

## 2(d). Executive Director/CEO’s Perspective

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

### Related to Scientific Leadership and Collaboration

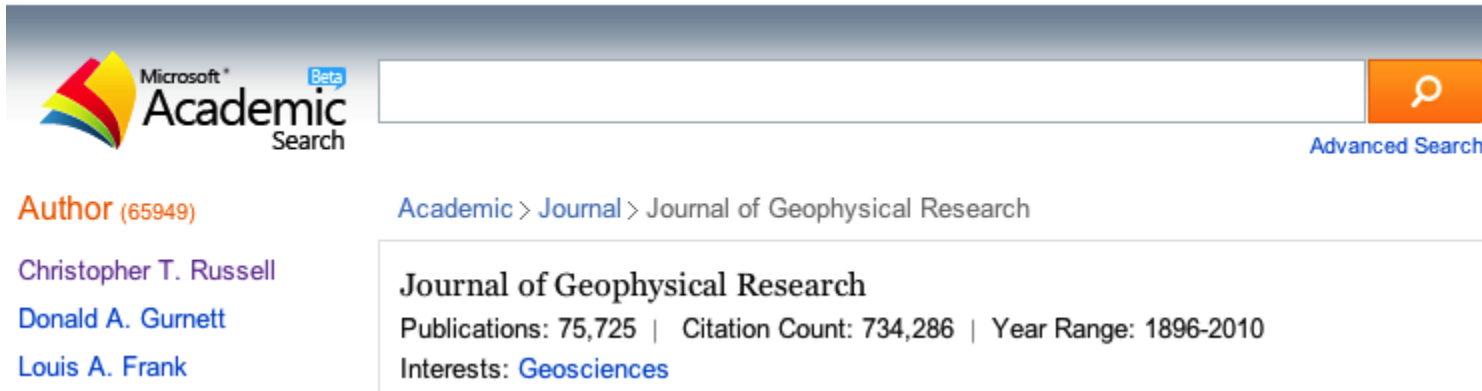
*The American Geophysical Union is a leader, collaborator, and sought after partner for scientific innovation, rigor and interdisciplinary focus on global issues.*

- Implementation of several of the Rising Tide recommendations has begun including increased support for authors, subscribers and sales agents; draft proposals for increasing the prestige and breadth and depth of editors (for council decision at December 2011 meeting); and initial exploration of strategic partners. Implementation includes Council input on editorial quality and prestige, and content features and functions.
- AGU’s Digital Library holdings have grown considerably in last quarter of 2011. Total library holdings (journals, 1896–1995; books, 1956–2008) number more than 86,000 articles across 8 journals, 525 books, and the member newspaper. Books and *Eos* (1969–) are now included. The books collection contains all 13 book series (e.g., *Geophysical Monographs*, *Antarctic Research*, and *History of Geophysics*). *Eos* comprises nearly 11,000 additional articles for the journal library.
- Work on legacy publications continues. Early *Eos* (i.e., *Transactions*, which published beginning in 1920) has been scanned and is now being processed. There is also an effort to locate and process missing books and journals. Further, second-round processing is expected to be completed on JGR articles within the next few months; these enhancements will provide the reader with additional linking functionality (other journals have already undergone the “second round”).
- As result of MOUs with GSA and SEG, joint conference proposals are being developed with each society. Planning of these is consistent with organizational relationship policy reviewed by the Council and approved by the Board.
- AGU was invited to present at the White House ceremony for the presentation of the National Medals of Science and Innovation and its associated gala and at the Heinz Foundation ceremony for the presentation of their awards for the environment. At the national Medals gala, AGU was seated at the head table with the Director of the White House Office of Science and Technology Policy and the Director of USGS. Three AGU members received Heinz awards.
- AGU Climate Communication Prize Recipient named – Gavin Schmidt – with prize awarded at the Fall Meeting honors ceremony.
- Finalizing details with major donor for cash prize that spans two sections. With a working title of Space Weather and Nonlinear Waves and Chaos Prize, the purpose of the prize is to honor an

Submitted by	Discussion Leaders	Staff Contact
Chris McEntee, Executive Director/CEO <a href="mailto:cmcentee@agu.org">cmcentee@agu.org</a>	Chris McEntee	Beth Paredes <a href="mailto:eparedes@agu.org">eparedes@agu.org</a>

AGU member scientist for cutting edge work in the fields of space weather and nonlinear waves and chaos.

- Microsoft Academic Search. All AGU journal data has been pulled by Microsoft and are now being indexed.



