



Society for Environmental Graphic Design
The global community of people working at
the intersection of communication design
and the built environment.

CEO Update

March 2015 Board Meeting

Clive Roux
CEO
SEGD
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SEGD Strategic Plan 2015-2020

SEGD will develop tools and information that will allow it to:

BECOME VITAL FOR THE PROFESSION

in addition to it's already strong position as the most warm, friendly and helpful community in design.



2015 Strategic Plan actions

1. **Strengthen Finances:** Agreed on a new Financial operating principle. Aim for 15% net revenue so that we have an operating buffer for when the economy turns down. The Goal would be to use 5% for building the reserves and 10% for investing in services development in good years. Draw from the 15% in bad years without having to dip into the reserves every time.
2. **Attract Young Designers to SEG D:** Actively invest in attracting young designers and students into SEG D.
3. **Increase value of membership:** Invest in recording the presentations of all the workshops and conference to generate new professional content to add to SEG D.org. This content is free to members, thus significantly improving the member benefits. Locally as well as internationally by giving them access to all the content from our education events every year.
4. **Set a strong Direction for the Future:** Agree a Strategic Plan for SEG D. The first since 2010. It is much simplified and sets SEG D on a path to move from a traditional Association to building itself as a platform and more vital resource for professionals and their firms.
5. **Improve Enabling Conditions:** Integrate our 18 year old Filemaker database into the website by July. This will allow us to make much better use of our data to build intelligence and useful information into the data.



