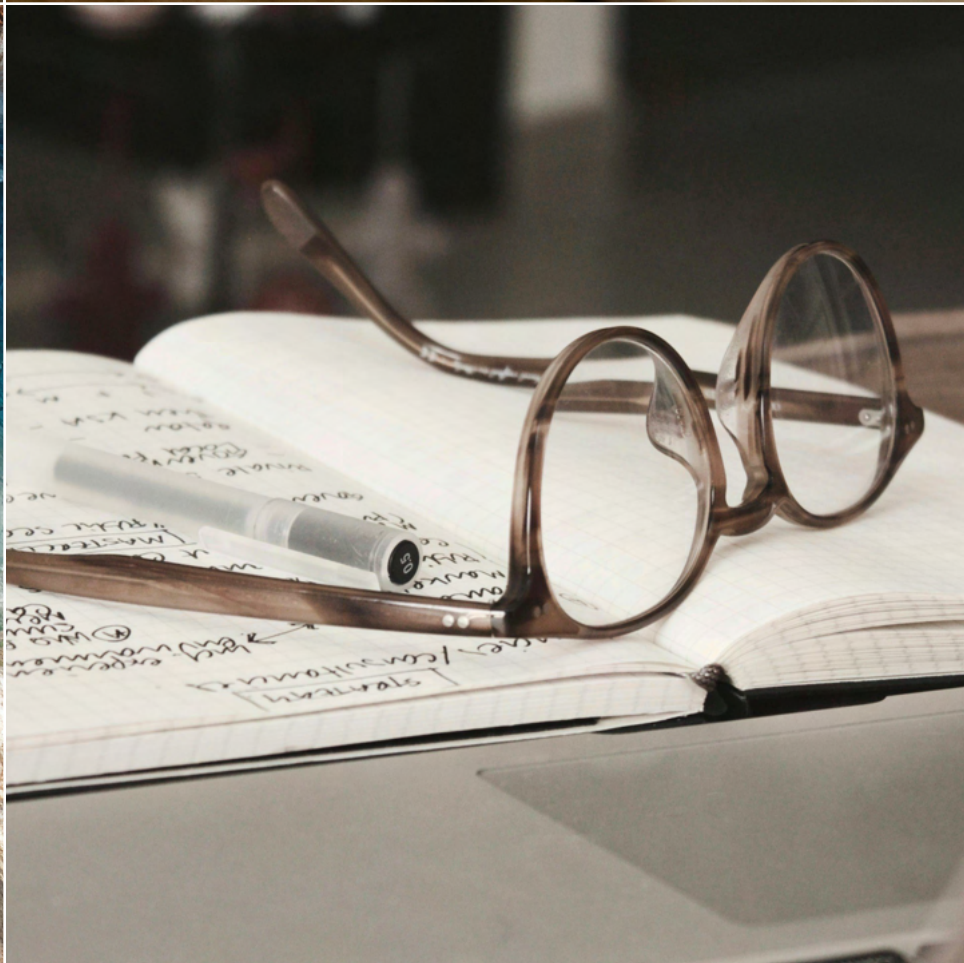
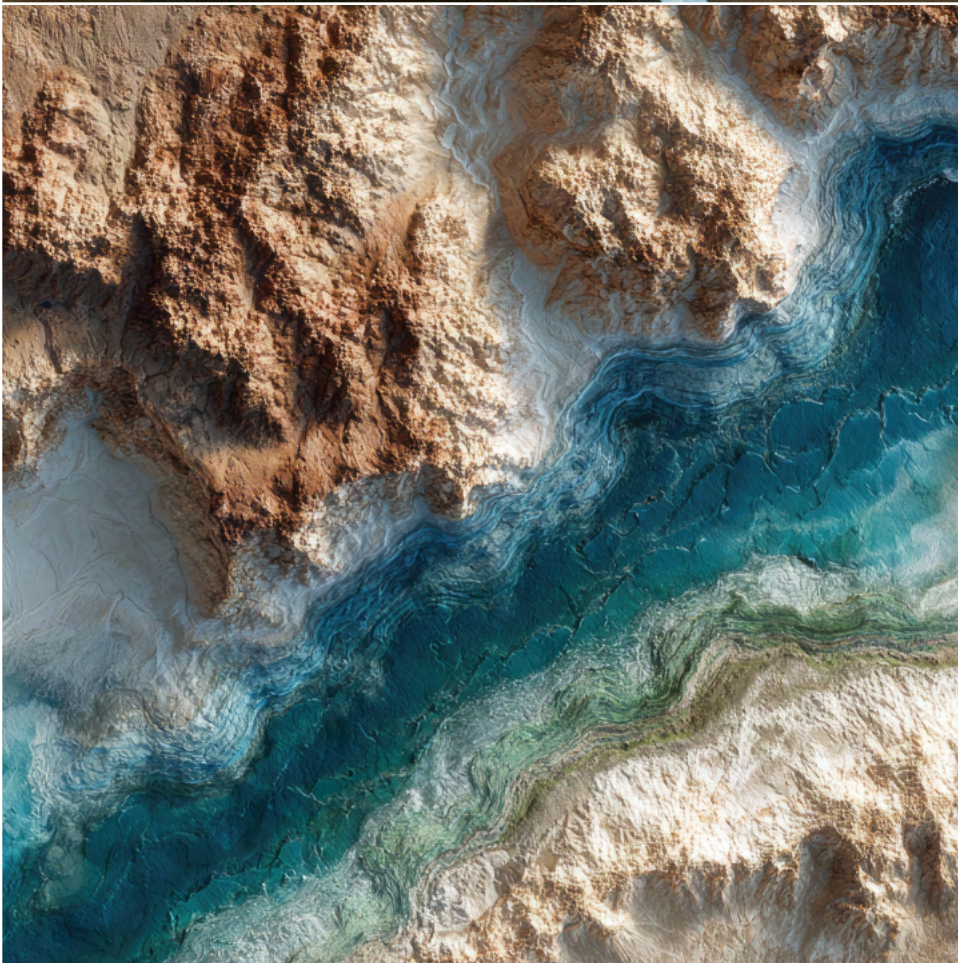




Now is the Moment that Matters.

A Campaign to Secure the Future of Geoscience



AAPG | FOUNDATION

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The Situation

Geoscience Education is at a Defining Moment

Over the past decade, geoscience education has entered a period of sustained decline.

Undergraduate enrollment in U.S. geoscience programs has fallen by nearly one-third, representing the sharpest and most prolonged contraction the discipline has experienced in modern history.

