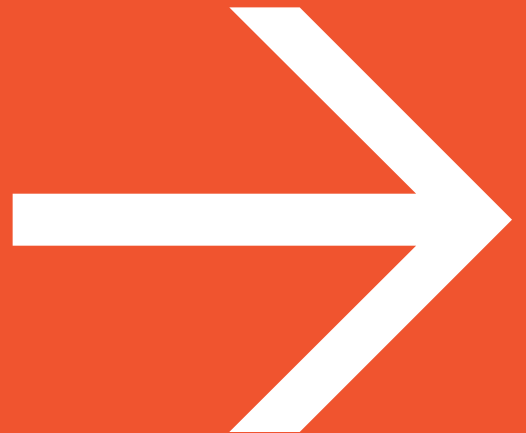




the professional association
for experiential design

SEGD 2022 Strategic Plan





About SEGD

We are a non-profit professional association.

The Society for Experiential Graphic Design is a multidisciplinary community of professionals who plan, design, and build experiences that connect people to place.

We are graphic, information, media, interaction, exhibition and industrial designers, fabricators, architects, technology integrators, brand strategists, students, wayfinding specialists, teachers, and others who have a hand in shaping content-rich, experiential spaces.

We are a community of over 2,200 members from 36 countries who gather locally in 47 chapters and at the annual SEGD Conference and other educational symposiums and events.

By-Laws

SEGD is a U.S. based 501c3 not-for profit education organization. It is governed by a set of By-Laws that were determined at the incorporation of the 501c3. The Board of Directors is the governing body of the Association.



Here East internal atrium wayfinding borrows from electronic circuit language.
Design Team: dn&co **Photo Credit:** Tian Khee Siong, Rory Gardiner, dn&co



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"SEGD is at the leading edge of design.
We create experiences that enhance
the human condition and impact
communities through creativity,
innovation and design excellence."

Cybelle Jones
Chief Executive Officer



MUSEUM OF THE MOVING IMAGE

SEGD CEO, Cybelle Jones, at the 2022 SEG D Branded Environments
event at the Museum of the Moving Image in New York City



When I joined SEGD as CEO in early 2020, we embarked on a tremendous journey to sustain the organization through the pandemic and take steps to fortify our SEGD community. Shortly after, during the peak of racial justice uprisings, we created our SEGD manifesto as a “call to action” that reflected the needs and opportunities for our members as leaders and innovators in creating a more equitable future through experience design.

Over the last two and half years, we have evolved as an organization, embracing change and creating new agile models of communication that help us better serve our membership and community. We learned that virtual access reduces barriers for many, and our efforts to expand our education and support to a broader audience yield a more significant impact and awareness of our talented community.

Through the generosity of our members and partners—through volunteerism and financial support—we’ve been able to achieve much of this foundational work. As we broaden our reach, we must add tools and resources that empower our community. The most significant of these member tools is a total overhaul and redesign of our website and the implementation of a robust new association membership platform.

Next year in July of 2023, SEGD will turn 50 years old. Our organization has always been at the forefront of design for communication and place. But now, we’ve also become essential to the vibrancy and effectiveness of our cultural, financial and commercial communities. The ways that experience design impacts and influences the human condition through interaction and communication in place are essential to our world.

Our members are vital to our future and SEGD is committed to elevating our profession and all connected to this work. This past year has presented an opportunity to reenvision our strategic plan. We began with our members through surveys, planning with the board of directors and interviews and feedback received at the SEGD Conference in Portland last June. The following pages are a continuation of our 50-year evolution and a roadmap to prioritize our strategies.

As we evolve as an organization, this plan will evolve as we learn and lead through design.

With gratitude and commitment,

Cybelle Jones
Chief Executive Officer



Mission

SEGD is committed to advancing the profession of experiential design through education, inspiration, connection and advocacy.



Students from Portland State University's Graphic Design Club displaying their conference branding and attending the 2022 SEGD Annual Conference in Portland, Oregon



Vision

To improve the human experience by creating environments that connect people to place.





Core Values

Our SEGD values are core to all of the work that we do as an organization and as members. We are committed to knowledge sharing and continually raising the standards of practice in a design discipline that has the potential to enrich the lives of people wherever they work, play, shop, learn, travel, or gather.

We are committed to continuously evolving and improving our benefits to our members and the community we serve. In doing so, we hope to live our core values in all the ways that create excellent experiences.

Impact

We believe in the power of design to improve the human experience in the environments we create.

Equity & Inclusion

We value diversity in many forms. We advocate for representation of all voices and equitable access to the design profession.

Learning

We promote mentorship, knowledge sharing, and continuing education.

Collaboration

We build relationships, encourage strategic collaboration, and value a multidisciplinary, cooperative and user centric design process.

Sustainability

We encourage conservation and preservation of resources to ensure a healthy future for our planet and its people.

Professionalism

We foster skill, judiciousness, and a professional code of ethics.



Excellence

We challenge ourselves to make meaningful and inspiring work.







Strategic Priorities

As we head into SEGD's 50th Anniversary year, our strategic priorities are focused on forging a path for continued innovation, reaching a broader audience, and elevating our field as the most impactful practice of design.

Website and Member Platform

As the go-to resource for the field and a virtual hub for connection, our new website and membership platform will enable members to expand their knowledge, areas of influence and marketability. To demonstrate our impact and legacy, the platform creates new opportunities to highlight member firms, professionals, industry partners and educational networks. These tools will begin to roll out in Q3 of 2023 and increase productivity by creating a unified communication platform.

SEGD Committees

Member volunteers plan, present and participate in running education, advocacy, inspiration and connection programs. Our expanded committee structure organizes efforts and defines roles to provide equitable opportunities for member leadership and influence. These committees focus efforts to align with the strategic plan and streamline processes. Existing committees include Academic Task Force, Membership, Chapters, Global Design Awards, Achievement Awards, Racial Justice Committee, Emerging Professionals (previously Young Designers). New committees include the International Committee, and Sustainability.

Membership and Audience

Expanding our membership and audience to be diverse in design practice, location, background, and identity will grow opportunities in professional practice and for next generation of experience designers. This work is happening through launching student chapters, new member outreach and onboarding support programs, diversity involvement goals, regional synergies of our chapters and strategic partnerships with peer professional and educational organizations.

Strategic and Sustaining Partnerships

We are focussed on building a sustainable financial model for SEGD to grow and provide future tools and support for our members. In order to achieve our goals, we need to acknowledge our longstanding supporters, while developing new strategic partnership and fundraising capabilities. Kicking off in 2023 is our SEGD 50th Foundation, to establish our long range development goals. In addition, we will be building a network of internal and external advisors to share thought leadership for our unique enterprise and how we can expand our reach and capacity for education, innovation, connection and advocacy.





Chapter Chair
Dinner



Support SEGD Initiatives

Join our community of professionals who create experiences that connect people to place. We offer many ways to get involved and be a leader in the organization through our regional chapters, speaking opportunities, committee membership, participation in our educational outreach, global design awards, partnership development, annual conference, symposiums, research and archives leading up to our 50th Anniversary events.

To learn more, email us at segd@segd.org



Joy Bailey Bryant (Lord Cultural Resources) presenting at the 2021 SEG D Conference in Philadelphia, Pennsylvania



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