



Earth Science WOMEN'S NETWORK

ESWN Strategic Plan 2021

Updated January 7, 2021

Forward

The Earth Science Women's Network (ESWN) began informally in 2002, amongst a group of women atmospheric scientists from different institutions who recognized the need for more support and community amongst women scientists ([Our Story](#)). Women and black, indigenous and people of color are importantly underrepresented in the geosciences/Earth sciences. As of 2020, women make up, on average, 20% of faculty in geoscience-related fields, nearly double the representation there was two decades ago. Even in disciplines with the majority of advanced degrees earned by women, senior and leadership positions are still dominated by men. Of the 40% of geosciences bachelor's degrees earned by women in 2014, only 5% were earned by women of color. The number of PhDs awarded to geoscientists of color in the U.S. has seen little to no change in 40 years, demonstrating that efforts to counteract gender bias have failed to serve women of color, specifically, and people of color, generally.

Today, ESWN is a 501(c)(3) non-profit organization dedicated to increasing diversity across geosciences with an emphasis on creating and supporting a nurturing community, working for cultural change to eliminate barriers to a diverse scientific workforce, and empowering scientists through professional development. ESWN is led by a volunteer Board of Directors and Associate Board of Directors, which support a range of activities aimed at professional growth and creating a just, equitable and inclusive geoscience community. Donations to our non-profit supports this mission, and membership in ESWN is free and open to everyone. Volunteer opportunities are also available via a range of committees (see below) and we would welcome the opportunity to collaborate with you!

Mission

ESWN is a community of earth, environmental, and geoscientists with the goal of supporting the scientists of today and welcoming the scientists of tomorrow.

Vision

ESWN's vision is to be a trusted and respected organization that supports career development, mentorship, and networking across all of geosciences. ESWN aspires to transform scientific culture and institutions to advance justice, equity, inclusivity, and community.

Shared Values

- Community
- Respect
- Equity
- Inclusivity
- Mentorship

Leadership of Organization

- Board of Directors
- Associate Board of Directors
 - Committees:
 - Communications
 - Development and Stewardship
 - Member Engagement
 - Member Events
 - Partnerships
 - Professional Development
- Staff (now and in the future)
 - Executive Director (future)
 - Development Director (future)
 - Administrative Coordinator (future)
 - Bookkeeper (current)
 - Accountant/Taxes (current)
 - Legal (current)

Enduring Goals

1. **Cultivate Community.** Foster a community of scientists and professionals that promotes a culture of inclusiveness, equity, and belonging.
2. **Nurture Careers.** Create a community that provides access to role models, culturally inclusive mentorship, and opportunities for professional development.
3. **Sustain ESWN.** Empower ESWN members to grow and strengthen ESWN as a self-sustaining organization.
4. **Engage Partners.** Develop and support relationships across earth science sectors (academic, public, and private) to enact change in the scientific community and enhance the value and benefits of ESWN membership.

Goal 1: Cultivate Community. Foster a community of scientists and professionals that promotes a culture of inclusiveness, equity, and belonging.

Objectives:

- Create an inclusive, welcoming environment for individuals from across the world to connect and interact with peers and colleagues across geosciences.
- Provide a safe and brave space for sharing lived personal and professional experiences in Earth science topics.
- Provide opportunities for members to discuss and collaborate on a variety of different Earth science topics in a meaningful and respectful manner.
- Promote the visibility and advancement of ESWN members within the larger earth science community and public conscience.

Strategies/Actions:

- Recruit individuals to the ESWN Associate Board of Directors who are representative of ESWN membership.
- Maintain a website.
- Maintain and develop social media presence.
- Host online discussion boards.
- Feature member spotlights.
- Maintain career related resources.
- Communicate regular updates with member e-mail list.
- Host events for networking and discussion

Indicators of Progress and Success:

- Number of individuals who sign up for ESWN website membership.
- Number of individuals who sustain ESWN membership.
- Number of individuals who join ESWN Facebook Discussion Group.
- Number of followers on ESWN social media (Instagram, Facebook Page, Twitter).
- Demographics of ESWN membership (gender, age, nationality, sexual orientation, career stage, etc.).
- Positive and productive interactions among ESWN members on a variety of topics in Earth sciences.
- Positive testimonials and feedback from ESWN membership.

Responsible Individuals:

- Board of Directors
- Associate Board of Directors
 - Member Engagement Committee
 - Communications Committee

Goal 2. Nurture Careers. Create a community that provides access to role models, culturally inclusive mentorship, and opportunities for professional development.

