

AMERICAN ASSOCIATION OF PETROLEUM GEOLOGISTS

Leadership Days 2011

GROUP D: Strategic Plan, Part 2

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Meeting objective:

Provide tangible recommended strategies for each of the major goal areas of the strategic plan.

Review the goal areas and strategic objectives for:

- Membership and Member Services,
- Global Presence,
- Financial Strength.

Strategic Plan - draft

- **Goal Area: Membership and Member Services** -

Attract and retain members worldwide by providing programs and services that are essential to professional career development.

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Goal Area: Membership and Member Services

Mega-Issue Questions:

- *How does AAPG engage early career professionals so that they retain their membership?*
- *How does AAPG get more people to join our profession?*
- *How does AAPG engage and retain new professionals?*
- *How does AAPG retain semi-retired professionals in our association?*
- *How can AAPG assist members with personal career development throughout the career spectrum?*
- *How can AAPG positively effect employment oportunities for its members?*

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Goal Area: Membership and Member Services

Strategic Objectives:

1. *Attract new members*

- *Redefine member requirements. (H)*
- *Create “branding” ads and advertise in various sister societies (e.g., GSA, SEG, and SPE). (M)*
- *Promote AAPG to major corporations. Promote graduated dues in the Sections and Regions. (H)*
- *Promote Corporate Group Memberships especially to National Oil companies(M)*
- *Promote Business Group Memberships primarily to small petroleum or petroleum-related companies, private institutes and government agencies.(M)*
- *Go to major universities to promote student chapters and student expos. (H)*
- *Work with faculty through the Academic Liaison Committee to promote AAPG. (M)*
- *Continue to work with affiliated societies to cross reference membership rosters for recruiting purposes. (M)*
- *(M)*
- *Continue marketing plan to recruit more members at Section/Region and sister organization meetings.(M)*
- *Improve online application process and streamline information stored with member record for greater marketing and statistical information (i.e., alma maters) (H)*
- *Transition all student applications to ONLINE only (no paper forms).(H)*

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Goal Area: Membership and Member Services

Strategic Objectives:

2. *Increase member understanding of and participation in existing programs and services.*
 - *Highlight the value of an association program in the Explorer or social media as opportunity allows. (H)*
 - *Post membership statistics and/or historical data on our website to raise member awareness of growth (and/or loss) annually.. (H)*
 - *Develop easier billing/payment methods for larger employers (for companies outside of the Corporate/Business Group memberships).(H)*

3. *Increase retention of young professionals and students.*
 - *Continue YP initiative in contacting students prior to graduation via email and letter, encouraging them to continue membership. (H)*
 - *Continue YPLS in conjunction with AAPG Leadership Days.(H)*
 - *Continue Meet & Greet events at ACE and ICE (H)*
 - *Continue growth, development and implementation of Imperial Barrel Award (H)*

4. *Develop programs to retain semi-retired and retired members*
 - *Redefine senior dues and meeting pricing. (M)*
 - *Create distinctive emeritus ribbons for conventions. (M)*
 - *Hold senior member reminiscences following social/reception at Annual Meetings or luncheons at conventions. (M)*

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Goal Area: Membership and Member Services (updated LD - 14 August 2011)

3.1 Increase involvement of young professionals and students.

- a) AAPG act as referral source for YPs, providing references to affiliated societies, Section or Region.

Action: For each local area, HQ create list of YP names. Then send lists to appropriate affiliate society, Section, and Region to enable outreach to YPs.

- b) Build alliances between YPs and local NeoGeos.

Action: Sections/Regions assign YPs to universities with geosci programs.

- c) Publicize the YP program to ALL universities, especially smaller schools.

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Goal Area: Membership and Member Services (updated LD - 14 August 2011)

3.1 Increase involvement of young professionals and students.

d) YPSC to provide their list of Action Items to membership committee.

e) Enhance YP member recruitment by sending current Yps to recruit new YPs.

f) Grow Student Chapters through corporate sponsorships to support professors (facilitated by AAPG; redirect Chevron student membership dues sponsorship to professors; status of Aramco sponsorship?)

g) Use IBA as a hook – distribute membership apps to all teams or require AAPG membership as prerequisite to IBA.

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Goal Area: Membership and Member Services (updated LD - 14 August 2011)

3.1 Increase involvement of young professionals and students.

h) Use Paul Weimer tours to promote AAPG membership.

i) Use salary surveys to compare benefits of AAPG membership vs. non-membership, including impact on job retention, contacts, access to data, etc.

j) Link to Geology Clubs in universities to promote membership, grants, VGPs, etc.

k) Recruit AAPG members from smaller groups e.g. GSA, AWG, SEPM.

l) Create “Geo Force” type system, e.g. Jackson School, to find mentors for highschool to college students.

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Goal Area: Membership and Member Services (updated LD - 14 August 2011)

3.2 Increase retention of young professionals and students.

- a) Focus on company management – discuss benefits of AAPG membership and enlist their help to promote membership within company.
- b) Contact Delegates directly with these ideas to enlist their help. (Jeff Lunde developing new Delegate handbook)
- c) YPs tasked with developing “Entry Community Program” with end goal to help YPs feel empowered.
- d) AAPG Leadership asked to articulate “one tangible/most important thing that AAPG can offer (or does offer) that makes me want to join or remain an AAPG member”.

