

# Newsletter Committee



- Gather and publish information that focuses on timely, interesting programs that appeal to members and advertisers
  - 11 printed publication per year mailed to **SPE-GCS members** (>12,000 professional members)
  - Advertise **section events** and **recognize** members
  - Industry **advertisement** (and potential source of revenue)
- Newsletter team
  - **Chair/editor** Karin Gonzalez, Chevron
  - **Layout design** Kristie Urbano, DesignGood\*  
Courtney Ryan, DesignGood \*
  - **Printing** Laura Weeks, DiscPro\*
  - **Advertisement** Pat Stone\*

\* External vendors/companies

# Milestones and challenges

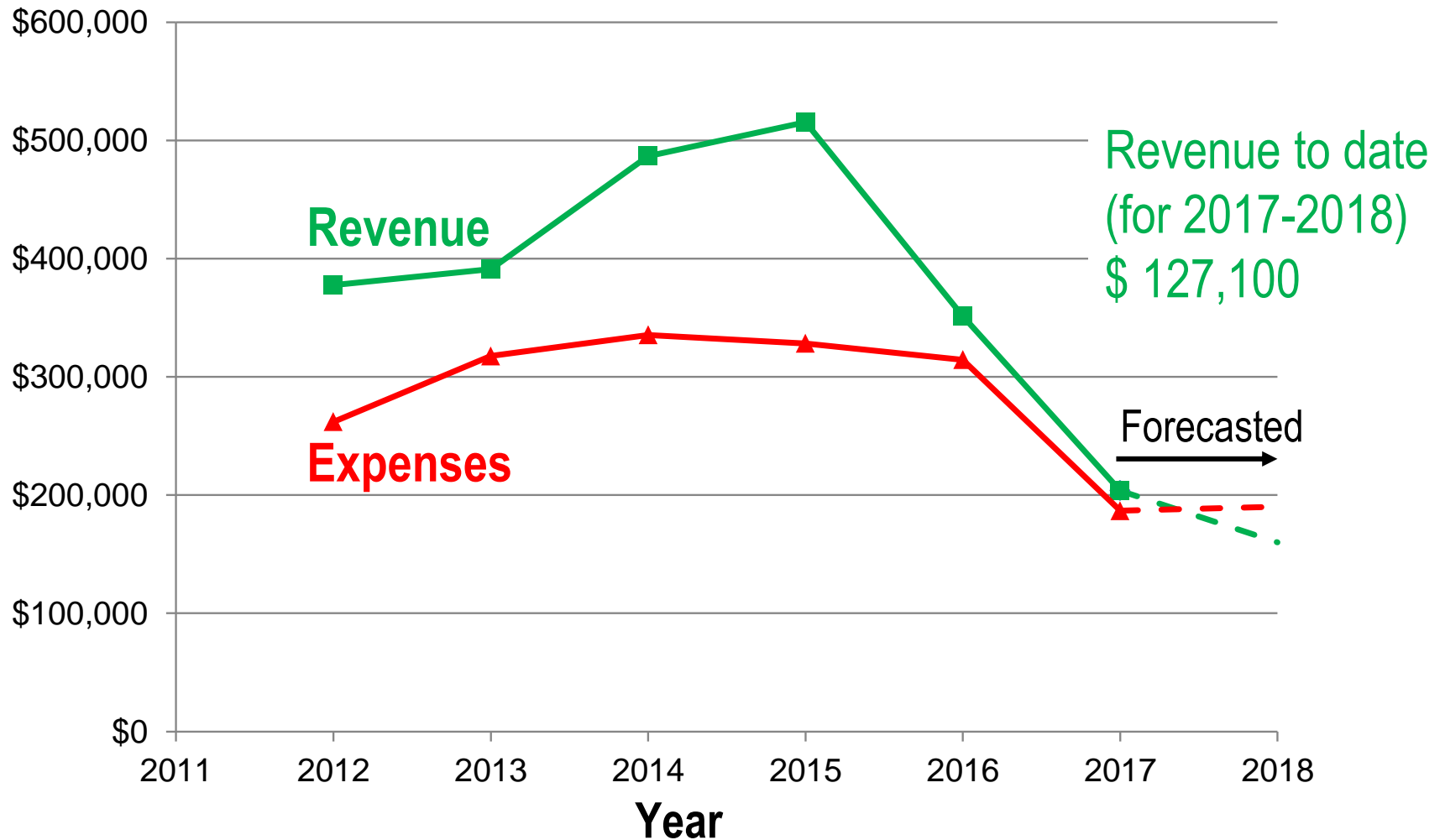
## 2016-2017 milestones

- Maintained **quality publication** reaching our professional membership
- Continued engagement with **advertising** and **sponsoring** companies
- Reduced significantly **printing cost** (page number, printing specifications, etc.)

