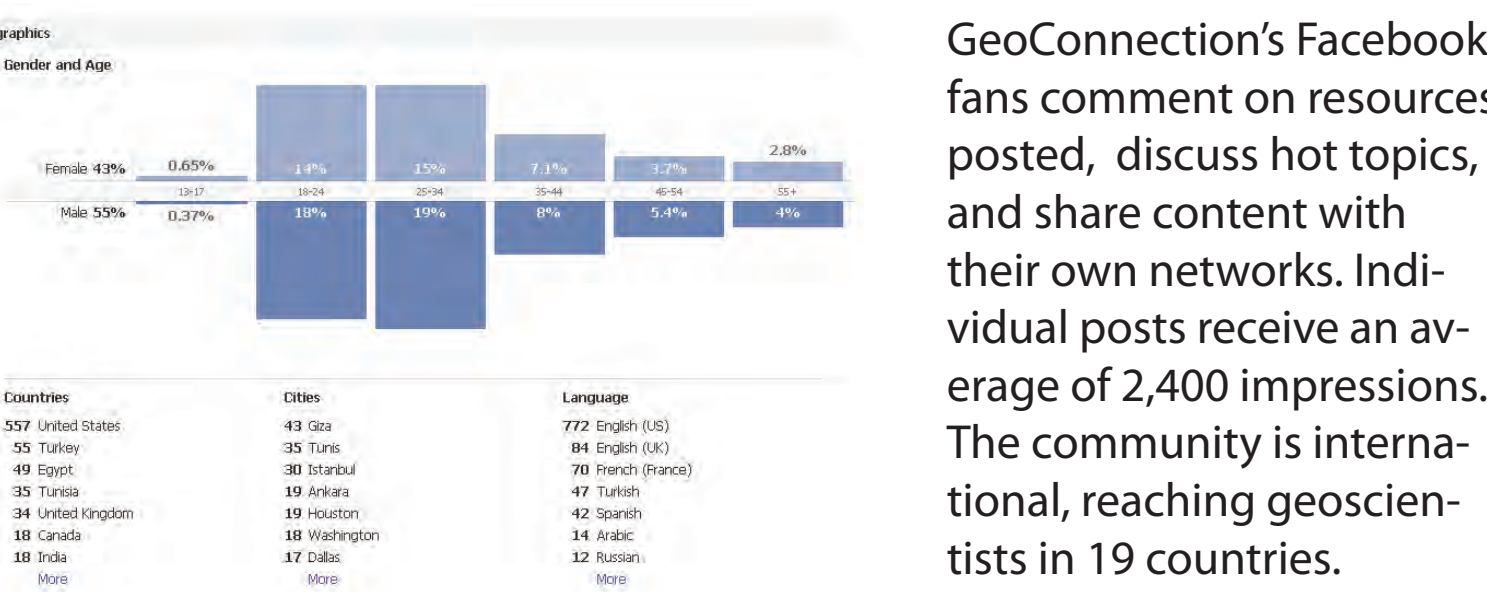


US Bureau of Labor Statistics predicts an **18% increase in geoscience jobs** between 2008 and 2018. At the same time, AGI's data analysis shows that the geoscience workforce is aging. The majority of geoscientists at the US Geological Survey, for example, are over the age of 50, and this aging trend holds true across geoscience industries and in academia.

A critical workforce shortage is looming, as demand increases and much of the existing geoscience workforce retires. For example, in the Oil and Gas industry, predicted retirements coupled with insufficient numbers of new talent from the US and abroad could result in a gap of more than 25,000 geoscientists by 2030. Career support for new geoscientists entering the workforce is especially important now, to promote retention of new talent in the geosciences and to ensure that early career scientists are prepared and supported to handle the 21st century challenges that the geosciences will face.

Social Media

AGI maintains GeoConnection social networking communities on Facebook, Twitter, and YouTube to share geoscience news, career opportunities, and community events. The Facebook page has approximately 1,100 fans, with 58% in the 18-35 age range of students and early career professionals.

