The current geodetic VLBI network, developed mainly in the 1970's and 1980's, has achieved extraordinary success in geodesy and astrometry. However, aging infrastructure and demanding new scientific requirements, began to challenge its future sustainability and relevance. In 2003 the International VLBI Service for Geodesy and Astrometry (IVS) initiated Working Group 3 to study the requirements of a next generation geodetic VLBI system which was called VLBI2010. This includes new radio telescopes, new VLBI receiving and recording systems, new concepts for data transmission and correlation, as well as completely updated software for scheduling, data analysis, and archiving. Based on extensive simulation studies, strategies have been developed to improve IVS product accuracy through the use of a network of small (~12-m) fast-slewing radio telescopes, a new method for generating high precision delay measurements, a more homogeneous network distribution, and improved methods for handling biases related to system electronics, deformations of the radio telescope structures, and radio source structure. To test many of the proposed strategies, NASA is sponsoring a proof-of-concept development effort using IVS radio telescopes near Washington, DC, and Boston, MA. In December 2010 the IVS VLBI2010 Project Executive Group (V2PEG) conducted a survey among the existing IVS network stations to measure awareness of VLBI2010 and to find out about modernization plans towards VLBI2010. The analysis of this survey indicates that most of the IVS network stations are already planning the transition to VLBI2010. Proposals for several more radio telescopes have been submitted to the relevant funding agencies.