

eGullet Society for Culinary Arts & Letters Strategic Plan

2007

Dear eGullet Society Members, Volunteers and Fellow Travelers,

It's my pleasure to present the Society's 2007 strategic plan. The strategic plan reflects our institutional priorities and the framework within which we operate each year.

The Society is still in the early stages of a major cultural shift from being a website to being a culinary arts society. This shift is occurring at the staff, membership and public levels. It has taken a significant expenditure of energy to begin this shift, and in several places it has encountered significant inertia and obstacles.

With the launch of the eG Forums non-regional reorganization on the eve of 2007, however, the cultural shift has gained momentum. Our strategic plan for 2007 is designed to harness that momentum with a series of major initiatives that will follow and build on the reorganization.

eG Forums regional forums reorganization

Following the eG Forums non-regional forums reorganization will be an eG Forums regional forums reorganization. The projected launch is 3Q 2007. Chris Amirault, eG Forums Director of Operation, will lead the eG Forums regional reorganization team.

eG Features launch

The current eGullet Culinary Institute, *Daily Gullet* and eG Spotlight segments, along with some other editorial initiatives such as eG Radio and the Food Media Digests, will be brought together in a new eG Features segment, administered by an editorial committee headed by Dave Scantland, who will take the title of eG Features Director of Operations upon launch (his current title is eGullet Society Director of Operations). The eG Features launch will also include a redesign of the



eGullet.org home page to reflect the eG Forums/eG Features structure and synergy. (A software upgrade will accompany this redesign.) The projected launch is 3Q 2007. Dave Scantland will lead the eG Features launch, and will present the relevant operational plan.

Technology upgrade

In 2006 we shifted to a new technology model, outsourcing our server maintenance and higher level tech support to Invision Power Systems (the authors of the Invision Power Board software and also our hosting service), while handling routine member queries and minor glitches in house. We're also moving away from expensive, and in many cases unnecessary and unsustainable, software customization. We'll continue to work with Invision Power Systems to have them add our most needed features directly to their base software product, and we'll follow that product's upgrade path going forward. Coincident with the eG Features launch, Invision Power Systems will upgrade our software to Invision Power Board version 2.2 (from version 2.0), which has many improvements in both the user and administrative interfaces.

Volunteer staff reassessment and realignment

The process of reassessing and realigning the eGullet Society's volunteer staff, which started at the end of 2006 with a series of dialogs with each manager, will continue through 2Q 2007. The next phases are:

- Interview and assign new eG Forums managers
- Engage in dialogues with each eG Forums host
- Execute a letter of understanding, including a detailed role description, with each eGullet Society volunteer.

Additional staffing priorities, which will extend through subsequent quarters, are:

- Recruitment of eG Forums, eG Features and Society Development personnel



- Establishment of a formal staff training-communication-evaluation program
- Realignment of the eG Forums specialists program

Dave Scantland and Chris Amirault will lead the volunteer staff reassessment and realignment.

Society development initiatives

The major Society development initiatives for 2007 will be to raise staff and member consciousness about development, and to commence the integration of development into every Society service. In addition, the Society will continue to pursue a diverse array of revenue streams and promotional endeavors. Steven Shaw, eGullet Society Executive Director, will lead the Society development initiatives.

In speaking of "development," it's worthwhile to understand its definition and scope as it applies to the Society. Development is not synonymous with fundraising, though of course fundraising and revenue generation are primary undertakings. Development also includes public, media and donor relations, as well as undertakings that support financial and PR activities – corporate identity and branding chief among them.

Events program and policy changes

In 2006, Steven Shaw and manager Janet Zimmerman led a member-staff discussion group, culminating in a reevaluation of the 2005 events policy. A new events program, incorporating major policy revisions, will be introduced in 2007. This will be a joint effort of eG Forums, eG Features and Society development, and is still in the planning stages. Projected launch is 3Q 2007.



Rebranding

In addition to the eG Forums/eG Features branding initiative, the Society will reexamine all its brands and make changes as warranted. Steven Shaw and Dave Scantland will present a branding proposal to the Society's Board of Directors in 2Q 2007.

With relish,

A handwritten signature in black ink that reads "Steven A. Shaw". The signature is fluid and cursive, with a long horizontal line extending from the end.

Steven A. Shaw, Executive Director