



2025 STRATEGIC PLAN

SUMMARY FOR MEMBERS

MISSION

CalGeo is the leading association dedicated to advancing geoprofessionals and related businesses in California. We foster industry excellence through collaboration, education, professional development, and student engagement while actively addressing the business and public policy issues that impact our profession.

VISION

To be the leading voice and resource that drives excellence, innovation, and advocacy for the geoprofessional industry in California.

ORGANIZATIONAL APPROACH

Under the Board's strategic leadership, CalGeo accomplishes its goals through the actions of its committees and day-to-day execution provided by its Executive Director and Management Team. The 2025 Strategic Plan is integrated into all Board and Committee Meetings and Management Team Actions. SMART Goals will be updated periodically and the Strategic Plan will again be fully updated no later than 2030.

COMMITTEE RESPONSIBILITIES AND GOALS

MEMBERSHIP

RESPONSIBILITIES

1. Recruit and retain members.
2. Encourage engagement with CalGeo by all member categories by inviting them to attend events, participate in committees, and communicate through both surveys and personal conversation.

SPECIFIC MEASURABLE ACHIEVABLE RELEVANT TIME-BOUND (SMART) GOALS

1. Add five new Active member firms including one new geology firm annually, tracking growth each month.
2. Advertise new member firms on social media platforms, the website, and the e.Geo.
3. Make and maintain a list of target companies by the end of March 2025. Identify specific benefits for each firm and work on contacting five firms each month starting in April 2025.

OPERATIONS

SUBCOMMITTEE: NOMINATING

RESPONSIBILITIES

Comprised of CalGeo's Executive Officers, its responsibilities include:

1. Oversee financial stability of the association including oversight of all of its financial accounts, its monthly financials, its annual budget, and its revenues and expenses.
2. Lead bylaws revisions as needed.
3. Lead the annual review of the Executive Director.
4. Manage the continuity of the association.
5. Along with the most recent eligible past president, per the bylaws, all Executive Officers function as the Nominating Committee.

SPECIFIC MEASURABLE ACHIEVABLE RELEVANT TIME-BOUND (SMART) GOALS

1. Hire a marketing professional by the end of the current year and factor into the 2025-2026 budget.
 2. Evaluate the MemberClicks platform and determine whether to stay with all or part of its offerings by the end of 2025.
 3. Revise the bylaws to include registered professional engineers, registered professional geologists, or registered geophysicists for the April 2025 ballot.
 4. Ensure succession planning is occurring for all committee chairs.
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OUTREACH

SUBCOMMITTEE: SCHOLARSHIPS

RESPONSIBILITIES

1. Distribute the Salary Survey by January 31, receive all data by May 1, and publish by June 15.
2. Communications: Oversee e.Geo, website, and all other media.
3. Student Outreach: Influence students, high school and above, to become geoprofessionals through communication, events, scholarships, and other incentives.
4. Provide developmental opportunities for Emerging Professionals.
5. Collaborate with other associations including via event production and attendance.
6. Increase public agency and public perception and awareness of the CalGeo name.

SPECIFIC MEASURABLE ACHIEVABLE RELEVANT TIME-BOUND (SMART) GOALS

1. Update website content by the end of 2025.
 2. Identify the marketing direction and actions of CalGeo by the end of Q3 2025.
 3. In 2025 and moving forward, receive at least 10 EP Webinars by EPs submissions.
 4. Create a fundamentals lecture series for EPs, planning it in 2025 and holding at least one per year once it goes into production starting with 2025 or 2026.
 5. Establish an SOP manual for the Student Chapters, giving direction to student leadership, professors, and professional liaisons by the end of July 2025.
 6. Establish at least two more student chapters by the end of 2029.
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PROGRAMS

SUBCOMMITTEES: CONFERENCE, PROJECT AWARDS, CEOS SUMMIT

RESPONSIBILITIES

1. Identify and manage programming for Regional Meetings, Campus Series, Annual Conference, CEOs Summit, Short Courses, and Golf Tournaments.
2. Support as needed in the management of media and events developed under other committees.

SPECIFIC MEASURABLE ACHIEVABLE RELEVANT TIME-BOUND (SMART) GOALS

1. Hold eight regional meetings and four campus series events annually.
2. Refresh the conference agenda by 2027.
3. Increase the paid full registration head count of conference to 160 by 2029 Conference.
4. Get two OPA submissions in every category beginning with the 2026 awards.
5. Hold an Annual CEOS Summit starting Fall 2025.
6. By end of 2029, begin determining interest for a joint conference with association partners including ASCE-GI, AEG, GBA, ACEC-CA, SEAOC.
7. Develop a master programming calendar starting with the 2025-2026 year.

PUBLIC POLICY

SUBCOMMITTEES: BUSINESS PRACTICES, LEGISLATIVE COORDINATION, PUBLIC ENGAGEMENT

RESPONSIBILITIES

1. Track and inform CalGeo member firms of pending legislation and propositions that may impact our profession in a positive or negative manner.
2. Promote legislative issues, notifying member firms of pending legislation that we support or oppose and coordinate and support contacting legislators when actionable.
3. Collaborate with all other related associations and industries to maximize our influence regarding pending legislation.
4. Educate public agencies on issues of concern to CalGeo.

SPECIFIC MEASURABLE ACHIEVABLE RELEVANT TIME-BOUND (SMART) GOALS

1. Brainstorming session with CalGeo member firms who are part of ACEC, finding out the committees they are part of in ACEC and aligning it with the subcommittees in CalGeo. Take action on this by end of March 2025.
2. Provide content for two annual educational webinars from committee topics.
3. Get increased engagement and attendance from office managers and owners.
4. Maintain at least quarterly discussion with a lawyer on issues that affect members.
5. Develop natural disaster protocols; reaching out to agencies by the end of March 2025 and having working documents by the end of 2025.

TECHNICAL

LOSS PREVENTION SEMINAR, RGE MATERIALS, SP 117A UPDATE, TECHNICIAN TRAINING

RESPONSIBILITIES

1. Monitor the GE licensing process and keep RGE Materials current.
2. Educate professionals on staying technically current and provide continuing education credits.
3. Provide technical training including continuing education credits for inspectors.
4. Establish standards of practice (e.g., white papers, basic requirements, education) and get involved with policy making and codes.

SPECIFIC MEASURABLE ACHIEVABLE RELEVANT TIME-BOUND (SMART) GOALS

1. Establish a Liability Awareness and Risk Mitigation Seminar for Engineers in October 2025.
2. Reschedule the Loss Prevention Seminar for end of February 2026.
3. Provide annual webinars on post-disaster risk assessment and how geotechs can support.
4. Keep the RGE Materials current, stay attentive to the GE licensing process, and provide RGE Materials study groups annually.

MEMBERSHIP INVITATION TO ACTION

We invite all members to help accomplish the 2025 Strategic Plan in four important ways:

1. Become an active member of a committee. [JOIN A COMMITTEE HERE](#)
2. Invite other consulting firms, contractors, industry service providers, professors, students, and public servants to join CalGeo. [MEMBERSHIP PAGE](#)
3. Bring emerging professionals (those with less than ten years of industry experience) to CalGeo events and encourage them to submit for the Emerging Professionals Webinars by Emerging Professionals series when we open the entry portal each spring.
4. Engage with local high school students to encourage their consideration of the geoprofessions.