AEG STRATEGIC PLAN
Goals and Objectives

Communication Goal
To improve the AEG experience and communicate it effectively

Objectives
1.1 Advocate for the profession through public and private outreach.
1.2 Enhance external awareness by strengthening the AEG brand.
1.3 Communicate internally in a cohesive and effective manner.
1.4 Advocate for the Association and its members.

Profession Goal
To promote and advance the value of applied geology for the public good

Objectives
2.1 Improve the utility and visibility of the AEG professional network.
2.2 Offer professional development opportunities.

Membership Goal
To provide applied geology professionals a place to thrive personally and professionally

Objectives
3.1 Provide membership benefits designed around members’ needs, expectations and values.
3.2 Engage applied geologists, non-renewing past members and graduating student members to begin or continue their AEG membership and involvement.
3.3 Create opportunities for volunteer leadership, growth, and engagement.