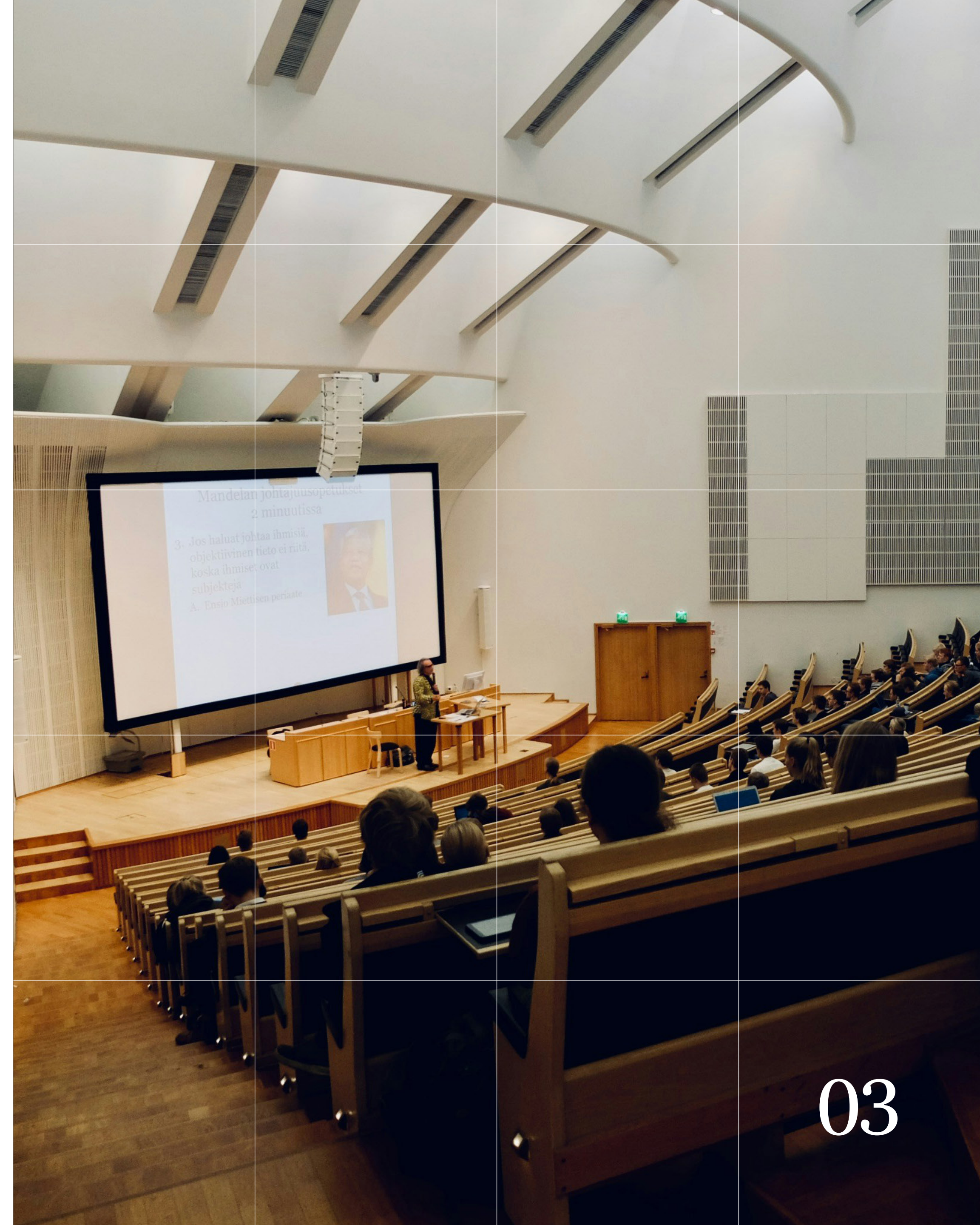
This is not a short-term cycle or a temporary dip. It is a structural shift that signals a weakening pipeline of future geoscientists.

This trend is not confined to the United States. Similar declines are occurring globally, with major reductions in geology and geophysics enrollment across Canada and Europe.

Even long-established university programs—once considered reliable anchors of geoscience education—are seeing dramatic drops in student participation. The result is a shrinking academic foundation at precisely the moment when geoscientific expertise is needed most.

The implications are far-reaching. Fewer students today means fewer researchers, educators, and practitioners tomorrow—placing long-term pressure on energy security, environmental stewardship, resource management, and scientific innovation.

Without intentional intervention, the knowledge and talent that have defined the geosciences and delivered such value to society are at risk.



The Evidence

Proof of the Decline

The crisis in geoscience education is not anecdotal. It is measurable, accelerating, and affecting every dimension of our discipline. These numbers tell the story of a system in peril.

18

Geoscience departments eliminated or consolidated in the past 7 years

\$27.5 million

Budget cut driving University of Nebraska's geoscience department closure

34%

Federal share of total U.S. research funding (down from 63% peak)

-12,000

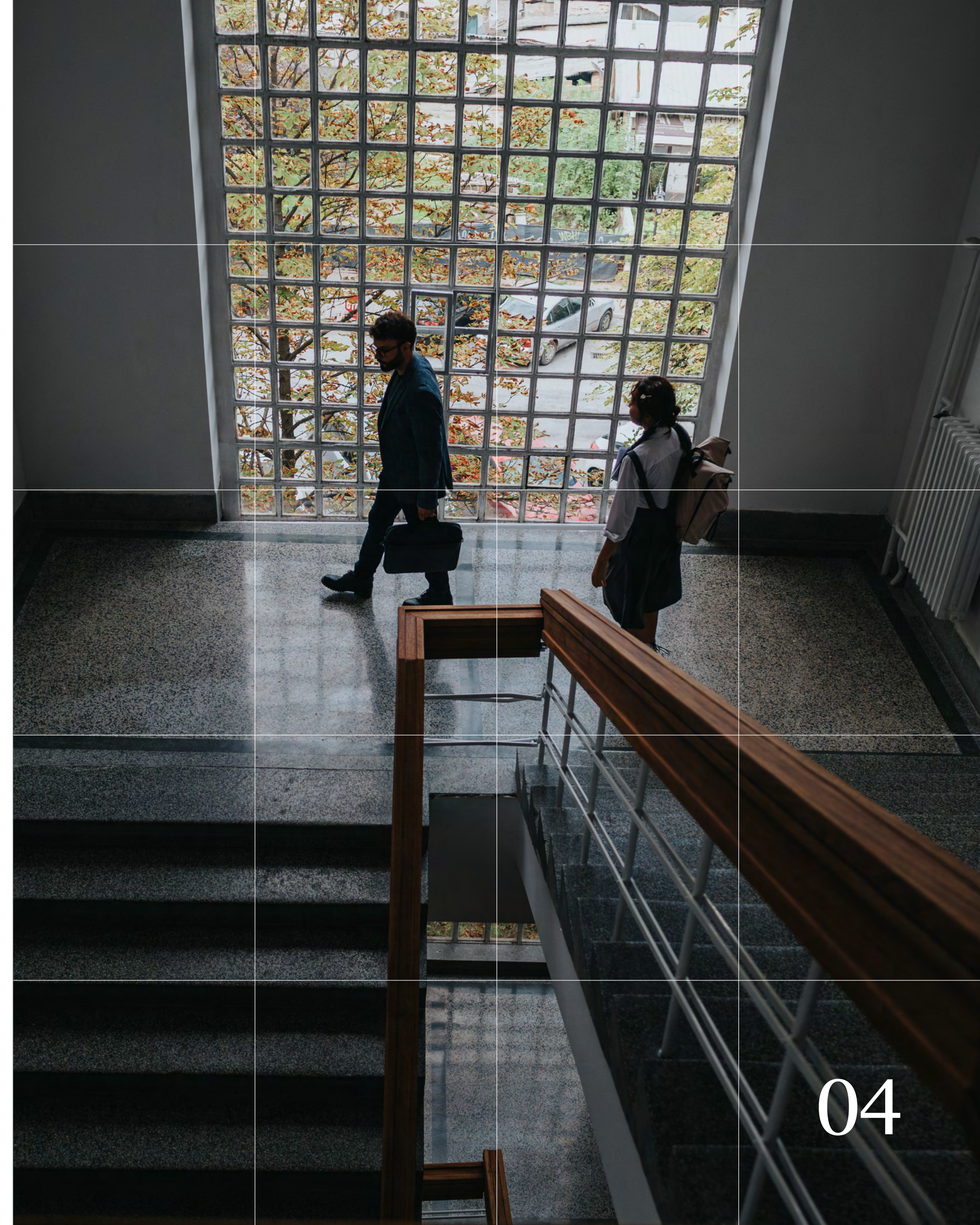
Decline in total U.S. geoscience student population, 2015-2025