The screenshot shows the Microsoft Academic Search interface. On the left, there is a list of authors: Christopher T. Russell, Donald A. Gurnett, and Louis A. Frank. On the right, the search results for 'Journal of Geophysical Research' are displayed, including the number of publications (75,725), citation count (734,286), year range (1896-2010), and interests (Geosciences).

- AGU Fall Meeting 2011
  - As of 15 November, 18,101 presenters, 180 press members, 398 exhibitors, and 513 guests; 68.7% are from the U.S., 26% students, 31% are women; 4,462 are first time attendees; expect an additional 2,500 additional new registrants between 22 November and on-site.
  - 791 tickets have been sold to the Honors Banquet on Thursday evening. There will be dancing after dinner in addition to a lounge for those wanting to continue conversations.
  - 1,063 registrants have opted-in to receive meeting related text messages during the meeting.
  - 52 regular sessions, selected by the program committee, will be recorded and made available on demand during the meeting.
  - 54 volunteers signed up for the volunteer community service project to help clean the park area around the Golden Gate Bridge.
  - The e-poster feature, including a discussion application, was made available on 14 November. Poster presenters can upload presentations, a video, and include a photo.
  - The mobile app features a full searchable program; exhibitors can post banners, AGU advertisements are displayed and general meeting information. Advertising is free for exhibitors for this year's meeting.
  - An exhibitor guide will be distributed to all attendees when they register.
  - Press conferences have been arranged for Simon Winchester and Jane Lubchenco after their respective presentations. Winchester is doing a book signing after his talk.
  - The Opening Reception takes place in Moscone North, Hall D from 5:30 to 7:00 p.m. There will be a beer tasting that features 4 breweries with 12 to 16 different types of beer.

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- Some green features of meeting
  - Discontinued Union Square Hotel service. Limited shuttle service, buses using biodegradable fuel, will be offered to Fisherman’s Wharf and to Nob Hill areas.
  - Program books are printed on paper certified by the Forest Stewardship Council.
  - Badges holders are made of corn plastics, 100% biodegradable and compostable.
  - Recyclable carpet (reused and then recycled to make plastic pipes and septic systems) and padding in the Exhibit and poster areas.
  - Contacted all hotels to emphasize our greening initiatives and our expectations that they adhere to our policies.
  - Promoting the use of public transportation.
  - Promoting greenopia, a directory of eco-friendly retailers and services.

**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.*

- Hosted 32 AGU members participating in Geosciences Congressional Visits Day.
- Continued public affairs campaign supporting federal funding of science, including mobilization of 1000 AGU members who signed letters to the congressional Super Committee and selected Senators.
- Initiated a climate messaging project in collaboration with other participating societies from the March 2011 Leadership Summit on Climate Science Communication. This project is the first to be pursued of the many possibilities identified at the Summit.
- Completed development of a streamlined position statement development process for approval by Council.
- Developed a comprehensive slate of communications skill-building workshops and events for Fall Meeting including a full-day “Communicating your Science” training, a video workshop with Randy Olson and Hollywood filmmakers, a climate science communication workshop and panel, and a Communicating with Congress workshop.
- At Fall meeting, expecting more than 20 press briefings (18 already confirmed, 7 others pending)
  - Some of the media outlets that have preregistered: BBC, CBS, Chemical & Engineering News, Chronicle of Higher Education, Danish Broadcasting Corp., Der Spiegel, Discovery Channel, Dow Jones, environmentalresearchweb, Forbes, Frankfurter Allgemeine Zeitung, KQED radio, KOLD News 13, KTVU television, Le Monde, LiveScience.com, Nature, Nature Geoscience, New Scientist, New York Times (Green Blog), Physics Today, Physics World, San Francisco Chronicle, Science magazine,

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Science News, Scientific American, Seattle Times, The Independent, Time magazine, USA Today, Wall Street Journal.

