

Executive Director's Office Report

September Annual Meeting 2011

Cathy Manduca

Since the spring meeting, in addition to the regular day-to-day work involved in the administration of the NAGT, the efforts of the Office of the Executive Director have focused on

- Participated in a review of the Executive Director's office. The letter describing accomplishments and plans for the office is appended to this report.
- Transfer of membership services and *Journal of Geoscience Education* publishing and distribution responsibility from AIP to Allen Press
- Selecting and contracting a new editor for the *Journal of Geoscience Education*
- Implementing a membership drive for lapsed members showcasing *In The Trenches*
- Supported establishment of the 2YC Division including development of logo, new website, by-laws, and election.
- Researching, archiving and saving to disk undocumented photos from past NAGT events
- Revising the OEST submission process

We also

- Participated in the AGI Leadership Forum (presentation on the value of geoscience and geoscience departments) and Congressional Visits Day
- Organized Saturday workshop series for GSA and advertised to area 2 Year Colleges
- Hosted a webinar following the release of the NRC Conceptual Frameworks for New Science Education Standards
- Supported participation in the PKAL Mobilizing Disciplinary Societies project.
- Put an agreement in place with *In The Trenches* editor David Steer
- Researched advertising rates for *In The Trenches* advertising and implemented *In The Trenches* advertising website pagee
- Reached an indexing agreement with the Education Resources Information Center for the *Journal of Geoscience Education*
- Researched the *Journal of Geoscience Education* EBESCO agreement, declined the contract and terminated our contract with ProQUEST
- Setting automatic approvals with the Copyright Clearing House for *Journal of Geoscience Education* reprints
- Obtained an NAGT credit card to streamline purchasing and bill paying
- Researched the feasibility of a new lighter exhibition booth that would lower future shipping costs
- Moved forward with cancelling Distinguished Speakers Program for this year
- Arranged for new, more user-friendly membership reports from AIP

In addition, we applied for, and were granted, a U.S. Post Office non-profit mailing permit for *In The Trenches* and other bulk mailing activities, we obtained a separate ISSN for the online version of the *Journal of Geoscience Education*, and we have arranged for a book signing by Naomi Oreskes at the NAGT booth during GSA.

Recurring Activities:

- Supporting program implementation for Distinguished Speakers, Field Camp Scholarships, OEST, USGS Internships, and Awards.
- Completing the election of new officers, updating new and former officer pages and updating officer e-mail lists
- Organizing activities at GSA including booth, education reception, annual report and officers meetings
- Preparation for, and organization and execution of, virtual and spring officers meetings
- Membership renewal notices
- Acknowledgement letters for donations
- Bookkeeping, bill paying, budgeting for new year, management of finances, and interactions with accountant regarding books and taxes
- Management of community advertisements and announcements and JGE page charges
- Publication of e-News, ITT virtual supplement, and other communication with members.
- Addressing requests for JGE back issues and other questions regarding JGE (subscriptions, printing)
- Section support regarding insurance issues and meeting logistics and registration payments, as well as annual section fund dispersals

FY '11 Activities

- Election: The election for the slate of 2011-2012 NAGT officers was held in May 2011.
 - This election, like previous elections, was managed by AIP. All members that have submitted an email address to the AIP database were invited to cast an online ballot. Members without an email address were sent a paper ballot. Members were given a link to a page on the NAGT website where they could view photos and bios of the candidates. A total of 217 members cast a ballot. The election results were posted on the NAGT website.
- Membership Management / AIP services:
 - Membership renewal requests for calendar year 2012 were sent out in mid-September. The table below compares membership numbers between the previous year-ends and August 31, 2011 (we do not have reliable membership statistics for years preceding 2006).

Membership Type	Members number as of 2/31/2007	Members number as of 8/31/2008	Members number as of 8/31/2009	Members number as of 8/31/2010	Members number as of 8/31/2011
Regular	1243	1122	1015	921	814
K-12 Teacher	122	180	193	195	168
Student	122	131	124	129	94
Life Member	17	17	17	16	16
Retired	124	130	122	116	109
Total	1618	1580	1476	1377	1201

- JGE subscription Statistics:
 - There are a total of 444 subscriptions to the Journal of Geoscience Education as of August 2011. This represents a decline of 6.1% as compared to 473 in August 2010. The renewal rate, comparing August 2011 to December 2010 subscription data, is 93.7%; up from 92.7% for the same period last year.
 - Promotion/Advertising
 - Developed a new NAGT Membership brochure using 8.5 x 11 format and membership insert to reduce printing costs.
 - NAGT Booth
 - During FY '11 NAGT set up a display booth at the following events
 - GSA: Denver, CO; October 31-November 3, 2010
 - AGU: San Francisco, CA; December 13-17, 2010
 - GSA SE Section: Wilmington, NC; March 23-25, 2011
- For the year ahead we plan to set up the booth at GSA in Minneapolis and AGU.

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Dr. Janis Treworgy
President, National Association of Geoscience Teachers

August 9, 2011

Dear Janis,

You asked that I prepare a list of what I regard as my major achievements during my term as NAGT Executive Director which began in September 2007. When I began my term, I had four major goals

1. Provide a supportive administrative structure that organizes and manages the work of the officers while attending to routine tasks. The goal was to liberate NAGT leadership to more effectively address the four elements of NAGT's mission.
2. Facilitate communication and collaboration among the sections and between the sections and national organization to capitalize on synergies between local, regional and national efforts
3. Increase the value of sponsored programs to the society and enhance their ability to meet our shared goals for geoscience education.
4. Maintain long term relationships with other professional societies, providing a stable point of contact, identifying opportunities and supporting organization of effective and timely responses.

