

Visitor Studies Group 2023-2024

Strategic Direction

Mission	<p>From our constitution: The mission of the Visitor Studies Group shall be to champion visitor studies as a force for evidence-based decision-making to encourage and create excellent visitor experiences for all audiences. The VSG is a dedicated community of Visitor Studies professionals who promote dialogue, facilitate debate, and through skills-sharing opportunities provide continuing professional development.</p>			
Sphere	Management & Administration	Conference subcommittee	Networking & Events subcommittee	Communications subcommittee
Areas of focus	<p>Build a sustainable organisation & committee</p> <ul style="list-style-type: none"> • Governance review • Recruitment 	<p>Deliver on our most valued membership & sector benefit</p> <ul style="list-style-type: none"> • Speaker support & increasing representation • Professional Development 	<p>Enhance year-round value & connect members</p> <ul style="list-style-type: none"> • Tea with VSG (online) • Reading Group • Conference social 	<p>Relevant and efficient communication</p> <ul style="list-style-type: none"> • Members newsletter • Promote VSG, its events and benefits
Metrics	<ul style="list-style-type: none"> • Members vote at the AGM • Fill vacant committee positions • Financial sustainability 	<ul style="list-style-type: none"> • Satisfied delegates & speakers • Financial sustainability 	<ul style="list-style-type: none"> • 4 virtual & 4 IRL events to connect the community • Diversify income with non-member attendance 	<ul style="list-style-type: none"> • 4+ newsletters • Members feel informed • Expand sector-wide communications
To achieve	<ul style="list-style-type: none"> • A fit for purpose and sustainable committee and governance structure meeting the needs of our members • Increased membership and member satisfaction • Increased member and non-member engagement with events, socials, reading group and communications • Increased awareness and profile for VSG • Support members and member initiatives, such as the Mentorship Programme 			