



President's Corner

Anna Creech

The board met for our winter meeting in Austin this year, in part because few of us were going to Midwinter, and in part because we didn't want to keep Betsy Appleton away from her new baby for that long! I was particularly excited about the location because I can never get enough Torchy's Tacos. Especially the barbacoa – I'm drooling just thinking about it right now.

How is it past the midyear already? When I think back at how much we've done and how much we still need to do, I get simultaneously overwhelmed and excited.

Earlier this year, we asked the Evaluations & Assessment Committee to survey the current committees and see if there are structural changes we could make to improve the effectiveness of the committees, from ensuring that they have a sufficient number of members to assessing where workflows/responsibilities might overlap with other committees. We will be taking their recommendations and making adjustments accordingly over the next year, and we plan to do this committee function review in another three to five years to make sure committee responsibilities and charges don't drift too much.

We also asked Communications & Marketing to look at some aspects of improving our website, such as making the URLs a bit more human-friendly, and we found that the available work-arounds would be either clumsy or expensive. So, instead, we'll be creating a task force to assess our website needs and create a list of requirements for both front-end users and back-end membership management tools. Once we know what we need, we can look at our options. The last time we did this was well over ten years ago, so this is long

overdue. Our website is our business card, and we want to make sure ours is conveying the right message.

Related to this, we asked Non-Profit Help to draft a marketing action plan, and the website was among several areas covered. The board has shared the plan with the Strategic Planning Task Force so that we can cover the recommendations where that makes sense. I dream of a day when I mention NASIG to a colleague and they know exactly who we are and what we do (not just print serials)!

Last June in Albuquerque, I closed the conference with a brief introduction to our idea/plan for shifting to rotating among several regional locations for the conference. The board has had many long discussions about this, stemming from our strategic planning retreat last year when we brainstormed ways to relieve the heft of the work that Conference Planning and other committees do for the organization.

There are many good reasons to move in this direction, and while I have enjoyed visiting new cities every year, this is a business decision to help sustain the conference and NASIG. We need predictability for budgeting. We need to develop stable relationships with hotel staff and Convention and Visitor's Bureau to accommodate our particular needs. Additionally, knowing we'll be back in that location in a few years might encourage regional first-time attendees to become full-time members, regardless of whether or not they'll be able to travel to the conference every year.

After going on the site visits for an East Coast location, I am ever more aware of how hard it is to find the right

place for us, and how much time, effort, and expense goes into that process. I think by settling into a handful of locations, we'll be better able to thrive as an organization. That being said, we're not locking ourselves into long-term contracts right away, and how this rotation plan will look and work is yet to be seen. The Site Selection Team invites feedback on whether a

particular location works for us or not, and suggestions for how it might be improved.

I could go on some more, but I think I've hit my character limit, so I'll sign off for now. I look forward to chatting with you in person in Indianapolis!