

House of Delegates
Membership Committee Report 2019-2020

February 28th, 2020

- **Why is Membership declining?**
 1. There are many factors affecting the financial markets and ultimately the job market of the oil and gas industry. Many Geoscientists are not employed and simply do not feel that they can afford dues.
 2. Societal perception that carbon-based energy sources are bad, declining in importance, etc. Some Young Professionals don't feel comfortable belonging to a society that "represents big oil".
 3. Real shift in geoscience employment out of the energy sector and into other fields (environmental, geohydrology, etc.).
 - a. The US Bureau of Labor Statistics predicts that employment in "Geoscience" will grow at an annual rate of ~6% over the coming decade. AGI's 2016 report on the state of the geoscience workforce came to a similar conclusion. AGI also indicates that most geoscientists begin their careers in the oil and gas industry, and then later migrate to other sectors (variety of reasons).
 - b. AAPG apparently does not have significant appeal outside of the energy sector, but we have very little factual information regarding this assessment.
 4. Perceived lack of offered critical services and data.
 5. Declining usefulness of the Bulletin combined with ease of accessibility when you do need it (company provided subscriptions versus individual).
 6. Decrease in the importance of face-to-face networking in the age of LinkedIn, Twitter, etc.
 7. High costs of ACE, ICE, GTW's, etc. These meetings are not "business" related like NAPE, etc. How to bring the Business back to these meetings?

- **Membership Specific ideas/recommendations:**
 1. The membership committee has been focused on contacting and inviting back dropped members. This involves many HoD members as the local HoD members have sent their local lists of dropped members. This has been successful as far as ownership of the delegates with their associated lists. Final numbers of this initiative will be reported at the June meeting.
 - a. HoD members to provide information back to HQ about said lists (moved, updated email, passed)
 - b. HoD members to let HQ know if members do not wish to be contacted anymore

2. Develop an **AAPG app** that alerts members of upcoming meetings, news article's, happy hours, network events, etc. This would allow better access to the now digital bulletin.
 3. Expand the amount of AAPG archived digital data that becomes available with paid membership.
 4. Proposed changes to Membership dues:
 - a. Offer unemployed geos 1 to 2 year discount.
 - b. After graduation continue dues for YP's at \$10 until employment is gained.
 - c. Emeritus membership – requiring age 65 years and 30 years paid membership is too much and not very rewarding. Several alternative scenarios are being considered.
 5. Consider changing dues period to calendar year rather than fiscal year (many unpaid/dropped members have commented about the confusion associated with renewing dues in June when most of their other yearly commitments arise in December/January).
- **Other Committee Observations and Plans:**
 1. Most members are concerned about Geology jobs, lack of jobs, and future of jobs both petroleum and non-petroleum related.
 2. AAPG Bulletin: General desire for more technical papers on their specific region of interest. Few members read the bulletin in its current online form.
 3. Interviews – Finding that people like to have coffee or answer general questions and not a formal interview. Data is being collected on questions just the same.
 4. Members agree the AAPG website is not working and an interactive APP would be vast improvement.
 5. The Membership committee has been given the idea to conduct a “SurveyMonkey” poll of the AAPG membership at large regarding the state of our society. The Membership Committee will assist with tabulating potential questions for inclusion in the survey and provide this information to AAPG leadership for consideration.
 6. Design and initiate a plan for simple, basic personal interviews with former AAPG Student Members who did not maintain their membership after graduation to determine the reasons for this decision.

Respectfully submitted,

Bill Bosworth/Kristie Ferguson, HoD Membership Committee Co-chairs