

## SEGH strategy document 2019-2025

### Strategy:

#### Overall goals:

- Increase membership
- Enhance research dissemination
- Increase value to membership
- Improve collaboration at a global level
- Move beyond traditional research establishments

#### By:

- Building upon the ECR offering
- Improving collaboration between member universities
- Increasing number of active members on international journal editorial board

### **Actions required to achieve the desired outcomes.**

Current positives exist, upon which we can build for success.

The SEGH currently holds a successful conference on an annual basis. In addition, there is a web site which reaches an international audience. There is a well respected international journal which is available both on line and as a hard copy. Increase in membership drives further growth of the journal, thus increasing its visibility, and in turn driving new membership This is a double positive reinforcement.

We have just held elections for a newly revamped board, under a new governance structure, so we have the opportunity to develop, and we should seize this.

#### **Increase membership.**

Currently membership is 144, across the globe. Although conferences are well attended, attendees tend to be from the university where the conference is being held, and attend the conference at student rates. It is imperative that at a time when there are other membership bodies competing for attention that SEGH makes a compelling case for members to join us, and stay with us.

It should be possible to increase the membership to 500 by 2030. Interim target should be 200 by 2022, at which point the strategies being deployed to bring about that increase can be evaluated.

The board have just approved the use of 'Fellow' members. This needs to be consolidated before the 2019 conference, and should be unrolled at that time, so that Fellows have a different colour badge. The conference material needs to explain why they are a different colour.

Before the conference elected Fellows need to be certain how they will buddy and engage new members. Remember, not all new attendees will be students,

thus this will not just be about ECR attendees. Following conference, Fellows will be invited to indicate who they have engaged with, and the potential for new recruits. This should be made easy, as an electronic return, but in such a format that will enable the president to allocate an appropriate member of the board to follow up, and capitalise on that meeting. We all like to think we are important!

Social media is currently being deployed to great effect to engage with potential members. This needs to have a focus, and not happen in an ad hoc manner. A member of the board should be recruited to take responsibility for this element of engagement. The ECR group should be invited to support this area of work, as it is most likely that this is how they would prefer to be engaged.

Universities are fertile recruiting ground for new members. SEGH should seek to support those Institutes which present summer schools on specific topics which have overlap with our aims.

By the end of year 2019 it should be evident whether membership has increased, and where this has come from. The board need to capitalise on any momentum.

### **Enhance research dissemination.**

One of the stated aims of the organisation is to ensure that sound science is used carefully, and to ensure that it is available to the wider public.

Currently, the EAGH has a good rating for readability and impact. This is increasing.

The SEGH need to capitalise on this. Currently we lose attendees to other conferences. At a time when money is tight, SEGH need to reverse this trend. We should encourage researchers who publish with SEGH to attend other conferences, but state very clearly that the research has been published with SEGH, and why.

By 2021 investigate the potential to 'piggyback' on other conferences: create an offering which is complementary to other organisations, rather than overlapping, but which will attract a greater number of attendees to both. Synergy is beneficial. Other international and /or regional conferences are taking place and we should endeavour to engage with them ((eg. Eurogeosurveys -GEG, IUGS-CGGB, IAMG, EAG)

On an annual basis SEGH should have at least one regional conference which has been shared with a partner organisation.

By 2023 consider the use of webcasts. Invite the authors of papers to consider creating the published data into something which is immediately accessible to all, and which does not require people to travel. By this time some of the AI technology may have advanced somewhat, and may make this more easily achievable.

## **Improve value to membership**

We have a cohort of universities from across the globe. Nature recently published a paper which indicated that research from the west is not necessarily pertinent to those from say Africa. Create a working group which explores the imperatives from across the globe. Some research is 'old hat'; that is, it is research which has been carried out many times, but the location may change. Although this research may be relevant to the location, it is probable that this type of submission to the journal is rejected. At a time when money for research is in short supply, we should endeavour to direct applications for more meaningful research to be carried out. This can be achieved through articles on the web site to support and promote research innovation. This also feeds into innovative conferences which are both internationally important and locally relevant.

By 2022 it should be possible for university researchers to have a clear idea of what is likely to be published, and what will not get past the review panel. Similarly, with a greater understanding of varying needs, collaboration should become easier. SEGH has refreshed the editorial board to expedite the time taken to approve papers. The offering to Early Career Researchers is to enable them to participate in reviewing papers. This should help with understanding the needs of the research establishments, as well as build a cohort of upcoming new editors.

There should be a 10% year on year increase in both ECRs, and corresponding mentors.

On an annual basis review the reviewers for the journal, to ensure that the above scheme is delivering appropriately.

The editorial board should be revisited in 2020 to ensure that it is representative of the aspirations of SEGH.

As new members are added to the editorial board, a profile of that individual is added to the web page, to provide both incentive and kudos to the new member.

As western universities have an increasing need to demonstrate wider dissemination of research results, the global reach of the many and varied conferences should appeal. The recruitment of new engaged board members has the potential to facilitate this. By 2025 SEGH should see a conference being held in each of the subsectors, in addition to the annual global one. Currently it is difficult for some members to get travel agreements to some of the 'further away' locations. By 2030 we would expect to see 150 members in each of the subsections as a norm.

## **Improve collaboration at a global level.**

Strategies already discussed also feed into the need for global collaboration. With a greater level of physical and on-line meeting space, networking between researchers becomes easier. Funding patterns are changing. The networking should enable researchers to find suitable partners. Less developed countries should be looking to partner with others to enhance their possibilities for exchange. However, this only becomes possible if the membership matures through engaged membership, not transient ones. Thus the strategies outlined above need to be worked at. The SEGH should, through its on-line presence, record and capture changes towards research funding at a global level, and enable collaboration to occur.

By 2025 a minimum of 10% of papers presented at annual conference (not regional) should demonstrate international collaboration.

The SEGH has traditionally focused on universities/colleges. Business is notably absent from the offering and from invitees to conferences. The research generated and disseminated needs to be relevant to the 'real' world. This is only evident if potential users can be engaged in dialogue. SEGH needs to engage with business through smaller, focused conference offerings. By 2030 at least 25% of the membership should be from business. (Fellow membership could/should help with this)

By 2020 have in place a wider range of possible places used to attract members - via business schools, mining companies, contaminated land consultants, etc. By 2023 advertising for conferences should regularly target attendees from outside of the academic forum.

Although issues of historical interest regularly reappear, it is also imperative that emerging issues are brought to the fore. We must remain current for all our members. Equally, those 'old favourites' should only be given air time if there is something new to communicate.

## **AND HEATH!**

Much of the focus of SEGH whether by design, omission, or ignorance has a tendency to overlook the health element and health fraternity. This needs to be strengthened if we are to live up to our title.

We have had engagement through members with a national or international regulatory or advisory capacity. For example, Public Health England in the UK, and internationally the World Health Organisation through the International Agency for Research on Cancer (IARC). In addition, academia/national research institutes have presented research on multidisciplinary outcomes for environmental research, however, further strengthening of health outcomes is required to sustain the health element of our title.

Use the conferences for wider recruitment.

By 2025 at least 50% of the conference papers should be relevant to health as a central cause. Not an oblique reference. This needs to be attained through a clear narrative when putting out a call for papers, and be supported by the screening process.