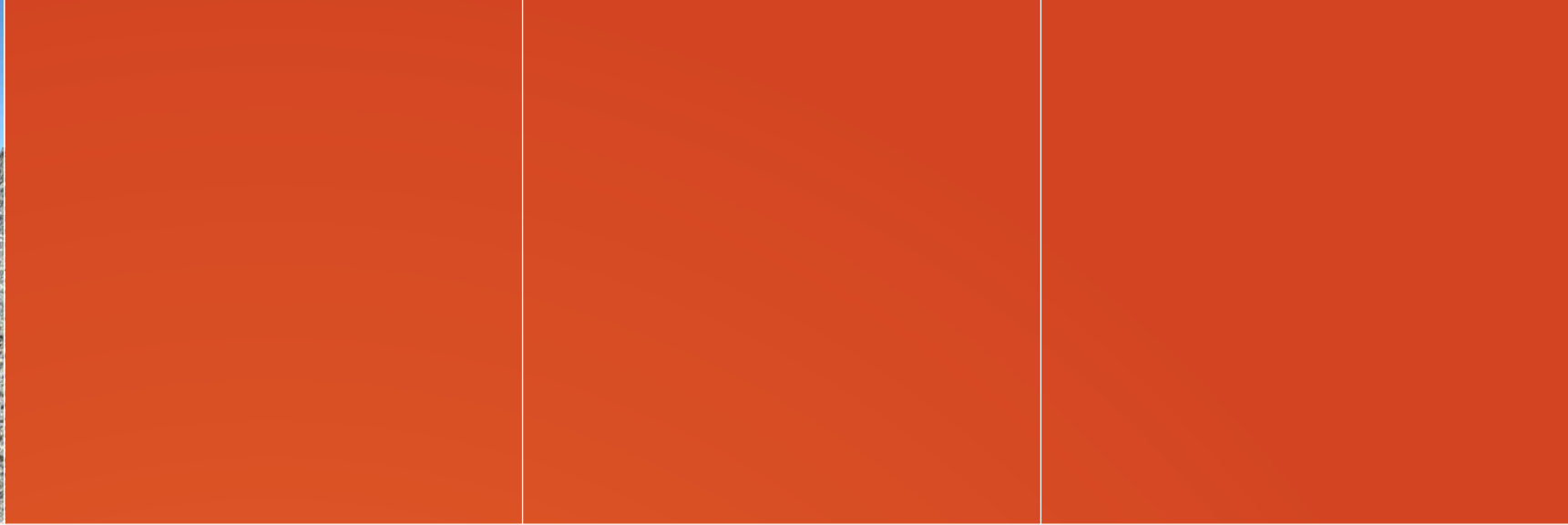
-20%

Decline in NSF research grants awarded (2024 to 2025)

\$5,000+

Cost barrier for field camp—the essential hands-on training experience





The Moment

A \$25 Million Commitment to the Future

The challenges facing geoscience education and research demand more than concern. They require decisive action. In response to this defining moment, the AAPG Foundation has launched a focused capital campaign designed to strengthen the discipline at its most critical points: research, education, outreach, and innovation.

This campaign represents a \$25 million commitment to stabilizing and sustaining the geoscience pipeline for the long term. Rather than addressing symptoms in isolation, it takes a systems-level approach—supporting applied research, preserving formative learning experiences, expanding public engagement, and spurring the innovation and collaboration needed to elevate the geosciences to the next level.

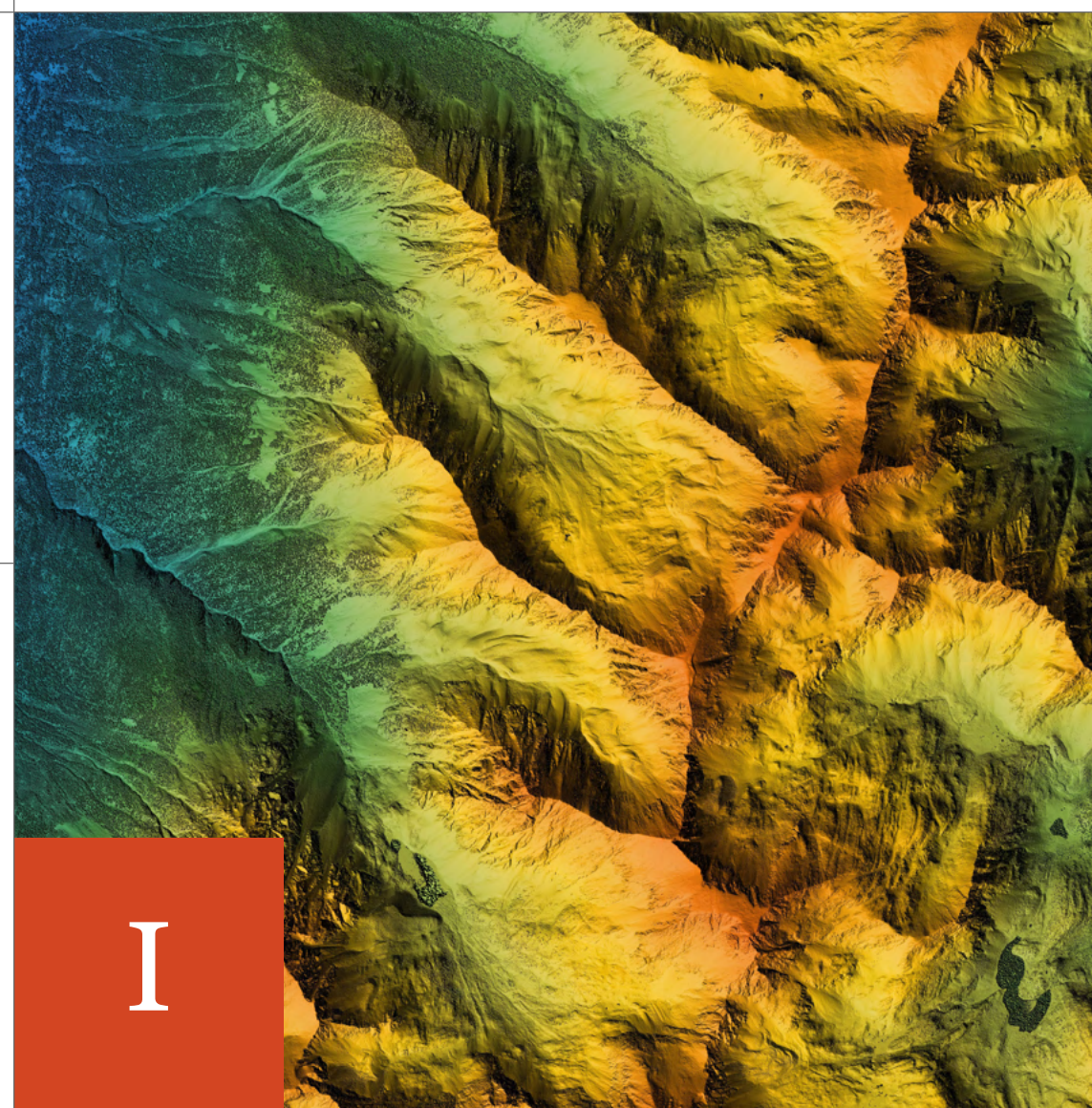
At its core, this effort is rooted in a belief that the future of geoscience must be shaped by the geoscience community itself.