During the last four years NAGT has made progress in all four areas which I summarize below. However, I would note that this is not all my doing. Most of this work is only possible because of strong support from the Ex Comm and hard work particularly on the part of the Presidents and Treasurer. For this I am very grateful.

Reflecting on major accomplishments and their relationship to these goals. I think we have accomplished the first one by

- Putting in place a calendar of activities that are regularly executed by office staff in support of management of the society and its programs. The transition of these tasks from Bill Bruihler to Jon Lee and Linda Goozen laid the foundation for a smooth transition of these tasks in the future. This includes preparation for meetings, management of the booth, the annual

- reception and luncheon, section payments, recurring announcements for awards, obtaining mailing permits, renewing not-for-profit status, sending thank you notes for donations, archiving documents and more. The calendar is summarized on this page: http://nagt.org/nagt/private/nagt_yearly.html
- Conducting an audit of NAGT accounts and accounting procedures, modifying financial procedures in response to the audit, establishing a new reporting format, and regularizing interactions with the treasurer and accountant.
 - Contracting for professional publishing of JGE and In the Trenches. We are currently executing a move from AIP to a new vendor for both publishing and member services.
 - Establishing a regular meeting schedule for the Ex Comm that capitalizes on virtual technologies
 - Creating a set of publicity documents that are cost effective, professional looking and easily updated and describe membership and primary programs. This has also allowed NAGT to develop an ongoing relationship with a designer who can assist with promotional materials and publications.

A measure of the success of this effort to reduce the management burden on the officers is the flourishing of activities led by NAGT officers like the position statements, PKAL collaboration, In the Trenches, publication projects and ZYC Division.

To meet goal two, we have regularized the release of enews, set up newsfeeds on the NAGT website for section news, supported section websites, and established the new Council meeting schedule. Janis's attention to regular reporting of Ex Comm activities to the sections and committee chairs is also strengthening our ability to work with sections, and I hope that the work on membership and the Iphone Field Trip App will build a strong base of collaboration with and among the sections. This is still an area where there is more to be accomplished. We will know we are successful when the sections and the Ex Comm regularly ask each other for help.

To meet goal three, we have regularized reporting and the application process for sponsored projects, developed a routine for making sure that the sponsored projects site is up to date, and experimented with ways to promote these projects at the booth. The most successful model is the Distinguished Speaker Program which was initiated with NSF funding and became a sustained NAGT Program. We are now working much more closely with Cutting Edge as it makes this transition. We still have work to do in this area defining the value proposition for NAGT, for geoscience education, and for the projects. Our original goal was to increase visibility for NAGT. A much stronger role is emerging for our work with sponsored projects.

I am very pleased with the progress we are making on goal four. We now have a stable, productive interaction with AGI based on collaborations on teacher preparation and geoscience education policy. We have regular meetings to discuss publication projects, and work together harmoniously on Living with Earth. Further

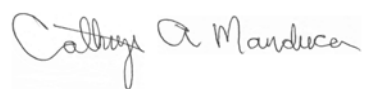
they asked us to join in approaching NSF for funding of the teacher prep work. We have a blossoming relationship with AGU. Pranoti has asked for an article for EOS about NAGT and has gone the extra mile in publicizing our activities to the AGU Education Interest Group. She is working productively with Heather Macdonald and the Building Strong Geoscience Departments project to bolster the AGU Heads and Chairs workshop/list serv. Similarly, we are obtaining increased visibility at GSA. This I attribute primarily to Janis, Beth and Geoff Feiss. Not least important, we were very successful in getting feedback on the Frameworks document for the National Academies. They have repeatedly contacted us when they are looking for geoscience education input or want to get information out to the geoscience education community. Finally, the PKAL project gives us a new opportunity to work with professional societies outside the geosciences. These opportunities will be enhanced through our role in InTeGRATE.

As I look to the future, I would keep the goals from the last four years and add two more:

- 1) developing a robust sustainable funding model that will fully support both our current efforts and an expansion to support increased programming, increased collaboration with geoscience professional societies, and increased work bringing our expertise to work on STEM education more broadly. When I became executive director, only one of NAGT's programs was directly managed by the office (Distinguished Speakers). The office now plays a substantial role in managing OEST and in collecting page charges for JGE. I would not be surprised if the next transition of the USGS Internship program required new support from the office. On reflection, I interpret this to be a generational change in the resources available to faculty. John Wagner made extensive use of an administrative assistant that is not commonly available in the current academic system. Thus, I think we need to assume that supporting programs in the future will require that NAGT be able to provide actual staff support. This will require an increase in resources. At the same time, it is clear that we need to on the one hand stabilize revenue from memberships and subscriptions, and on the other hand consider new revenue streams particularly in the face of changing markets for text books and journals.
- 2) Expanding the NAGT 'workforce' – that is those engaged in working on NAGT activities – well beyond the current officers. The first step in this is to better integrate the current committee chairs into the workings of the society. The second is to develop a new model that engages the membership broadly in working on projects. We will need to consider the value proposition, the communication and management strategies, and the ways in which this work interacts with sponsored projects and their sustainability.

You can find a more detailed review of the activities of the Executive Directors office in the twice yearly reports.

Sincerely,

A handwritten signature in black ink that reads "Cathryn A. Manduca". The signature is written in a cursive style and is placed on a light-colored rectangular background.

Dr. Cathryn A. Manduca
NAGT Executive Director