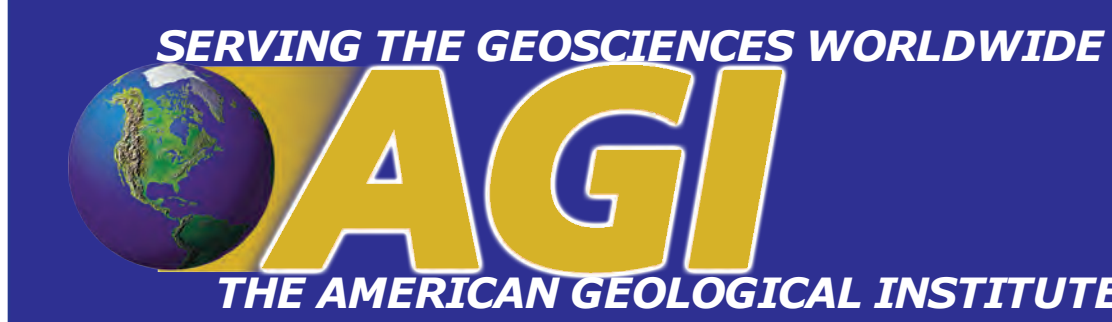
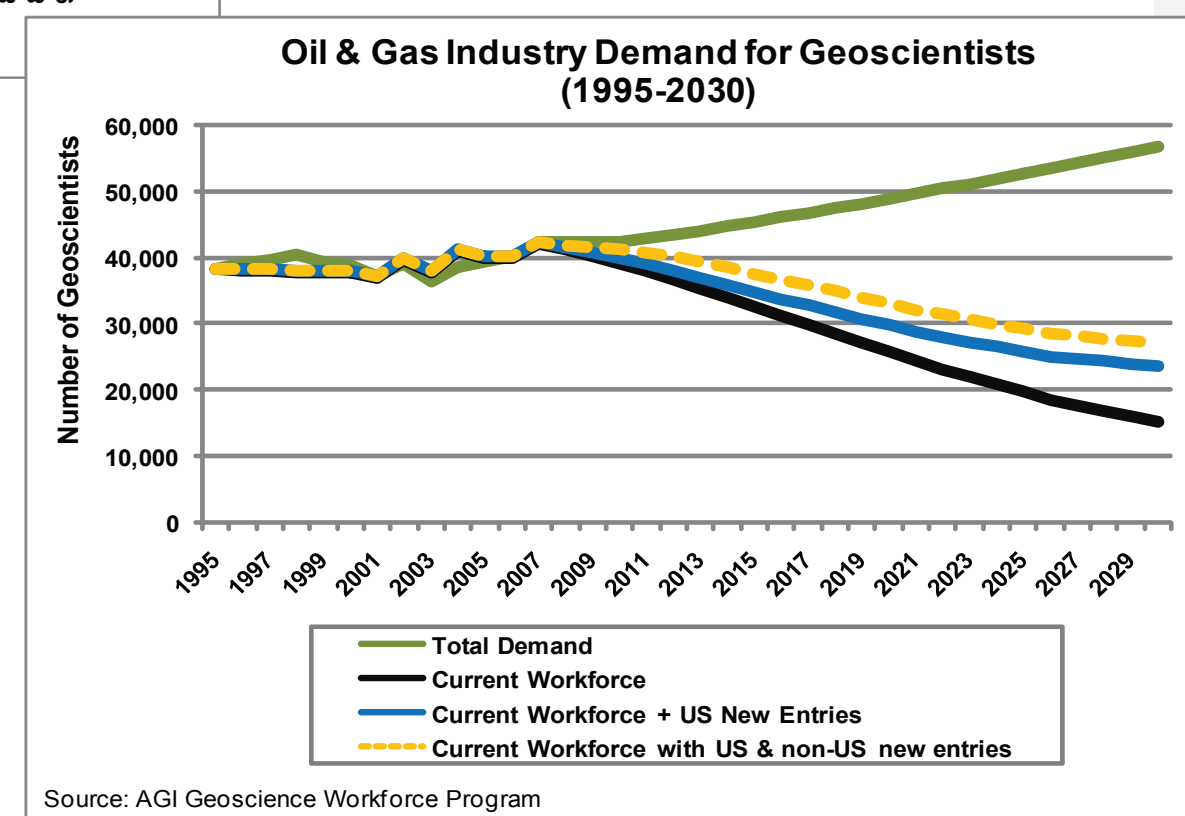