Objectives:

- Identify skills needs' and gaps experienced by ESWN members.
- Build productive relationships and mentorships among ESWN members.
- Facilitate reflective thinking that fosters accountability and responsibility in mentoring relationships.
- Empower members to succeed in their careers.
- Empower members to learn about and enact inclusive, intersectional strategies throughout their career.

Strategies/Actions:

- Create professional development opportunities for ESWN members to connect, engage, and learn at all career levels.
- Connect prospective mentors and mentees with each other.
- Identify and provide access to role models for diverse individuals of ESWN membership.
- Facilitate mentorship training for ESWN members.
- Host mentoring resources on ESWN website.
- Feature mentor-mentee success stories on ESWN website.
- Provide resources, opportunities and training to build knowledge and skills for career development and inclusive, equitable strategies.

Indicators of Progress and Success:

- Quantity and quality of mentorship relationships that are formed as a result of ESWN.
- Positive testimonials from mentors and mentees.
- Number of participants at ESWN-led professional development activities at professional meetings and other organizations.
- Positive reviews and feedback from participants at ESWN-led professional development activities at professional meetings and other organizations.
- Number of individuals who are engaged in ESWN-led activities.
- Positive social change due to ESWN-led activities.
- Number of initiatives (e.g., grant opportunities, awards, etc.) that are launched for ESWN members.
- Number of downloads of ESWN Materials or access to online resources.

Responsible Individuals:

- Board of Directors
- Associate Board of Directors
 - Professional Development Committee
 - Member Events Committee

Goal 3. Sustain ESWN. Empower ESWN members to grow and strengthen ESWN as a self-sustaining organization.

Objectives:

- Engage and empower ESWN members to take on leadership responsibilities within the organization.
- Identify and effectively communicate ESWN resource needs to its membership.
- Develop and meet ESWN's fundraising goals for each year.
- Outreach to new organizations and conferences to build membership and bring in new voices.
- Leverage partnerships to create more opportunities and increase impact within the geoscience community.

Strategies/Actions:

- Create a compendium of ESWN activities that require investment of resources (i.e., human and/or financial capital).
- Recruit volunteers from ESWN membership to lead ESWN fundraising initiatives.
- Communicate benefits of donor investments in ESWN.
- Recruit and retain volunteers and leaders to implement ESWN activities.
- Develop and implement a fundraising plan to meet goals.
- Develop an annual report highlighting the benefits and impact of ESWN on Earth sciences.

Indicators of Progress and Success:

- Public acknowledgement of successes and sharing of positive feedback from membership.
- Number of volunteer hours invested by the leadership, staff or members to advance the mission of ESWN.
- Number of volunteers engaged in leading various ESWN-led activities.
- Amount of funding leveraged through extramural funding.
- Amount of funding received from donors.
- Establishment of capital contingency fund for risk mitigation.
- Demonstrated improvement in organizational structure.
- Increased engagement from the leadership board in planning and implementation of ESWN activities.

Responsible Individuals:

- Board of Directors
- Associate Board of Directors
 - Development and Stewardship Committee
 - Member Engagement Committee

Goal 4: Engage Partners. Develop and support relationships across earth science sectors (academic, public, and private) to enact change in the scientific community and enhance the value and benefits of ESWN membership.

Objectives:

- Identify, coordinate, and maintain diverse partnerships in Earth sciences.
- Recruit ESWN liaisons with different partner organizations (for example, small businesses, professional societies, non-profits, international institutions, etc.).
- Develop shared vision and goals for different ESWN initiatives with partnering individuals and/or organizations.
- Eliminate barriers that prevent meaningful collaborations.
- Promote a culture of inclusiveness, equity, and belonging.
- Facilitate sharing of personal and professional experiences that lead to meaningful collaborations and culture change.

Strategies/Actions:

- Leverage partnerships to facilitate career development and advancement for ESWN members.
- Collaborate with diverse entities to establish a small-grants program for ESWN members to facilitate the development of new initiatives.

Indicators of Progress and Success:

- New partnerships, alliances and joint projects that are formed as a result of ESWN.
- Number of ESWN networking receptions.
- The extent to which ESWN is cited or referred to by different individuals and organizations.
- Number of diverse members who take advantage of ESWN initiatives.
- Number of times that ESWN leadership is requested to engage in non-ESWN activities and events (for example, collaboration on proposals, speaking opportunities, service on boards and committees, etc.).

Responsible Individuals:

- Board of Directors
- Associate Board of Directors
 - Communications
 - Development and Stewardship
 - Member Engagement
 - Member Events
 - Partnerships