

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- Increased Fall Meeting 2011 programming related to diversity and inclusion - BrightSTaRS abstract submissions increased by 30%; planning at least 3 Fall Meeting education sessions on diversity; Heads and Chairs workshop will have half day of programming related to diversity; and plans underway to include a workshop related to teaching teachers to deal with diverse students.
- Partnering with over 60 private, non-profit and government organizations to create STEM Connector, a web based STEM resource guide that when launched will be a one stop interactive guide of STEM programs, resources, tools and contacts.
- Hired staff person to focus on AGU student members; convened the first teleconference of Student Representatives who are now connected with one another and working together.
- Launched a re-designed website for AGU Career Center that now includes RSS feeds to promote featured jobs.
- Beginning a series of video interviews to showcase nontraditional careers for scientists. First interview completed with Rep. Russ Holt, a member of congress with a Ph.D. in physics.
<http://sites.agu.org/careers/>

Related to Organizational Excellence

As a scientific society, the American Geophysical Union operates within a new business model that is sustainable, transparent, and inclusive in ways that are responsive to members and stakeholders.

- Developing five year operational and fiscal objectives for discussion at September Board meeting; August council discussions and fall committee meetings will also inform the development of the objectives.
- Revamping Development department – instituting new operating procedures and support for donors and solicitation; hired two new staff and interviewing candidates for director position.
- AGU received clean audit for 2010.
- Completed Requirements Analysis phase for the Association Management System to replace our current hosted solution with the American Institute of Physics.
- Launched our new intranet: The Core. This system has a collaboration space for the Council and Board of Directors to allow file sharing, document libraries, discussion groups, central calendar, etc.
- Launched new effort to prospect for new advertising markets for *Eos* outside of the traditional employment sector.
- Partnering with Microsoft Research on Academic Search, a tool to help users quickly find information about academic researchers and their activities
<http://academic.research.microsoft.com>

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Emerging Issues

Some potential issues for future discussion:

- Continued downward pressure on federal funding for science could leave major funding gaps in important research areas (e.g. climate change) and will likely result in fewer dollars for publications and attendance at meetings.
- Continued pressure on private and public sector library budgets will likely impact AGU's primary revenue source of publications.
- Shortage in development funds.

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