The Foundation is prepared to lead this work, but its success depends on the collective commitment of those who understand what is at stake, and what is possible when we act together.

Pillars of Impact

How the Campaign Delivers Results

This campaign is intentionally focused. Its investments are organized around four core pillars, each concentrating on a critical area of need. Together, they touch the entire geoscience ecosystem.



I

Research

Advancing applied geoscience and discovery



II

Education

Supporting students at defining moments



III

Outreach

Elevating geoscience awareness and accessibility



IV

Innovation

Elevating geoscience to a new level of impact

Research Pillar

Advancing Applied Research at a Critical Moment

As traditional sources of academic and applied research funding continue to decline, the ability to advance new ideas, develop talent, and address complex energy and subsurface challenges is increasingly at risk. The Campaign's Research pillar ensures vital research continues at a moment when it is needed most.

At the center of this effort is **AEGIS—Advanced Energy Geoscience Innovation & Support**—a new initiative created to restore applied geoscience research capacity at U.S. universities. Complementing this work is the Foundation's Grants-in-Aid program, an evolving initiative that supports graduate students as they pursue the research required to complete their Master's and Ph.D. degrees.

Together, these programs strengthen both innovation and the pipeline of future geoscience leaders.

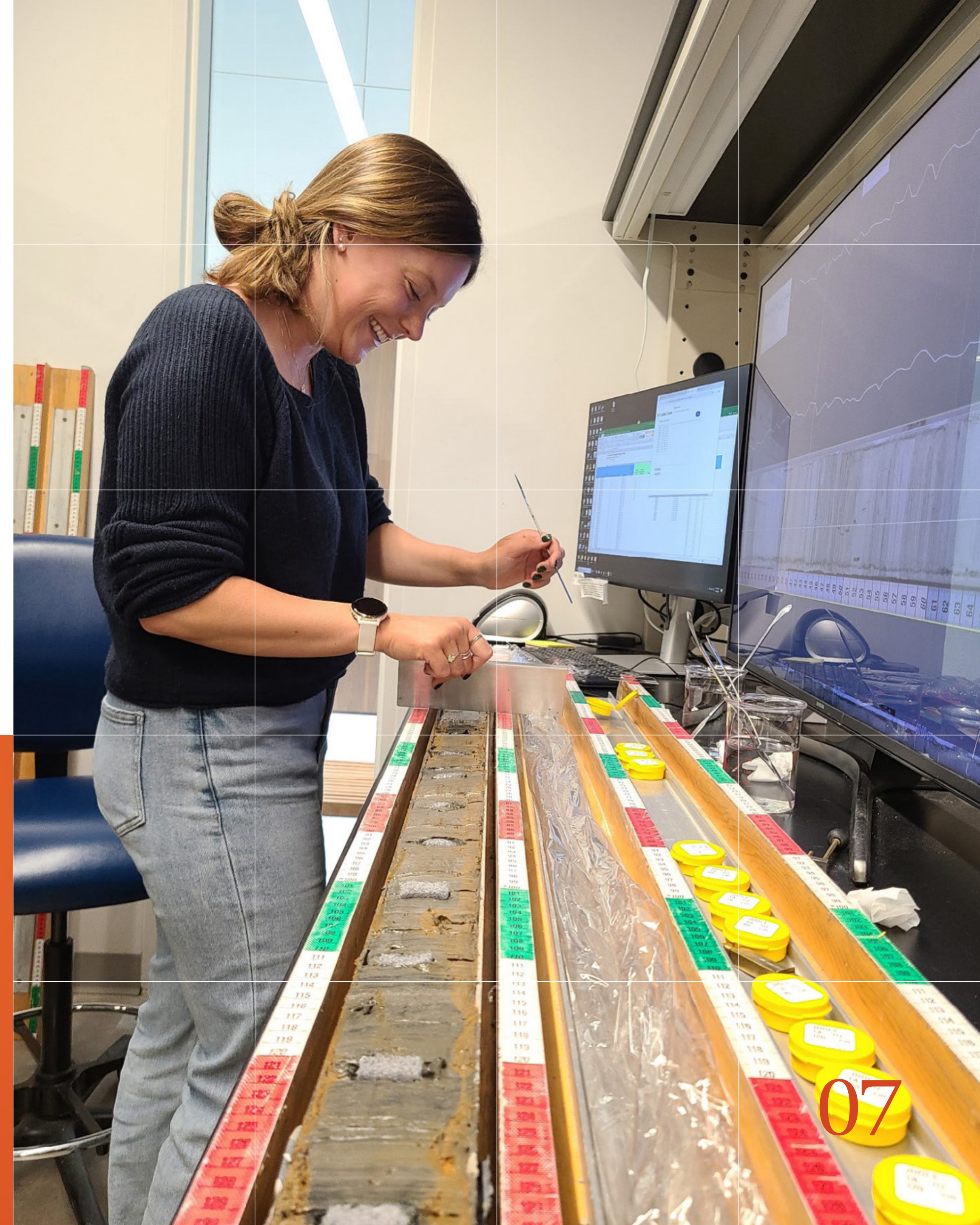
AREAS OF IMPACT

AEGIS Program

Strengthens industry–academic collaboration by funding competitive, peer-reviewed applied research grants.

Grants-in-Aid Program

Supports those pursuing Masters and Ph.D. degrees by augmenting program budgets or supplementing underfunded program costs.