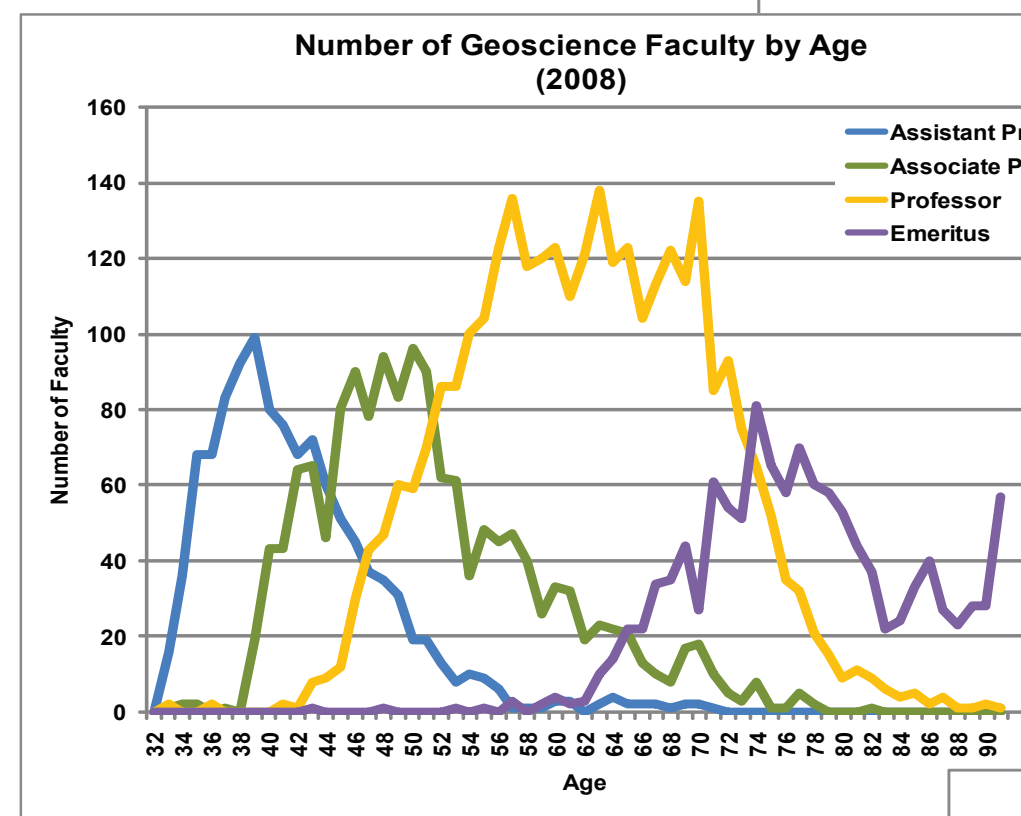
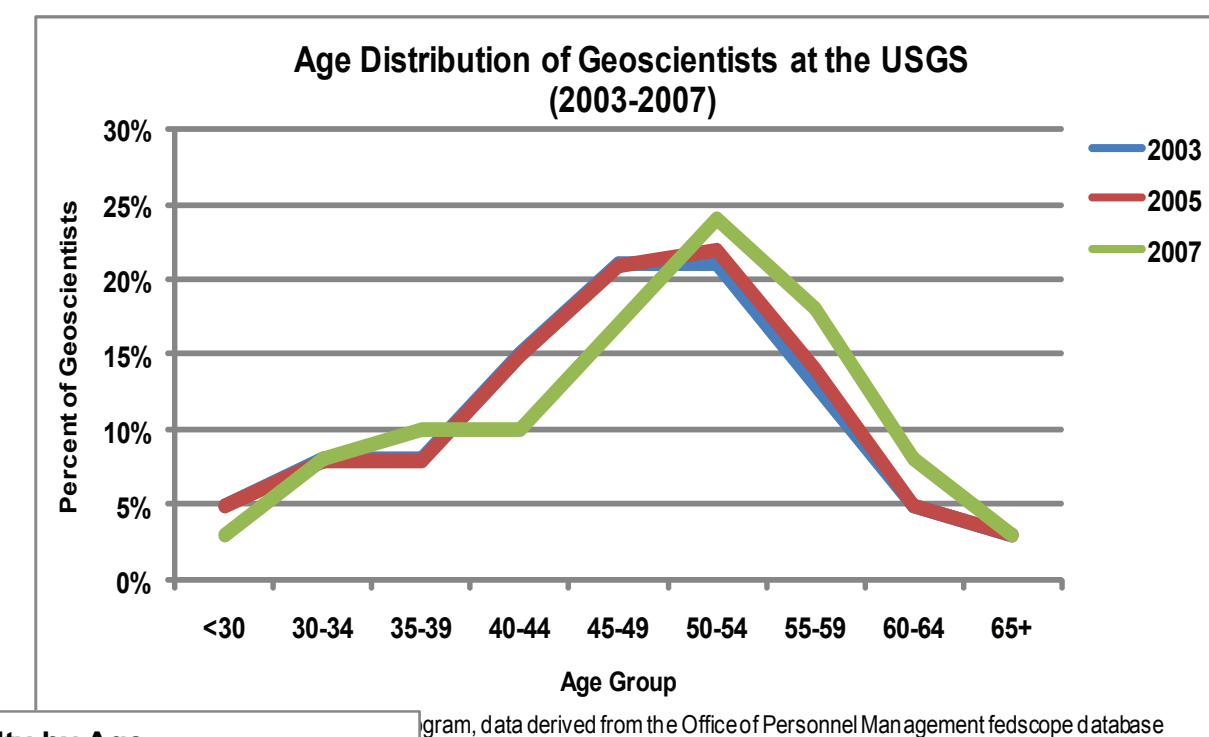


