STRATEGIC PLAN KEY GOALS FOR 2023

snd

MEMBERSHIP

Member numbers are hovering around 200 after a pandemic drop. We're down to a core group who are typically traditional print news. Competition from digital organizations, shrinking print jobs, and tightening wallets have all contributed to the decline.

IDEAS: Look outside our membership pool, focus on digital audience first

- **Organizations:** Target non-traditional groups under visual communications umbrella
- **Individuals:** Focus on front-end, product, social, UX, emerging tech vocations, while approaching universal skills like art direction, illustration and design thinking through a digital lens.
- **International:** Re-establish roots internationally, while reducing obstacles to join in regions where costs are prohibitive for potential members
- **Pricing:** Make rates affordable, sales push for group buys, create new international model
- **Member benefits:** Add value to membership with member-exclusive access to resources, training, event discounts, discount rates for products

STUDENTS

Student membership dropped from 50+ to 9 in just three years. Students later join as professionals, volunteer at a high rate and become leaders. Managers site student recruitment as a main reason for attending the workshop.

IDEAS: Get on campus to rebuild networks and recruiting

- **Events:** Regional 1-day and 1/2-day workshops on campus, or in multi-campus adjacent cities
- **Target communication:** Build student-only communication, like a student newsletter, while also including students in broader SND messaging.
- **Member visits:** Get SND professionals on campus to network and recruit students and advisors
- **Alumni connections:** Identify members who are alumni of key schools to coordinate, communicate and promote SND with school programs
- **Beyond J-schools:** Schools/programs with illustrators, developers and design thinkers

VOLUNTEERS

We are run by volunteers. Board and committee members, speakers, judges and facilitators are all volunteers. None of our initiatives will be possible without quickly finding new volunteers.

IDEAS: Creative approaches, expand our rolodex

- **Volunteer coordinator:** Create position specifically for recruiting and coordinating volunteers
- **Volunteer drive:** Week-long push on social to promote benefits of volunteering
- **Networks:** Utilize our individual networks to find possible volunteers and make asks
- **Micro-volunteering:** Make small asks that require minimal time could make volunteering easier
- **Incentives:** Create no-cost incentives to reward time spent. Memberships, books, discounts, etc.
- **Showcase volunteers:** Celebrate the people who are giving their time

PRODUCTS

Currently, SND's products are events (in-person and virtual), competitions, our bi-weekly newsletter, social media posts and an occasional story on snd.org.

IDEAS: Return to being the voice of our industry and its source design learning

- **Events and training**: Execute 2023 events plan that reintroduces frequent, regional events
- **Competitions**: Form advisory committee to grow competitions, preserve spirit, ensure efficiency
- **Content creation:** Create newsdesk for stories, interviews, society news, hot topic takes, etc.
- **Learning library:** Build archive of guides and best practices for individuals and organizations
- **Target audience:** Almost all products should geared toward our targeted audience

INCLUSIVITY

SND has been average with DEI. We need to improve quickly. This is one area we absolutely need more input and perspectives to solve.

IDEAS: Create plan to ensure representation in our products, recruit new voices

- **Recruitment**: Stop only looking where we always have – same colleges, same organizations
- **Perspective**: Identify key people for feedback and input on projects and initiatives
- **Partnerships:** Make members and educational resources available to journalism and design orgs
- **Speakers:** Programming slates must have equal representation to gain approval
- **Inclusive pricing:** We should strive to be attainable for all, and assist when we fall short