

2005 SPE-GCS Strategic Plan

This **Strategic Plan** of the Gulf Coast Section of the Society of Petroleum Engineers (SPE-GCS) is designed to be a roadmap for the future of the section that will guide policies and decision making. The Strategic Plan should be reviewed periodically as necessary, but should be reviewed at a minimum of every five years. The **Three-Year Plan** (formerly described as the **Long Range Plan**) will include specific action items shaped by the **Strategic Plan**. Section **Bylaws**, the **Strategic Plan**, and the **Three-Year Plan**, and current procedures for operations, are posted at: [www.spegcs.org/About SPE-GCS/Governance](http://www.spegcs.org/About%20SPE-GCS/Governance).

The **Mission of the Gulf Coast Section** as defined by our section's **Bylaws** is as follows:

The Mission of the Gulf Coast Section shall be the promotion of mutual cooperation in furthering the objectives of the Society of Petroleum Engineers International, Inc. This shall be accomplished by:

- *Providing forums that afford members the opportunity to upgrade and maintain professional competence*
- *Providing social interaction that increases member participation in Section activities as a whole, while striving to maintain the integrity of the Section.*
- *Supporting programs in area primary and secondary schools to encourage students to develop their abilities in mathematics, science, and engineering.*
- *Supporting engineering programs at the university level.*
- *Enhancing the image of the Oil and Gas Industry by sponsoring community service programs.*

Consistent with the Mission of the Gulf Coast Section, the Strategic Plan directs the section to focus its efforts on the following topics:

- A. **Forums for professional competence:** The Section should host study group meetings, continuing education activities, workshops, symposiums and conferences to provide opportunities for members to keep their technical skills current. All of these activities should strive to provide continuing education credits for professional engineering certification.
- B. **Social Interaction:** The Section should host sporting events because they provide networking opportunities, raise funds for other causes in the section's mission, and attract new members. The section should host networking socials because they allow affinity groups such as the Emerging Leaders Program (ELP) or new members to meet each other and learn more about the benefits of membership and programs in the section.

- C. ***K-12 Outreach:*** The Section should support outreach programs in area primary and secondary schools to encourage students to develop their abilities in mathematics, science, and engineering, which will ensure that our industry will have a future supply of bright, qualified workers.
- D. ***University Programs:*** The Section should support where appropriate and encourage members to volunteer their time for university petroleum industry related programs. This volunteerism gives members an avenue to provide mentoring to those who will eventually become our colleagues. Support of student SPE chapters is of paramount importance if we are to convert the student SPE memberships to full-time SPE memberships upon graduation.
- E. ***Scholarships:*** The Section should support scholarships for college students to study engineering. Scholarships should be our first priority for external funding, so setting aside funds during prosperous years to generate income for perpetuity will provide a resource for the lean years in the future.
- F. ***Enhancement of Public Image:*** The Section should make a concentrated effort to improve the public's understanding of our industry by communicating its importance through education of the general public. Our communications programs should be designed to arm our membership with facts about our contribution to society as a whole. Our committees should reinforce the message during their opportunities to interact with the public, such as in contributions of service and funds to our local community.
- G. ***Volunteerism:*** The Section should improve the overall level of member participation. Like many volunteer organizations, the single most common constraint to development of new SPE-GCS programs is volunteer support. Ensuring that volunteers have fun as a result of their involvement in SPE-GCS is a great way to keep them involved. Since all SPE members have other demands on their time, a priority should be placed on making sure volunteers know their efforts are appreciated. Succession planning provides a pipeline of future Section leaders who have been groomed via their experiences in leading smaller groups. Vigilance towards maintaining a good level of volunteerism among members and balancing the demographics between experience, disciplines, and employer types through succession planning provides stronger committee dynamics.
- H. ***Membership:*** The Section should increase membership. Increasing membership is a topic aligned with promoting volunteerism. Attendees at SPE events who have fun and who enhance their technical knowledge will be more likely to join SPE. SPE members who enjoy their membership involvement will invite their colleagues to join SPE. Membership trends are subject to outside influences, such as the transfer of engineers to Houston as employers close regional offices elsewhere, centralizing their operations in the city known as the Energy Capital of the World. Thus, increasing membership isn't a stand-alone goal for the section, but rather a diagnostic that will indicate a successful, healthy section.

I. Attendance: The Section should increase overall attendance at all Section events. In a section as large as the SPE-GCS in the greater Houston area, we are constantly looking for ways to increase attendance at events in the face of uncontrollable obstacles like traffic, weather, and ever increasing work demands. Attendance can be maintained at healthy levels by focusing on factors we can control such as topic, relevance, advanced communication about meetings, venue, time, cost, and scheduling programs so as not to coincide with competing events. We need to broaden the appeal of programs in order to hit all demographics and needs of our membership, which will then result in increased attendance.

J. Technology Dissemination: The Section should disseminate technology to its membership and the industry as a whole. The dissemination of technology lies at the heart of the mission statement for SPE International:

To collect, disseminate, and exchange technical knowledge concerning the exploration, development and production of oil and gas resources, and related technologies for the public benefit; and to provide opportunities for professionals to enhance their technical and professional competence.

K. Preparation for the Big Crew Change: The Section should focus efforts on preparing its members and the industry for “The Big Crew Change.” The cyclic nature of our industry has produced demographics in the engineering ranks of many employers where the majority of our workforce is rapidly approaching retirement age. SPE-GCS’s efforts towards recruiting, scholarships, internships and industry public image are in alignment with the goals of most employers. Recruitment and retention of engineers is a topic of great interest to management in our industry. Knowledge transfer is rapidly becoming an important topic, and we should leverage the knowledge in our “second-career”, experienced membership base through innovative programs that foster interaction between experienced and younger members. We should encourage involvement of younger engineers and share the knowledge of our more experienced members in all areas, including technology, project management, business processes, and career management.

L. Financial Health: The Section should concentrate efforts towards ensuring the overall financial health of the Section. Financial health is another key diagnostic of a healthy section, and a long-term vision is required to ensure that our funds will meet our Section’s needs. Striking a balance between the internal spending that goes directly to the benefit our members such as technology transfer and social activities, and the external spending that supports education, outreach and our community is a goal for our section. The documentation of “Financial Guidelines and Authorities” and the formation of a Financial Board of Advisors will provide further guidance.

- M. **Governance:** The Section should employ appropriate governance, which will define checks and balances to protect the integrity and ethics of our volunteers, and provide a roadmap for the Board of Directors (BOD), while still providing freedom to develop new programs to creatively advance our mission. Improved transparency, adherence to the principles of Sarbanes-Oxley, and formation of subcommittees can help streamline the discussion of projects in BOD meetings and improve the efficiency of operations. Section **Bylaws**, the **Strategic Plan**, and the **Three-Year Plan**, and current procedures for operations, are posted at: [www.spegcs.org/About SPE-GCS/Governance](http://www.spegcs.org/About%20SPE-GCS/Governance).
- N. **Program Diversity:** The Section should broaden our scope and deliver topics of greater interest to our membership by diversifying our programming. SPE members would like to see more joint meetings with other societies in order to provide more cross training in secondary disciplines. We will also focus on opportunities to conduct joint conferences where financial responsibility and control over content is shared. Section content should represent section demographics. Succession planning to ensure balancing the demographics between generational groups, disciplines, and employer types in committees will tend to provide a wider variety of programming. More case studies on solutions to technical problems, and programming should be presented, including as many speakers from small companies as those from the super-majors and large service companies. Business topic presentations, and broader, more energy-generic topics should also be presented.