The GeoConnection YouTube site posts videos showing geoscience careers, news, and events, and has over 155,000 individual views of original content posted on the GeoConnection channel, and more than 5,000 channel views.

The GeoConnection channel also acts as a portal to high quality career videos posted by other geoscience organizations and departments, making it a great resource for exploring geoscience career opportunities.

Data and Geoscience Currents

AGI's Geoscience Workforce Program tracks demographic and workforce trends in the geosciences, including information about k-12 geoscience education, college and university departments, and geoscience industries and agencies. This data is disseminated through reports and presentations, and is shared and discussed by the geoscience community via **GeoConnection's** Web 2.0 channels of communication: Facebook, YouTube, and Webinars.



Making the GeoConnection: Web 2.0-based support for early career geoscientists

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ABSTRACT

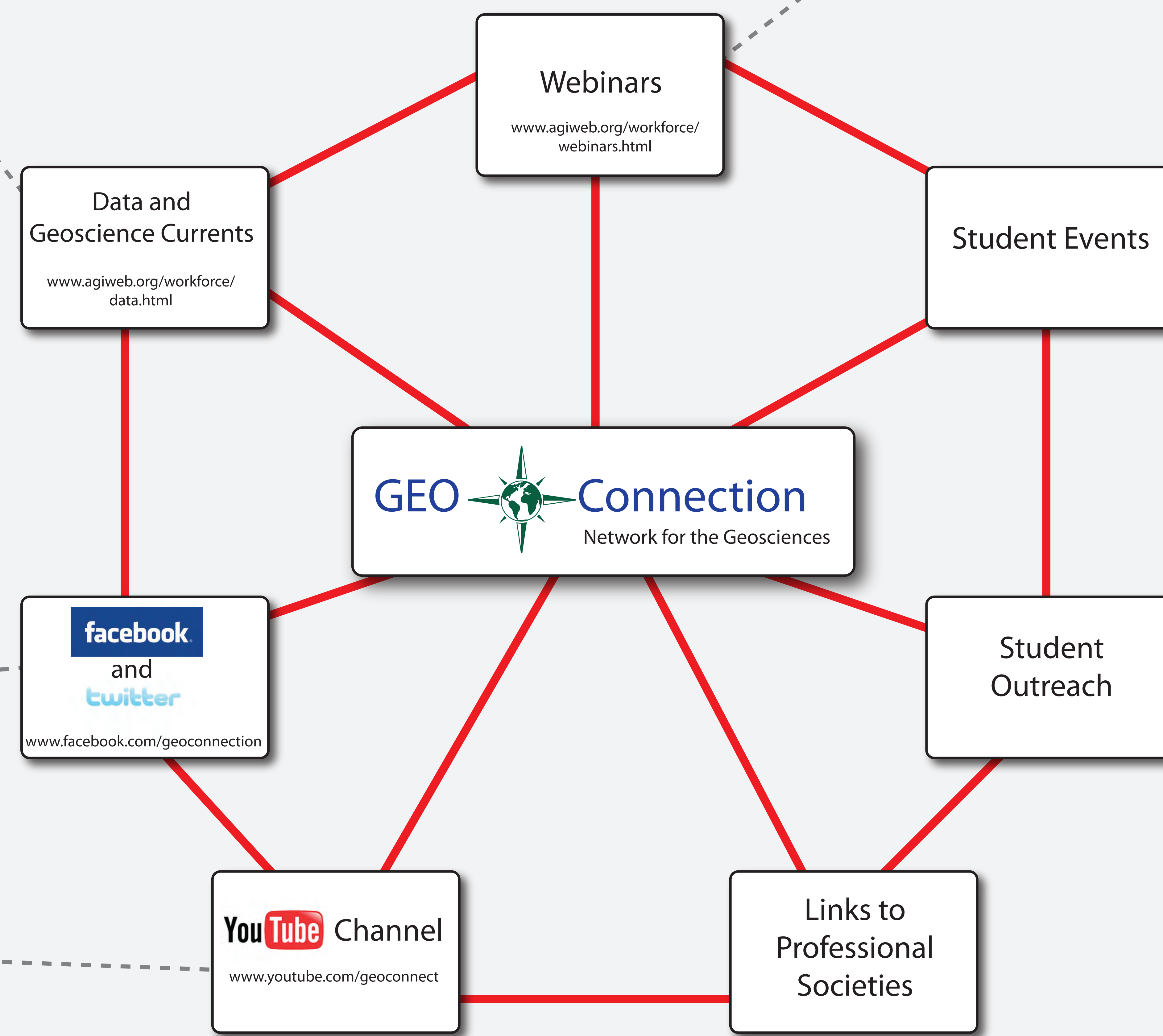
The US Bureau of Labor estimates that there will be an 18% increase in geoscience jobs between 2008 and 2018 in the United States, and demand for geoscientists is expected to rise worldwide as scientists tackle global challenges related to resources, hazards and climate. At the same time, the geoscience workforce is aging, with approximately half of the current workforce reaching retirement age within the next 10-15 years.

A new generation of geoscientists must be ready to take the reins. To support this new generation, AGI's geoscience workforce outreach programs were designed to help retain geoscience students through their degree programs and into careers in the field. These resources include support for early-career professional development and career planning.

AGI's GeoConnection Network for the Geosciences provides a venue for informal dissemination of career information and professional resources. The network links Web 2.0 platforms, including a Facebook page, YouTube Channel and Twitter feed, to build a robust geoscience community of geoscientists at all stages of their careers. Early-career geoscientists can participate in GeoConnection to network with other scientists, and to receive information about professional development and job opportunities. Through GeoConnection packets, students can join professional societies which will assist their transition from school to the workplace. AGI's member societies provide professional development course work, field trips, career services, interviewing opportunities, and community meetings.

As part of the GeoConnection Network, AGI hosts informational webinars to highlight new workforce data, discuss current affairs in the geosciences, and to provide information about geoscience careers. Between December 2009 and August 2010, AGI hosted 10 webinars, with more than 300 total participants for all the webinars, and 5 additional webinars are planned for the remainder of the year. The webinars offer early-career scientists the opportunity to understand global geoscience workforce concerns and to interact with geoscience professionals through question and answer sessions. Recordings of the live webinar presentations are posted online and may be accessed at any time.