Education Pillar

Preserving Opportunity at Defining Moments

The Education Pillar focuses on supporting students at the moments that most directly shape their geoscience careers. As rising costs and reduced university resources increasingly limit access to hands-on learning, the Foundation's educational programs help ensure that talent, curiosity, and commitment—not financial circumstance—determine who can pursue the field.

Through scholarships, grants, and targeted student support, the campaign invests in experiences that build both technical competence and professional confidence. These opportunities not only prepare students for successful careers, but also strengthen the long-term vitality of the geoscience profession.

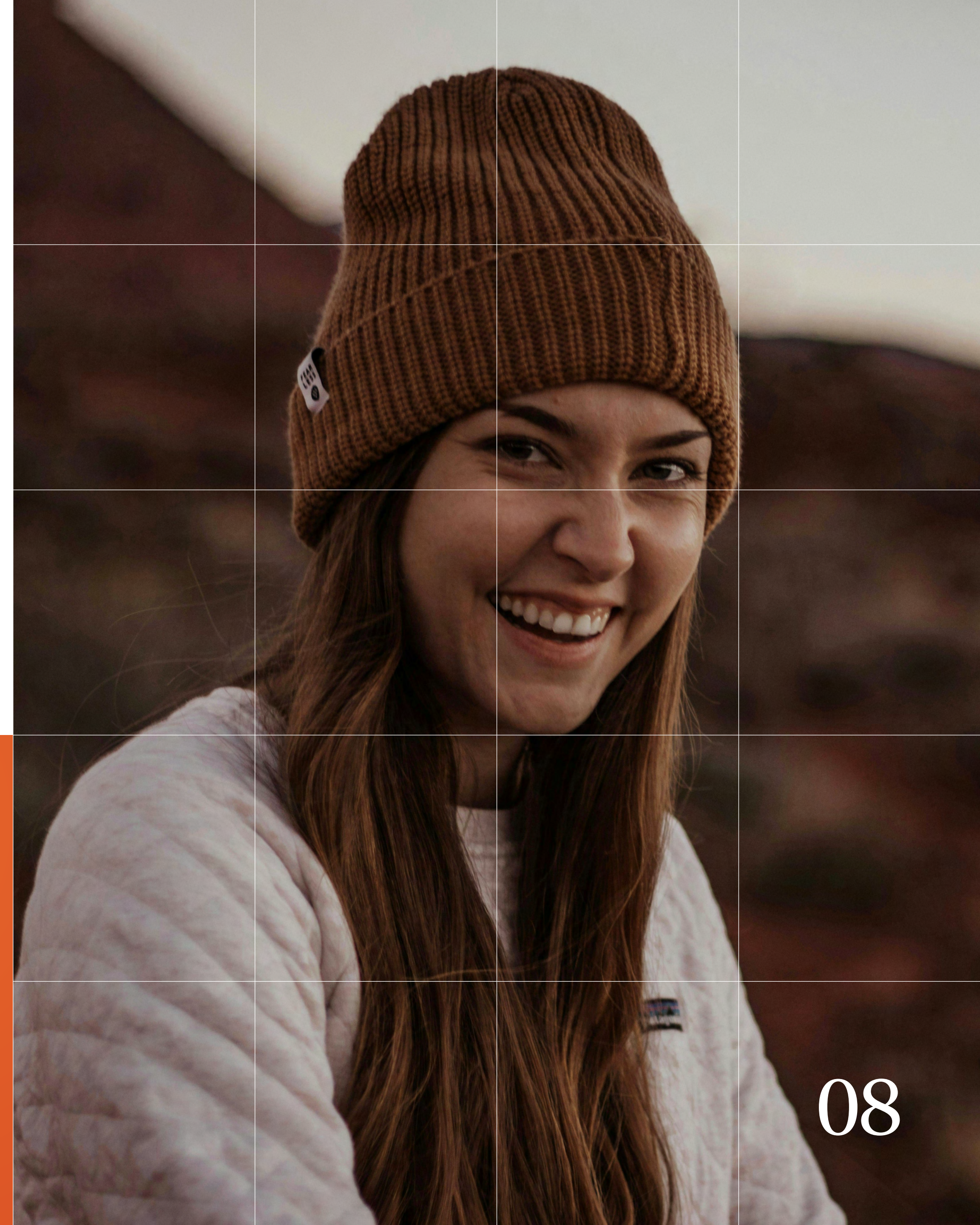
AREAS OF IMPACT

Field Camp Scholarship Program

Helps undergraduate students offset the cost of required field camp experiences—often a transformational moment in a geoscience career.

Military Veterans Geoscience Scholarship Program (MVGSP)

Supports veterans and veteran dependents transitioning into geoscience education and careers.



Outreach Pillar

Elevating the Visibility and Relevance of Geoscience

The Outreach Pillar focuses on strengthening the connection between geoscience and the broader world. As public understanding of earth science has declined, the Foundation supports initiatives that make geoscience more visible, accessible, and relevant to everyday life.

Through targeted outreach efforts, the campaign helps demonstrate the real-world value of geoscience and geoscience practitioners. This helps spark curiosity, inspires future scientists, and highlights the profession's role in addressing global challenges.

AREAS OF IMPACT

Geoscientists without Borders®

Applies geoscience expertise to humanitarian and environmental challenges worldwide, while engaging students and local communities in solution-driven work.

Earth Science Week, K-12 & Early Education, and Public Education Partnerships

Supports national and global efforts to raise public awareness of earth science through education, events, and community engagement.

Scouting and Youth Outreach Initiatives

Introduces younger audiences to geoscience concepts and career pathways through hands-on learning and exploration.



Innovation Pillar

Supporting Creative Innovation in Geoscience

The Innovation Pillar focuses on advancing geoscience through forward-thinking tools and initiatives that expand access to data, strengthen collaboration, and elevate the discipline's real-world impact.

At the center of this effort is the **Rockd mobile application**, a dynamic digital platform that delivers geologic maps, stratigraphic data (including COSUNA), and related resources directly to users in the field. Rockd exemplifies how targeted investment in modern technology can broaden access to geoscience knowledge and extend its reach to students, professionals, and the public alike.