## 2017-2018 challenges moving forward

- Reduction in number of advertising companies
  - Insufficient revenue to cover production cost
- Need to reverse income trend – explore possible options:
  1. Move from **printed to digital**
  2. **Re-organize committee** with added volunteers to expand advertisement efforts (increase source of revenue)

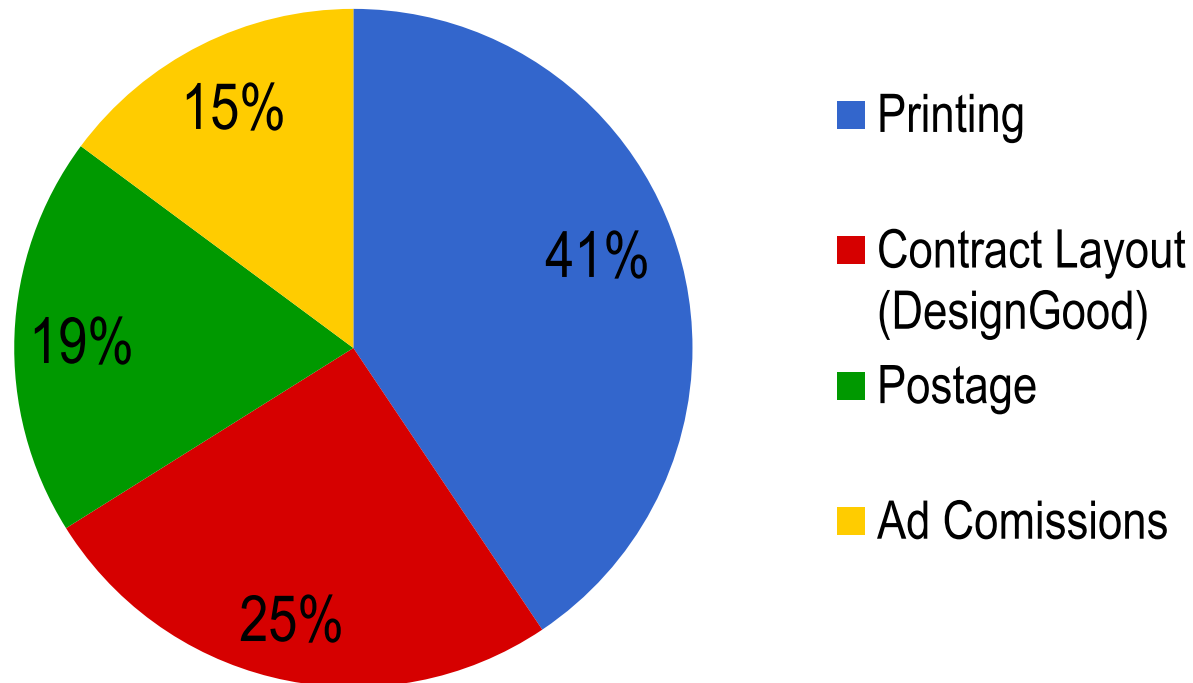
# Newsletter Income 2012-2017



# 2017-2018 Expenses (Budget)

## Total expenses breakdown

Based on forecasted expenses for 2017-2018 (\$190,000/year)



**60% of total expenses dedicated to printing and mailing**

# Option 1 - Newsletter Transition to Digital

## The Good

- Members embrace transition to digital
  - 48% prefer digital; 31% prefer digital + printed (2017 SPE-GCS Survey)
- Move to digital could result in significant reduction in cost
  - 60% of expenses allocated to printing and mailing
- Reduction in production time allows more timely events
- Potential to expand page count (more event recaps, etc.)

## The Bad

- Potential impact in event registration and member engagement
- Potential impact in advertisement revenue

## The Ugly

- May require modification to website and/or delivery format

# Option 2 – Re-organize Newsletter Committee

## The Good

- Continue our traditional reached to SPE-GCS members
- Maintain outlet for future revenue
  - Historically the newsletter was a source of income
- Potential reduction in expenses
  - Reduce ad commissions

## The Bad

- Potential loss for 2017-2018 year cycle
- Uncertainty in potential increase of advertisers

## The Ugly

- Off-cycle volunteers recruiting