

# EARLY FALL 2018

## **Updated Logo And Website**

The most visible stride this board has made thus far has been the updating of SGC International's logo and website. Thank you so much to Jim Bryant for volunteering to design our logo and helping us to develop this bold new mark, as well a beautiful palette of icons that we will use in our website to identify media-specific posts. Thank you also to Kate Bingaman-Burt, Kate McQuillen, and R.L. Tillman who served with SGCI President Charles Beneke on our ad hoc Logo and Website Committee to provide feedback as we developed our new public image. Bryce Meyer of Pomelo Productions has been fantastic to work with as he has built out the website which is fully integrated with our membership database. We are looking forward to continuing to develop the website with content and resources to make it an engaging and useful tool for our membership.

## **Updated Strategic Plan**

The board is currently in the beginning stages of developing an updated strategic plan for SGC International. To make certain that it is a plan not just for, but of our organization, board members have been charged with forming working groups to look at specific aspects of SGCI—diversity & inclusivity, development/new revenue, students, membership/member benefits, international, journal, vendors, inter-organizational collaboration, conferences. Each working group chaired by a board member includes an additional board member, two non-board regular members, and one student member. At our mid-year meeting the board members chairing each of these groups will present a report reflecting both SGCI's past and current efforts and potential future directions. An ad hoc Strategic Plan Committee will then be formed to work with the board to develop our updated strategic plan. We anticipate presenting this to our membership at our spring conference.