AREAS OF IMPACT

Rockd Mobile Application

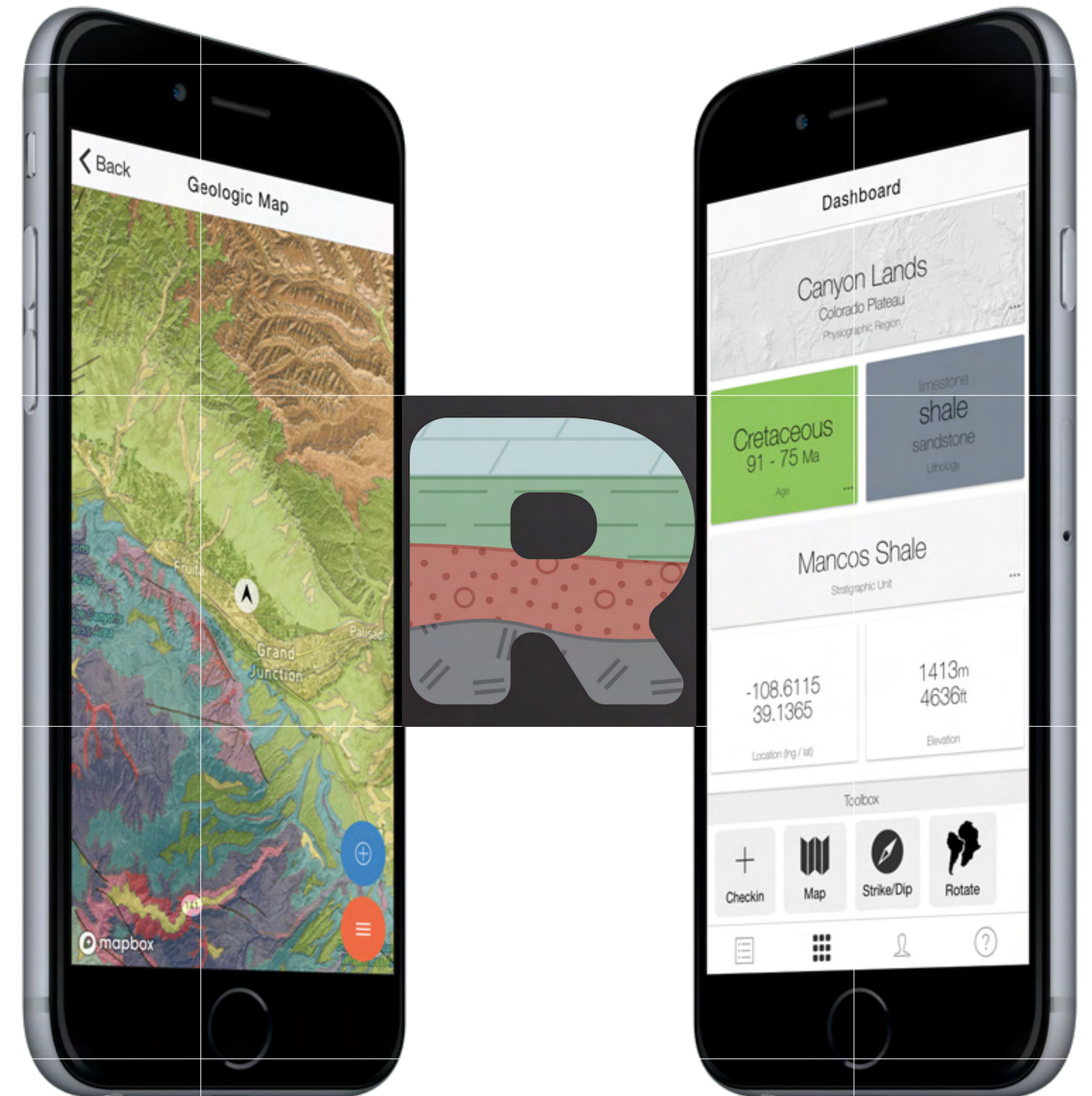
Provides mobile access to digital geologic maps, stratigraphic columns (COSUNA), and related data through a user-friendly, location-aware platform.