Strategic Plan - draft

- **Goal Area: Global Presence –**

Evolution of a global strategy that demonstrates responsibility for, and has direct benefit to, the membership and upholds the goals of AAPG.

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Goal Area: Global Presence

Mega-Issue Questions:

- *How can AAPG truly become a global geoscience organization?*
- *How can AAPG increase visibility/recognition at geoscience universities worldwide?*

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Goal Area: Global Presence

Strategic Objectives:

1. *Increase members' knowledge and understanding of globalization.*
 - Continue annual evaluation of membership dynamics and scope of global programs, both current and future, in order to underpin the future planning and development of AAPG. (H)
 - Implement and engage members with social media applications to facilitate benchmarking and information exchange about AAPG programs and local and regional initiatives between leaders and professionals worldwide. (M)
2. *Ensure that all AAPG communications and images reflect a diverse and global membership and customer base. (M)*
 - Increase member support for the advantages of a global organization.
 - Gather information on worldwide economic development, petroleum industry activities and geoscience educational trends. (M)
 - Utilize AAPG programs (Hedbergs, workshops, conferences, etc.) to develop volunteerism and recruit leaders within the ranks of indigenous professionals worldwide. (M)
 - Export extensive AAPG committee/subcommittee structure into all Regions to facilitate participation, input and program development in all energy producing locations. (M)

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Goal Area: Global Presence

Strategic Objectives:

3. *Sustain value and participation in all sections and regions.*

- Analyze the structural, financial, and organizational changes and impact in becoming a more global organization. (L)
- Develop an adoption scheme for regions and sections. (M)
- Instigate and maintain regular global tours by AAPG leadership. (M)
- Increase participation in new and existing commercial conferences (IPTC, GEO-ME, and GEO-India). and proactively investigate and pursue business opportunities and joint ventures with sister and affiliate societies. (M)
- Maintain and create new regional AAPG offices and acquire additional staff resources as needed to implement global business plans. (M)
- Expand VGP and DL programs internationally. (H)
- Aggressively promote graduated (discounted) membership fees structure to develop new members in burgeoning markets and elsewhere. (M)
- Replicate and export AAPG conferences, workshops and education programs to serve new and potential members in broader and developing markets. (H)
- Measure demand and, as warranted, use successful webinars to feed workshop (GTW) development and successful GTW' s to launch new topical conferences. (H)
- Increase exhibit presence at global energy events.(M)

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Goal Area: Global Presence

(updated LD – 13 August 2011)

- Many of the Strategic Objectives have now been accomplished. Consider removing from Strategic Plan.
- Replace Strategic Objective #1 with: “What are we doing to globalize AAPG?”
- Ensure “care and feeding” of the Sections receives adequate attention in the midst of globalization.
- Globalization and membership are inter-connected. Talk about the benefits of AAPG – it sells itself.

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Goal Area: Global Presence

(updated LD – 13 August 2011)

- Reach out to local affiliates, build relationships – membership will follow.
- Is the “A” in AAPG necessary? Yes – preserve the brand, but consider “Association for Advancement of Petroleum Geosciences”.
- Consider creating “technical interest groups” with products, services, networks specific to people’s professional needs.
- Add objective: Work with U.S. State Dept. to facilitate visa application process, especially for IBA.

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Goal Area: Global Presence

(updated LD – 13 August 2011)

- Be aware of aggressive expansion by EAGE. Better to collaborate than compete.
- Many of the strategies seem US- centric

Strategic Plan - draft

- **Goal Area: Financial Strength –**

Maintain an annual balanced budget surplus (3% to 5%).

Note overlap Focus Group F:

New Business Opportunities

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Goal Area: Financial Strength

Mega-Issue Questions:

- *How does AAPG balance the needs for members services, growth and financial stability. My add*
- *How does AAPG create a small annual surplus?*
- *Should the AAPG consider merging with other sister societies?*
- *How can AAPG expand endowments?*

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Goal Area: Financial Strength

Strategic Objectives:

1. *Increase the Foundation's fundraising program.*
 - Reach the goal of \$35M as established by the Foundation. (H)\
2. *Increase the diversity of AAPG's income stream.*
 - Conduct financial assessment annually and develop multiple profit centers and eliminate non-essential programs. (H)
 - Research other associations for income diversification opportunities. (M)
3. *Increase revenue from conferences, exhibitions and publications. (E.g., OTC, APPEX London, NAPE, ICE, Annual Meeting, GEO, IPTC.)*
 - Identify and implement partnership opportunities to increase revenue from meetings, expos and educational programs.(M)
4. *Increase training partnerships with companies, NOCs, and government agencies.*
 - Continue to partner with sister societies in offering training courses. (H)
 - Continue to develop training partners program especially with NOCs. (H)
 - Develop strong curricula with highly qualified instructors and state of the art courses. (H)

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Goal Area: Financial Strength

Strategic Objectives:

5. Continue to review expenses utilizing zero-based budgeting and evaluating overhead allocation. (H)
6. Increase revenues of Research Conferences by improving quality and appeal. (M)
7. Continue to review the potential-including profitability of Datapages/GIS. (M)
8. Review opportunities for capital investment (broaden Investment Committee portfolio options). (H)
9. Work with the Regions and Divisions to improve their financial models. (M)
10. Review exposure and solutions to financial liabilities (reduce and/or control). (H)

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Set priorities

