Strategic Plan
Approved by Council 7 June 2010

Talent Pool goals and objectives updated April 2018

Core Mission

The purpose of the American Geophysical Union is to promote discovery in Earth and space science for the benefit of humanity.

Core Principles

As an organization, AGU holds a set of guiding core values:

- The scientific method
- The generation and dissemination of scientific knowledge
- Open exchange of ideas and information
- Diversity of backgrounds, scientific ideas and approaches
- Benefit of science for a sustainable future
- International and interdisciplinary cooperation
- Equality and inclusiveness
- An active role in educating and nurturing the next generation of scientists
- An engaged membership
- Unselfish cooperation in research
- Excellence and integrity in everything we do

When we are at our best as an organization, we embody these values in our behavior as follows:

- We advance Earth and space science by catalyzing and supporting the efforts of individual scientists within and outside the membership.
- As a learned society, we serve the public good by fostering quality in the Earth and space science and by publishing the results of research.
- We welcome all in academic, government, industry and other venues who share our interests in understanding the Earth, planets and their space environment, or who seek to apply this knowledge to solving problems facing society.

- Our scientific mission transcends national boundaries.
- Individual scientists worldwide are equals in all AGU activities.
- Cooperative activities with partner societies of all sizes worldwide enhance the resources of all, increase the visibility of Earth and space science, and serve individual scientists, students, and the public.
- We are our members.
- Dedicated volunteers represent an essential ingredient of every program.
- AGU staff work flexibly and responsively in partnership with volunteers to achieve our goals and objectives.

Vision Statement

AGU galvanizes a community of Earth and space scientists that collaboratively advances and communicates science and its power to ensure a sustainable future.

Vivid Description of Envisioned Future

What will it look like when we have achieved our vision?

- AGU is perceived as an authoritative source for Earth and space science.
- Members feel empowered and feel that AGU is representing their science well.
- Members feel a part of a larger voice, that they make a difference.
- The organization is transparent and responsive to member needs.
- AGU is a model of excellence, diversity, integrity, and equality that attracts and retains the best scientists and students.
- AGU journals are leading in terms of attracting the best science and having the greatest impact.
- AGU has a dynamic portfolio of sustainable programs – including meetings, publications and collaborations – that address the needs of interdisciplinary science.
- AGU works in partnership with many other organizations and is viewed by its collaborators as open, welcoming and supportive.
- In large part due to AGU's efforts, the public understands that Earth and space science impacts everyday life and contributes to solving the pressing problems facing humanity today. As a result, people recognize their connection to the universe.
- As an organization, AGU is widely known and respected by individuals and organizations as a reliable source of high-quality Earth and space science information. AGU has become a household name.
- AGU offers resources for members worldwide to discuss science and exchange ideas.
- There are rapid response teams of experts to work with staff to get information out quickly when there is a need for AGU to take action or develop a public position on rapidly evolving situations related to geophysics. These well-trained science communicators can be mobilized individually and in groups to provide information.

- The AGU structure accommodates discipline-specific science and interdisciplinary, integrated groups.
- As an organization, AGU is adaptive and flexible and continuously reinvents itself to remain nimble and relevant.

3-5 Year Outcome-Oriented Goals

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.

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.

Talent Pool

The AGU community cultivates and sustains a diverse, inclusive, and dynamic Earth and space science talent pool.

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.

Objectives

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.

1. Transform the future of AGU's scientific publishing in an evolving marketplace.
2. Articulate our communications, partnerships and collaborations to position AGU and its science appropriately in the emerging landscape of societal needs.
3. Develop strategies for collaboration (joint meetings and publications) with other learned societies and develop a plan that enhances the quality of all scientific communications.
4. Develop an interface between our science and that of other disciplines – including engineering, public policy, global governance – to best inform decision making.
5. Strengthen AGU's ability to operate in an interdisciplinary manner.
6. Empower and enable AGU scientists to undertake interdisciplinary research to address key societal issues.

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.

1. Expand training, recognition and reward of AGU scientists for excellence in communicating science to nonscience audiences.
2. Develop mechanisms to support interdisciplinary collaboration among members.
3. Increase awareness of the importance of Earth and space science issues for nonscience audiences.
4. Increase effectiveness and recognition of AGU among decision makers as an authoritative source of integrated, interdisciplinary Earth and space science information.
5. Increase awareness of the reality and consequences of global climate change among scientists and the public.
6. Increase the role of Earth sciences in informing policy and mitigating impacts of natural disasters.
7. Raise awareness of natural resource limitations and increase the application of (AGU) Earth sciences in developing solutions for the sustainability of the planet.

Talent Pool (updated in April 2018)

The AGU community cultivates and sustains a diverse, inclusive, and dynamic Earth and space science talent pool.

1. Increase the inclusion of underrepresented groups and individuals from those groups in the Earth and space science talent pool.
2. Strengthen and expand mentoring and networking in the global Earth and space science community at all career stages.
3. Increase awareness of the scope and value of Earth and space science and Earth and space science-related careers to key audiences.
4. Support the development of skill sets that align with both current and future Earth and space science career paths at all career stages.

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.

1. Increase awareness among members about AGU's full scope of activities and opportunities and that AGU is more than meetings and publications.
2. Expand sources of revenue outside the current publications and meetings model.
3. Enhance existing revenue sources.
4. Optimize effectiveness (capacity) of technology and technology resources.

5. Optimize expenditures and operations in programs.
6. Improve responsiveness to members.
7. Increase transparency of governance, finance and operations.
8. Improve governance effectiveness, efficiency and visibility.
9. Increase environmental sustainability of operations.
10. Enhance diversity and inclusiveness.