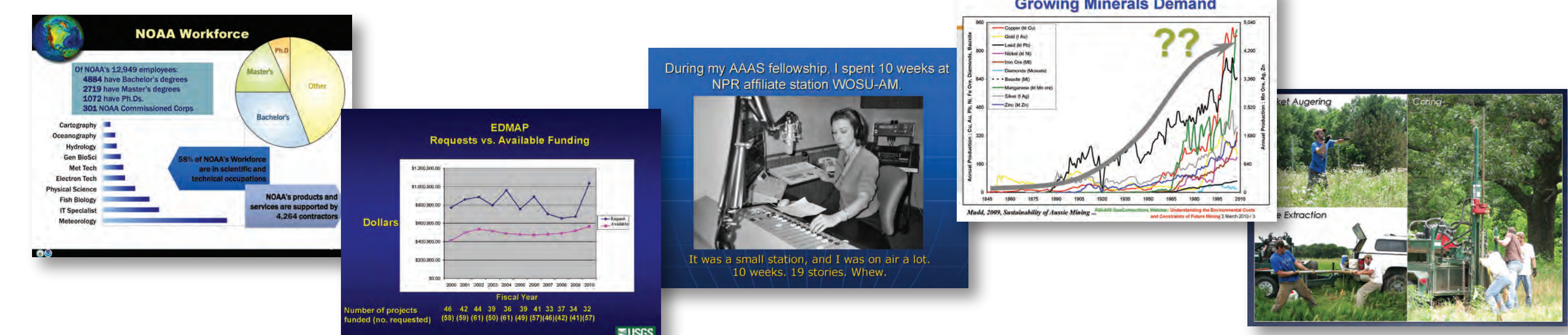
GeoConnection is a place to meet other geoscientists, tune in what's going on in the geoscience community, and find innovative ideas for a geoscience career.



Webinars

AGI maintains GeoConnection social networking communities on Facebook, Twitter, and YouTube to share geoscience news, career opportunities, and community events. The live webinars have limited participation, so the broadcasts are recorded and posted online. Online viewing of the recorded webinars has reached more than 5,000

- GeoConnection Webinars 2009-2010**
- Strategies for Departmental Survival and Viability During Economic Downturns
 - Linking AP Courses and Earth Science Literacy with Departmental Sustainability
 - Future in Mining
 - Geoscientists in the Media
 - Careers at NOAA
 - Towards a Smarter Economy
 - USGS EDMAP Program
 - Geoscientists in the Finance Sector
 - Trends in Geoscience Degrees Conferred to Women
 - K-12 Teachers and Geoscience Degrees
 - Mega-Trends in the Australian Mining Industry
 - Minorities, Temporary Residents, and Gender Parity in the Geosciences
 - Student Perceptions of Geology and Implications for Choosing Among Different Science Majors



Networking Events

AGI has organized career opportunity networking events at national meetings. Begun at AGU in 2009, these informal lunch gatherings give students and professionals the opportunity to mingle and network with a wide variety of geoscientists. In 2009, 200 students participated in the event and practiced networking skills with geoscientists from 25 different companies and organizations. These events complement Web 2.0-based networking opportunities offered by GeoConnection by giving students experience presenting themselves in person.



Attend a networking event at this meeting!

2010 Career Opportunities Networking Lunch

Wednesday, 15 December
1230h-1330h
San Francisco Marriott Marquis Golden Gate Salon B

Tickets available from AGU's Career Center

Student Outreach and Professional Societies

The GeoConnection network also includes outreach to high school and early college students through traditional print materials and a direct marketing campaign, in order to attract talented students to major in the geosciences. Students can participate with professionals on GeoConnection's Web 2.0 platforms, including Facebook, YouTube and on GeoConnection Webinars.

GeoConnection links students and professionals to the broader community by interfacing with AGI's member societies. AGI cross-promotes career opportunities at professional societies, such as AGU, GSA, AAPG, SEG, and others, to the GeoConnection community, and encourages student involvement in these societies through free paid trial memberships.