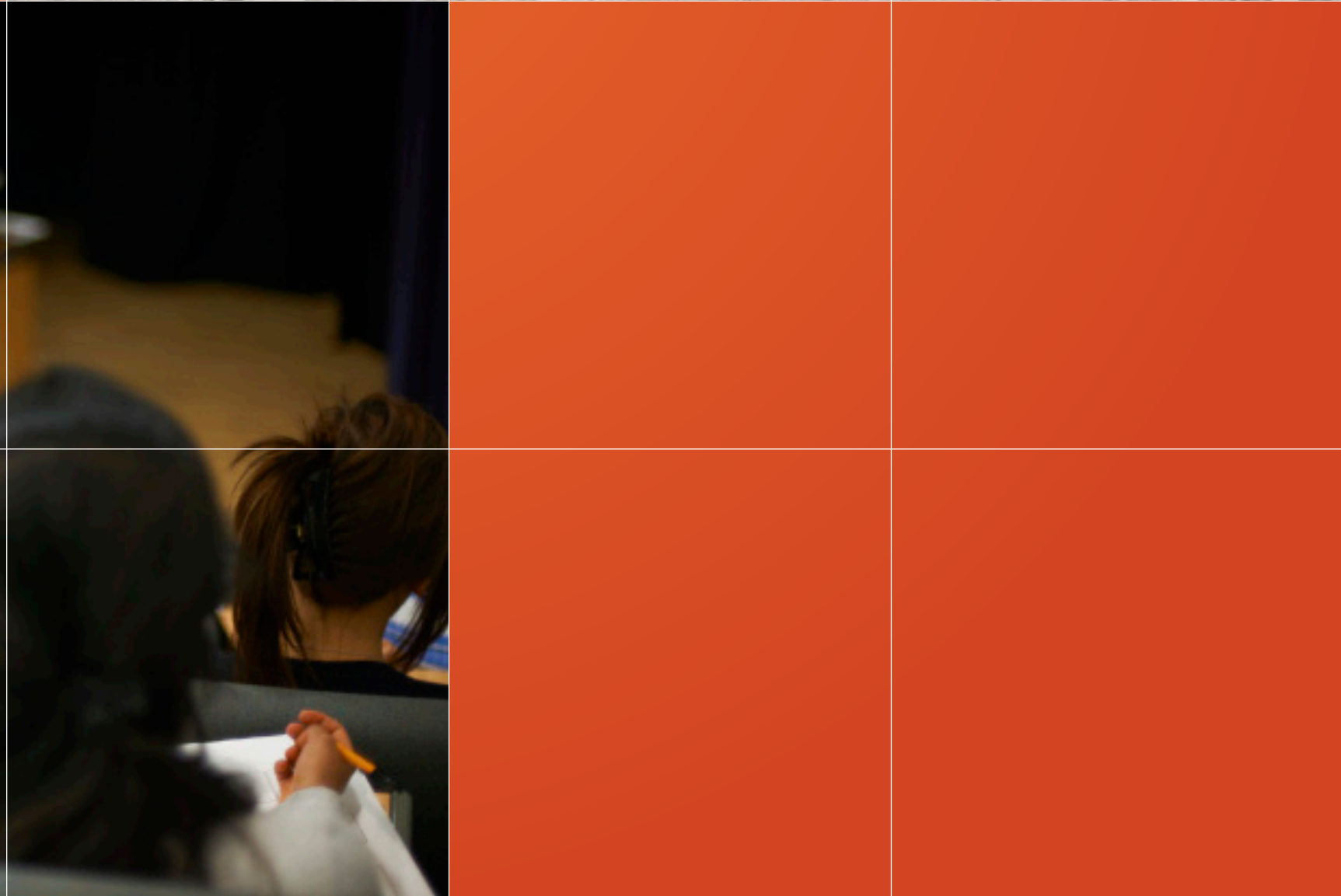
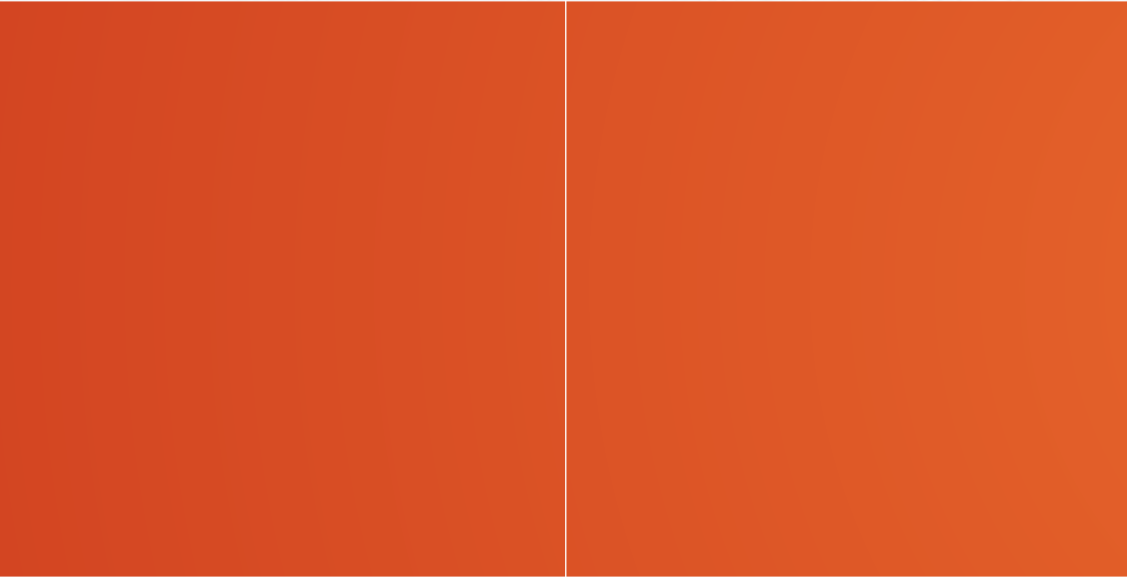
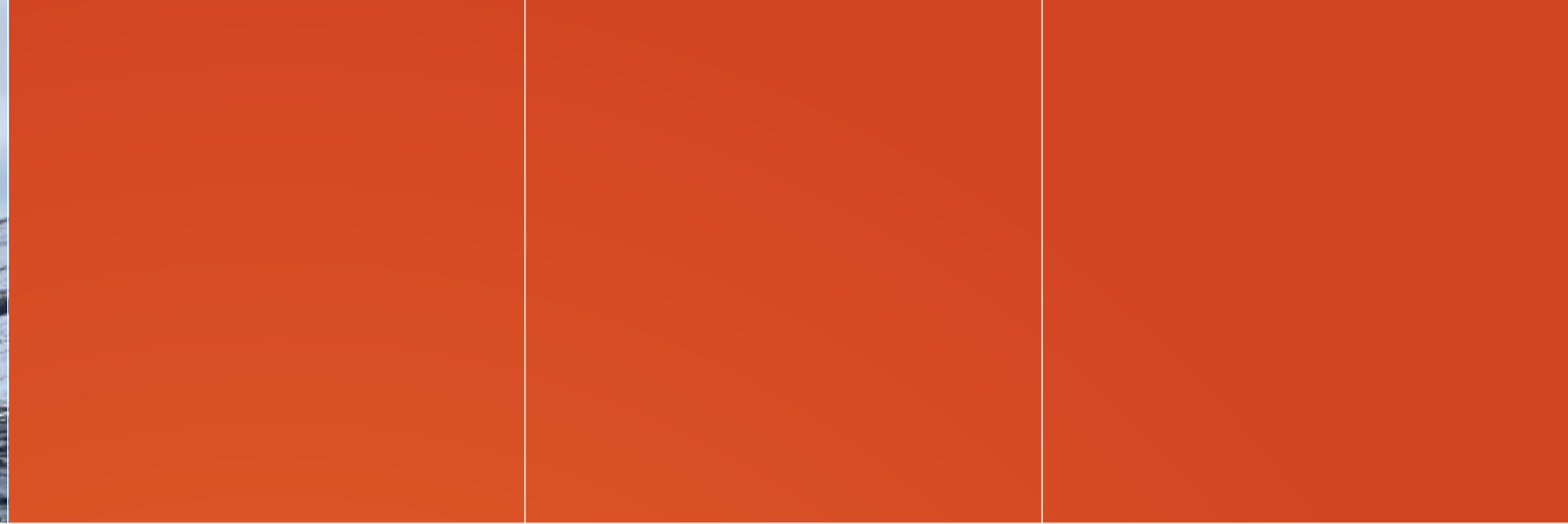
Improving Public Access to Geoscience Data

Makes professional-grade geological resources accessible beyond traditional academic and industry settings.

Innovation Through Technology Deployment

Demonstrates how targeted investment in modern tools can broaden the visibility, usability, and impact of geoscience worldwide.





Our Ask

Will You Lead the Way?

The future of geoscience depends on meaningful support from those who understand its value and impact. This campaign invites members of the geoscience community to invest in the programs, people, and ideas that will carry the discipline forward. Your support for the campaign can take many forms.

How You Can Make an Impact

- One-time donation
- Multi-year pledge
- Planned and legacy giving
- Donor-Advised Funds (DAF)
- Corporate sponsorships

Major Giving Levels

Those wishing to profoundly shape the arc of this campaign may consider a gift at one of the following levels:

Associates: \$15,000

Advocates: \$30,000

Investors: \$60,000

Explorers: \$120,000

Developers: \$250,000

Producers: \$500,000

Visionaries: \$1,000,000+

Make your tax-deductible contribution at Campaign.AAPGFoundation.org or contact our Chief Financial Officer, Bryan Haws:

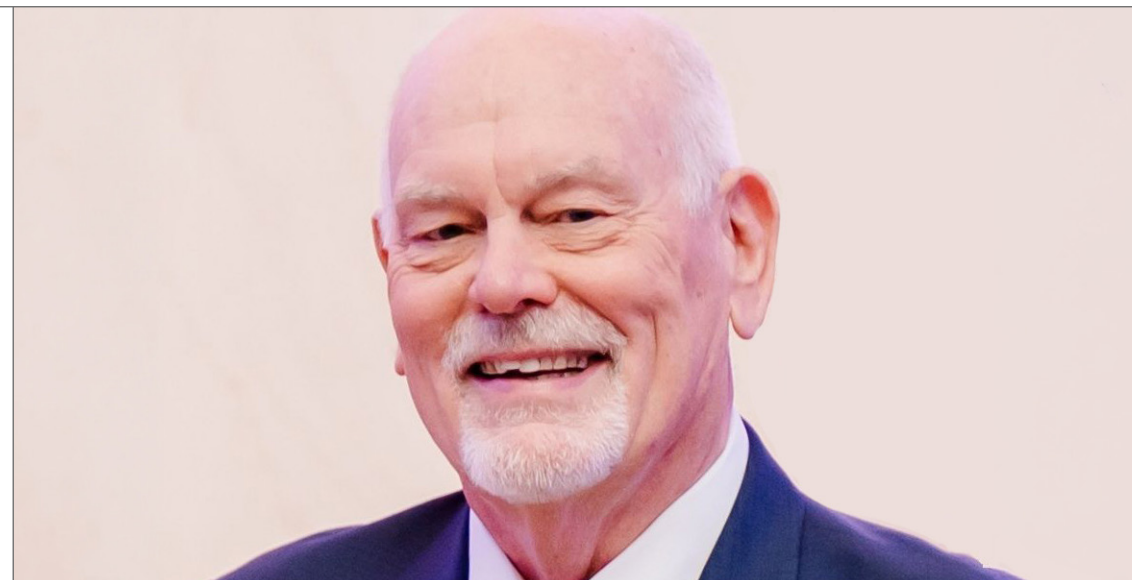
Phone: 918-560-2607

Email: BHaws@AAPGFoundation.org

Moments that Mattered

What Shaped Us, and Why We're Stepping Forward Now.

Every geoscientist can point to a moment that shaped their path. Perhaps it was a field experience, a mentor, or a career opportunity that changed everything. We asked some of our Trustee Associates to share those moments, and how those experiences fueled their desire to support this vital campaign.



Joe Davis

"In the fall of my junior year in college, I signed up for my first geology class. After the first 3 lectures and a field trip around campus, I knew that was what I wanted to do and immediately changed my major."



Kay Pitts

"Serving AAPG membership over the years—from Society leadership to the Executive Committee, and now as a Trustee Associate—has been incredibly rewarding. However, the greatest joy comes from the lifelong friendships I've been fortunate to make with colleagues globally."



Lee Billingsley

"I became involved with the Foundation's AEGIS program because it provides direct support for graduate students. I know firsthand that we are adding potential professional geologists with each student we support."



Kristie Ferguson

I finally felt like a "junior" geologist at Field camp in 1995. I loved how all the pieces came together during a summer. It also taught me that geopals are forever, and the network of friends within this field are truly global and glorious.

Contact Us

Help Us Shape the Future of Geoscience

This campaign is about more than just geoscience education. How might the world look with fewer geoscience professionals leading the discoveries that will power our planet in the decades to come? Indeed, the very future of our profession depends on what we choose to do at this moment. We invite you to join the AAPG Foundation in strengthening the programs, people, and ideas that will shape the next generation of geoscientists, and the billions of people around the world who depend on their work.

If you would like to learn more about supporting this campaign, or if you know someone who may share this commitment, we would welcome the opportunity to connect. Your tax-deductible donation goes directly to supporting these vital initiatives. Help us make this geoscience's finest moment.



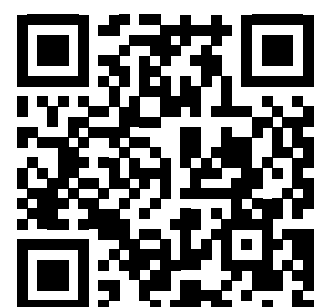
Richard D. Fritz
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Chief Financial Officer

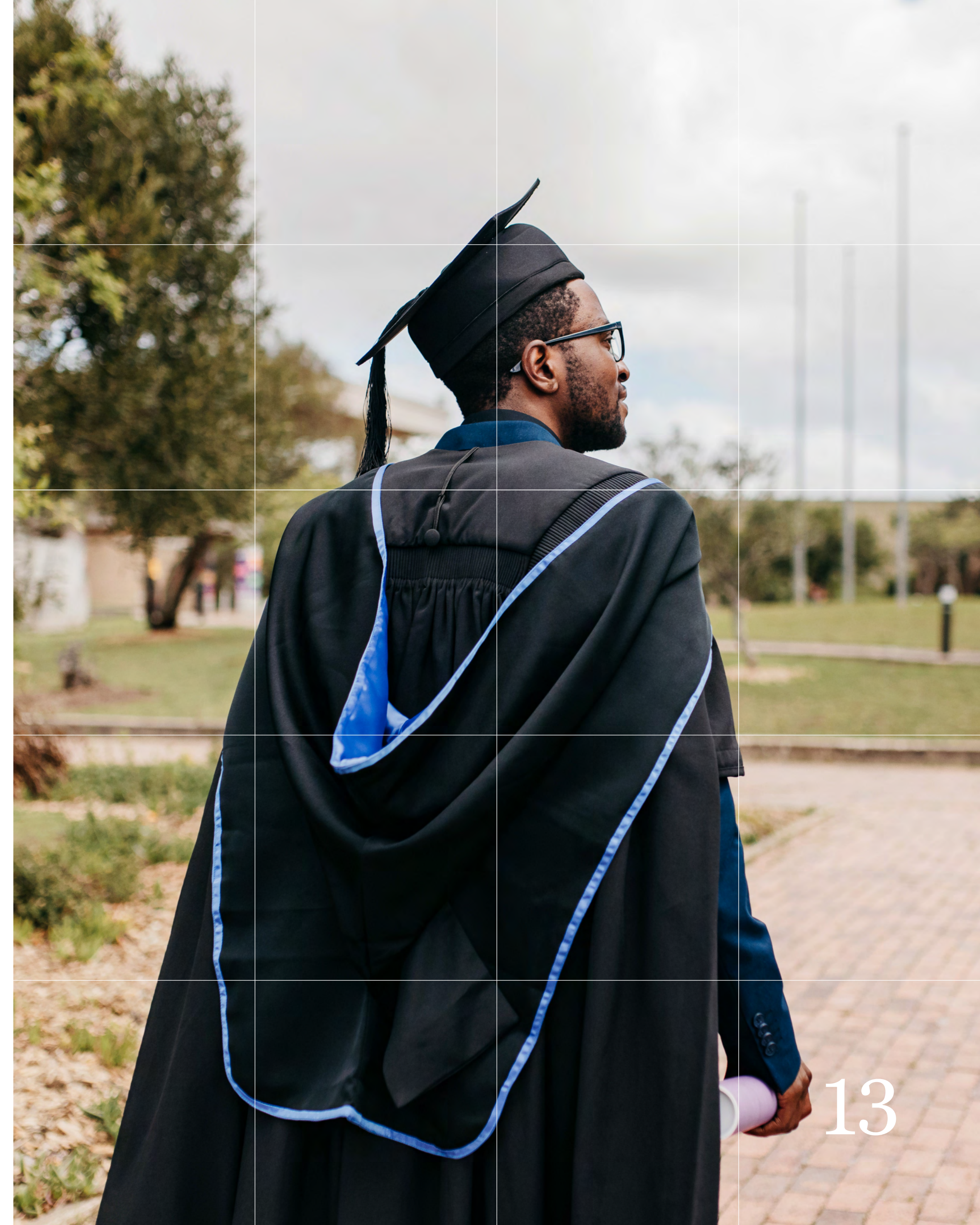
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Legacy is not what you leave behind.
Legacy is what you set in motion.

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