### STRATEGIC PLAN

#### G-I Vision:

The Geo-Institute will guide the geoprofession to new frontiers to better serve society.

#### G-I Mission:

The Geo-Institute will advance the geoprofession and enhance the value of geoprofessionals.

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| - Collaborate externally to promote value and leadership of the geoprofession in public policy, professional practice, and project decision making.  
- Participate in project decision making; the development of codes, standards, and guidelines; and formulation of public policy  
- Support professional practice, including developing and implementing policies about licensure and post-PE credentialing  
- Address challenges from marginalization and commoditization  
- Encourage public service | - Lead in providing technical and career opportunities for members.  
- Facilitate moving the state-of-the-art into the state-of-the-practice  
- Deliver high-quality publications and continuing education  
- Provide opportunities for networking and collaboration within the community  
- Foster leadership, mentoring, and inclusiveness  
- Attract and retain student and professional members | - Promote new technologies and innovation.  
- Encourage development of new materials, technologies, and methods for project delivery  
- Promote and support innovation in the geoprofession through educational, technical, and multidisciplinary activities  
- Participate in the development and updating of codes, standards, and guidelines to incorporate new technologies and innovation | - Deliver value to our members.  
- Provide excellent regional, national, and international conferences  
- Provide a strong digital presence with G-I content, policy, and guidance  
- Produce high-quality, readily accessible publications and communications  
- Communicate effectively with members, partners, and stakeholders  
- Recognize achievements of geoprofessionals  
- Advocate for diversity, equity, and inclusion in the geoprofession |