

## **SEGH Business Plan April 2019 – April 2023**

This business plan is to support the strategy document, April 2019-April 2015. It is subject to annual review by the board, whoever may comprise that office. Review will take place quarterly by virtual meeting, and annually at the international conference.

The secretary will minute the meetings, and record the progress against the strategy. This information will be disseminated to all members of the board, and a summary of progress will be communicated to the membership via the website.

The President will preside, and ensure that members of the board are acting in concert to deliver the desired outcomes of the strategy. Individual members and sub groups will be formed in order to support various elements of the strategy.

The SEGH does not have allocated roles, thus there will be people who are named within this document, as opposed to the preferred formal arms length job title.

The main aims of the strategy are:

- Increase membership
- Enhance research dissemination
- Increase value to membership
- Improve collaboration at a global level
- Move beyond traditional research establishments.

The strategy recognises that the members themselves are the ones to both enable and benefit from the Society, and therefore the attractiveness and value of the society needs to be enhanced and communicated.

1: Early career research group members are key. To date, this group has been facilitated post Lake Victoria meeting. However, it has not yet demonstrated the level of engagement and autonomy which had been envisaged.

If this group is to be the membership of the future, it is essential that we nurture them. Although the initial workshops and mentoring have taken place, it would seem that they need more metaphorical hand - holding. We already have a structured offering prepared and disseminated last year by Jane Entwistle. This is communicated via the website.

Follow up and monitoring of that first cohort is needed: what worked, what didn't; how to improve it. This needs to be carried out urgently in order to ensure that the next cohort is adequately supported from the next International meeting.

Any success for this should be extended to bringing ECRs on board between meetings: we need to be able to signpost any potential sign ups from meetings in various countries throughout the year.

In order to facilitate this success the recruitment of mentors needs to be extended. Currently there is no communication on the website which asks for volunteers in the mentoring area. This needs to be written and communicated. It is the flip side of the narrative of benefits to being a member: mentoring is rewarding.

**KPIs:**

ECRs remaining paying members **Currently, all remain paid up.**

Increase in pool of mentors **We have three new mentors from the Fellows allocation**

ECRs creating active networks **This is in progress- Olivier and Dan to talk us through process**

**2: Fellows.**

This is in hand, but not progressing. The offering has been written up. The first cohort have been nominated. Confirmation is required. The recipients need to be informed of their new found status.

Again communication is key. The rationale for creating this level of membership, (again, we have a narrative, prepared by Jane Entwistle) the expectations of Fellows, i.e. what *they* will bring to the organisation needs to appear on the website, along with an announcement of the first members to be created in this election.

On an annual basis the board will put out an invitation to members to nominate new Fellows. This will take place with sufficient time to discuss the proposals at the board meeting at the conference.

**KPIs**

Number of Fellows elected **of the initial invite of 25, 18 formally accepted, one actively declined, six have been difficult to contact but we will continue to pursue this. We have three members who have re-joined, four who have accepted but not yet paid, and the rest were already active members.**

Fellows continuing to provide active support to SEGH

Fellows attending conferences **How many do we have ?**

Fellows driving new ECRs to engage.

**3: Website**

The website, and the use of social media, is likely to be critical to the success of the organisation expansion. In the past, there has been a webmaster. This role needs to be re-allocated, and the recipient of this should not only be electronically savvy, but also available to ensure that material remains current. It

should be possible to ensure that new articles are added to the website in a timely manner.

**KPIs.**

Webmaster role re-allocated. **Done**

Number of new articles on the website. **Slow trickle**

Twitter/Yammer/ Facebook actively engages potential members.

**3: Engagement**

The SEGH has an international profile. The membership should reflect that. The members of the board represent a global reach. Each representative needs to undertake to raise awareness of SEGH within their own organisation, and to a minimum of one other organisation. How this is achieved is up to them. As many (if not all) the regional chairs are in universities, this should be relatively easy. However, to make it easier, a narrative needs to be taken from the website, and prepared as a slide deck to add to lectures/outside engagements.

Academics with links to summer schools should promote SEGH, but also seek to bring SEGH to the school.

Identify other organisations where SEGH could reasonably be expected to add value to another organisation's outputs, such as local meetings and conferences.

**KPIs.**

Slide deck prepared **Done**

Evidence of growing membership across the globe independently of international conferences

Number of organisations sharing an SEGH platform increases. **SEGH and UGA now affiliated. Also see separate offering to be discussed at board meeting, for IAIA**

**4: Publications**

The editorial board needs to remain under review in order to remain current. The ECRs have been offered engagement in this. This is to the benefit of both parties.

Maintaining the links between membership and publication should enable higher profiles of publishing to be achieved. This could be achieved by the following mechanism: ask the journal to send SEGH President an issue by issue contact list – perhaps the lead author AND the senior investigator if identified.

1. Check membership of SEGH
2. SEGH send a thanks for publishing/congratulation message
3. Highlight the up coming meeting and regional contacts and sell membership of SEGH
4. If appropriate (seniority and experience, novelty of research etc) suggest to organiser of meeting as invited keynote

5. Make sure we don't overdo it: Some authors recycle research and republish under a different guise; i.e. check level of contact.

### **KPIs**

Number of ECRs engaged in carrying out reviews ?

Change in membership of board is regular and relevant **For discussion**

Reviewer profiles are added to the website (and old ones removed correspondingly) ?

### 5: Global collaboration

As the global network becomes more effective, the website should also be indicating areas of preferred research, and can also flag up areas where collaborative partners are required. The breadth of papers published should also enhance this potential for collaboration (SEGH members have particular, but broad reaching interests)

Indications between members of forthcoming funding opportunities, driving greater awareness of research interests and opportunities.

### **KPIs**

Number of papers published through EGAH which have clear collaboration.

Collaborative papers being given at conference.