SCI Strategy 2011-13

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What is our Vision?

• SCI is a vibrant, forward-looking, sustainable membership organisation where members feel passionate about the benefits of being involved and are empowered to share their knowledge and skills and to promote the organisation to others.

• SCI delivers a highly relevant and accessible suite of services which satisfy our current members, attract new members and users (especially from the world of business) and generate positive media coverage to enhance our reputation.

• SCI actively collaborates with selected partner organisations based on mutual benefit, shared objectives and practical implementation plans. These collaborations are actively promoted by both parties and further enhance our reputation and reach in the UK and internationally.
What is our purpose and where do we want to be positioned in the market?

Purpose: SCI connects people in business and science to expedite the application of sustainable, socially responsible science.

Positioning:
• The connector between science and business
• Adds value on current societal issues such as energy, water, food, waste, environment and health
• A vibrant, growing global membership organisation
• A reputable provider of services to a wider global user base
What are we aiming to achieve in 2011-13

• **Sustainable Growth**
  – Implement our plan in a phased programme which takes account of our financial position and aims to preserve the value of capital

• **Build size and impact of membership focusing on attracting more:**
  – Key influencers in business eg. senior executives in businesses related to chemical sciences
  – Science graduates seeking to enter the workforce and other early career stage business people
What are we aiming to achieve in 2011-13

• Put an integrated strategic marketing plan at the heart of SCI based around our key societal themes: energy, water, food, waste, environment and health
  – Use all our marketing channels to proactively, consistently and effectively influence current and prospective members, users and partners

• Refine and develop products and services for outreach and to enhance SCI’s reputation and impact
  – Events, C&I, Publications, Awards
  – Potential new membership services tailored to target areas
  – Potential new commercial services for a wider user base
What are we aiming to achieve in 2011-13

• **Review collaboration partners and develop a proactive engagement plan**
  – Practical collaboration agreements with clear benefit, low risk and cost
  – Benefits to SCI should include revenue, publicity, access to new members and users or similar

• **Expand SCI membership and user base globally using low cost model**
  – Use internet, C&I, publications and global partners to increase reach
  – Review current overseas market arrangements by end 2011

• **Develop a best practice operational model which supports the delivery of our objectives**
Next steps

• **Communications/feedback**
  – share the plan and seek feedback from SCI members eg. presentations, e-news, website and C&I

• **Action plans**
  – with budgets & measurable targets by end year

• **Publish a public version of the final plan on SCI website**
  – for all to view so they can understand SCI future direction

• **Publicise our future direction proactively**
  – to Government, partners and key influencers in business and science