SCIP Member Updates – June 2019

Our Vision   To maximize the power of intelligence to create strategic advantage and transformational growth

Our Mission   We are a global community of Growth Champions: leaders who are passionate about enabling transformational growth and strategic advantage using data, insights, and sound methodologies. We transform members' impact and capabilities through advancing best practices, curating innovative and disruptive ideas, and cultivating a powerful community. As a non-profit, we collaborate with partner organizations to promote the growth and value created by intelligence-driven strategies.

Key Strategies to Transform

Value Prop.   We are adding several services (listed below) to ensure that **members get substantial value from SCIP, even if they don't attend the annual conference**. We expect this to have a positive impact on member engagement, retention, and conference participation.

Members   We are developing an expanded Membership Model, so that both individuals and organizations can join.

Sponsors   While some of our sponsors prefer to only participate at the International Conference, we are developing programs for those sponsors who wish to work collaboratively with SCIP, year-round.

Alliances   We're beginning to forge alliances with like-minded organizations, including the Council of CI Fellows and the Special Libraries Association. We expect this to increase the reach and relevance of SCIP.

Brand   As part of our transformation, we expect to undergo a full rebrand, including a new logo, messaging, and potentially a new name.

Digital Experience & Content

Website   **Coming September 2019** – Our fully redesigned website will more prominently feature our Members and the good work that you do, through interviews, case studies, and tools. Based on member feedback, key objectives for the website are:

- Make it easier to find/read content, whether on a laptop or mobile
- Allow members to find information by keyword (e.g. digital tools)
- Make it easy to find a member to connect with
- Offer more virtual events, and archived webinars
- Convert valuable/relevant content from PDF to web pages
- Make value of SCIP and our events clear by sharing testimonials

Online forum **Coming September 2019** – Along with the new website, we will launch an Online Community (web and app-based), allowing members to pose questions and get feedback, 24/7.

Virtual Events [Available now](#) – In addition to our monthly webinars, in July we'll begin beta-testing Virtual Roundtables, video conferences for a small, exclusive group of members to hold roundtable discussions.

Newsletters **Available now** – We have a new newsletter model (weekly, mobile-friendly, focused on sharing insightful content, not just promoting events).

CI Magazine [Available now](#) – This was previously published quarterly as a 50+ page PDF. We are now publishing individual articles as mobile responsive webpages, which allows authors to include video, tools for download, etc. We will also convert past CIM content to this format.

Interviews [Available now](#) – We launched a member interview series (7-10 questions in key growth, strategy, and intelligence topics) in April.

In Person-Events

Bootcamps   **Available now** – These are 1-2 day immersive and hands-on workshops, typically targeting 15-25 attendees to ensure interactivity. There are opportunities for sponsors, members, and academics to lead the content for these sessions, either on their own or in partnership with someone else.

EU Conference   **Est. Nov. 2019 or Feb. 2020** – We have convened a planning committee, and within 2 weeks will reach a decision on date/location for a highly interactive, 2-day best practice sharing event. If you're interested in providing input into the topics, please click here.

2020 US Conf.   **Est. May 2020** – Based on member feedback, we're researching facilities outside Chicago, Washington, DC for May 18-20, 2020. If needed, we will consider Dallas, Minneapolis, and Philadelphia. If you are interested in participating in an **Event Strategy Committee**, please let us know. We are evaluating multiple formats, including tracks by segment (e.g. academic, practitioner, etc.), topic, etc.

2019 US. Conf.   Our conference had 350 attendees, 98% of whom would recommend attending to a colleague. To generate enthusiasm for our 2020 event, we're already sharing testimonials and select pieces of content from last month's event.