- AGU Blogosphere stats:
  - AGU Blogosphere had its one-year anniversary last month (Oct 2011). In its first year, from Oct. 25, 2010 to Oct. 24, 2011, the AGU Blogosphere received 811,469 visits.
  - In October 2011, the AGU blogosphere had 74,405 visits, from 55,992 unique visitors.
  - Visits in October were up about 76 percent compared to six months prior in April 2011 (42,184 visits). They were also up about 8 percent over the prior 11-month average (69,000 visits/month). Almost ¾ October 2011 visitors were new to the site. Half were from the United States, 12 percent from the United Kingdom, 6 percent from Canada
- Coalition letters we have signed and press interviews held since September number five, including letters regarding STEM education, the National Ocean Policy, the National Hazards Risk Reduction Act, federal science funding, and scientific integrity.
- On November 18, AGU CEO quoted in [Washington Post article](#) on funding for NOAA climate service.
- AGU CEO interviewed about natural hazards and disasters on [Capital Insider](#), a DC area TV interview program.
- Congressional briefings held since September:
  - [Which Hazards Are in Your Backyard? A Showcase of NSF-Funded Hazards Research](#), 7 September 2011: This event showcased NSF-funded basic research in recognition of National Preparedness Month in September and in light of the recent East Coast earthquake and hurricane. Interactive demonstrations illustrated the power and potential of new tools that enable policymakers and response teams on the federal, state, and local levels to better predict, prepare for, mitigate and respond to hazards that affect human life and property. Over 300 attended.
  - [Geo Congressional Visits Day](#), 20–21 September 2011: This two-day event united geoscience researchers, professionals, students, educators, engineers, and executives in Washington DC, to raise visibility and support for the geosciences. 32 AGU members participated.
  - [Drowning and Drought: Extreme Weather Impacts on our Economy and Society Congressional Briefing](#), 2 Dec 2011: 2011 has been a record year for weather disasters. From historic drought in Texas to record-breaking flooding in North Dakota, to an unprecedented number (> 5600) of record high temperatures across the United States, much of the country has seen severe damage from extreme weather. The year is not yet over, and economic losses already exceed \$45 billion. This lunch briefing with leading experts will examine extreme weather hazards, with a case study on the Texas drought, their relationship to changes in our climate, and how the country can better prepare for such events.

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**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.*

- In 2012, AGU will hire an employee to focus on diversity within the profession and AGU to work with soon-to-be-appointed AGU Diversity Committee/Task Force, the AGU Member Services department, and the Strategic Communications and Outreach (SCO) department to ensure future success in accomplishing the strategic goals.
- Initial work of an AGU Diversity Committee will be to (1) convene an initial meeting, (2) discuss and agree on a definition of diversity, and (3) develop a plan to move the strategic initiative forward.
- Working with the Building Strong Geosciences Departments program and other members, organized a Fall Meeting Heads and Chairs workshop on student recruitment, fundraising, development, and advancing women and underrepresented minorities in the academic geosciences.
- In October, AGU CEO participated on a panel on board service as part of a diversity conference attended by over 500.

**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.*

- Development operations completely revamped with new Director and new team.
- New development strategy being implemented that places more emphasis on larger, multidisciplinary, and more comprehensive programs and projects to present to donors for possible support.
- Launched a renewed focus on major individual donors, foundations and corporations.
- Development department is building an action plan which matches donor prospects to each individual Development Board member (and other AGU leaders) and identifies a roadmap how each member can facilitate access to potential corporate and foundation (and select individual) donors.
- Drawing upon priority AGU program areas and projects, the development department, in the near term, will prepare 2-3 case statements and/or Letters of Inquiry (LOI) which package AGU’s programmatic funding needs in a compelling and accessible format.
- Association Management System: Transition to new implementation partner proceeding as planned. We are in the final stages of designing the new system’s blueprints.
- Collaboration sites for Board and Council are fully implemented.

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- AGU staff performance management is being aligned with the AGU budget and operating plan by moving to a calendar year cycle.
- Development of organizational and departmental policies and procedures to ensure workplace efficiencies continue.
- Restructured staff to better align functions and provide increased science support and facilitation of Council work plan.
- Developed 2012 operational plan and budget that continues implementation of programs and services for achieving the strategic plan goals.
- Developed multiyear operational and financial scenarios for consultation with Board and Council.
- In anticipation of the 2012 elections and volunteer recruitment effort, a volunteer awareness campaign is being launched at Fall Meeting. 6 posters throughout the 3 Moscone Centers, promoting volunteering at AGU.

### Emerging Issues

Some potential issues for future discussion:

- Moving forward expeditiously on transformation of AGU publishing while ensuring continuous input from AGU stakeholders.
- Evolving publishing and meeting formats to take advantage of state of the art technology, reach broader audiences, and allow growth for interdisciplinary and transdisciplinary science.
- Anticipating potential impacts of level or decreased governmental funding of science and responding in effective ways to attract and disseminate innovative and break through science in meetings and publications.
- Implementing a product/program development process and approach in order to increase value to AGU members and other stakeholders and attract new revenue sources.

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