

# SUMMER 2018

## **Fiscal Year**

Historically SGCI has operated financially on an annual year. This has created the accounting challenge of having to track two separate conferences in one financial year. Our research has indicated that this is not good practice; programming should not be split across multiple fiscal years if at all possible. To address this problem SGCI Board has voted to shift to a fiscal year beginning July 1 and ending June 30. This change will place only one conference in our financial year and give us the opportunity to track our finances in a much more accurate and responsible manner.

## **Bookkeeping**

Our previous board began working with 501 Commons, a non-profit organization in Seattle, Washington ([501commons.org](http://501commons.org)) to help us to better understand and establish best practices appropriate for our organization. This organization that serves more than 1000 non-profits provides expertise to nonprofits through 30+ services, including a full range of management consulting; technology consulting (IT planning and database development); outsourced HR; accounting; IT infrastructure; and database management services; professional development and board training; and free information and referral services.

## **Conference Accounting Practice Change**

In the past it has been SGCI's practice to maintain several checking accounts with "seed money" for each conference that was in the pipeline. The conference coordinator oversaw these checking accounts. When the conference accounts were reconciled post-conference, this seed money was paid back to SGCI. Seed money functioned essentially as a loan. Our previous board's work with 501 Commons to help us establish best practice showed us that this concept and treatment of seed money was not smart non-profit business practice. Additionally, keeping funding in many separate checking accounts created much accounting confusion. Conference spending will now be a part of our fiscal budget. SGCI's Finance Committee will work with our conference site committees to establish budgets for each. These conference budgets will allow us to better form annual fiscal budgets. All income

and expenses, including conferences, will be tracked through classes and subclasses set up in our accounting system, Quickbooks, and paid by SGCI itself.

## **Identity & Website**

The SGC International Board is working to update our organization's logo and our website. Why an updated logo and a new website? Why now? Quite simply, our logo does not represent who we are now and our website does not function as it should to communicate to our membership and give our membership the opportunity to work with us. Both of these elements are our main public face and they must represent who we are. To more specifically answer why, here is a more detailed list of reasons:

- Our current website has become visually outdated and its user interface is challenging. It does not represent the aesthetic or professional standards to which SGCI and our members should aspire. There is a direct effect here upon our membership numbers and level of engagement.
- There are glitches that are deeply embedded in our current website; it has not functioned as it was fully intended.
- Our database is up to date, but not currently linked to our website.
- Our conference registration system, etouches, is not currently integrated into our website.

Continuing to patch our website and try to force it to function as we need is a waste of our resources. The wiser move is to start from scratch and construct a new website with a structure that will both endure and evolve. The SGCI Board voted to approve this action and has contracted with Polmelo Productions to construct a new website from the ground up at a cost of \$15,660.00. This cost is in our FY18-19 budget and will be covered by membership fees for that fiscal year. We anticipate that the website will be fully functioning when our 2019 conference registration goes live in October.

## **Updated Strategic Plan**

Our board has begun putting together working groups to help us in the beginning stages of developing an updated strategic plan. Each working group will address a specific aspect of our organization and will have at least one and no more than two board members. These working groups will solicit additional members from our

membership and each group will include artist/ faculty/professionals and students. The information gathered and reports submitted by these working groups will be used to establish a strategic plan for our organization. We hope to present this plan to our membership at our 2019 conference. The complete formation and engagement of these working groups will begin in the fall of 2018. Please look out for solicitations for participation in these groups in September of 2018.