

Summary of the Digital Strategy for the College Using E-Media to Grow, Support and Enhance ICD Communications

(Approved by the International Council in October 2016 in Denver, Colorado, USA)

Guiding Principles

- ✓ Overwhelming (70-95 %) preference for digital Globe in recent Globe survey
- ✓ The Globe's appreciated value reported by members is dependent on content not delivery mode
- ✓ As a global, multicultural and multilingual society, print cannot address the phenomenal growth of communication demands on our international organization
- ✓ The Globe print/delivery process is extremely costly and inefficient to target individual readers
- ✓ The ICD Communications Committee, Executive Committee and International Council unanimously voted to adopt the *Digital Strategy for the College*
- ✓ Sections/Fellows can order hard copy editions from the College Office at cost-basis

Increase E-Media

- ✓ Greater interactivity in communications that will engage and entertain Fellows
- ✓ Promotional materials for upcoming ICD events and meetings
- ✓ General ICD informational brochures and resources for public
- ✓ Assistance and promotion of worldwide Fellowship recruitment
- ✓ Enhanced interactive website format for ICD.org
- ✓ More direct, efficient and relevant experience for Fellows with the College Office
- ✓ Significantly increase interactivity between Sections through new sharing/video programs
- ✓ Increase social media presence

The Digital Globe

- ✓ Accessed on multiple platforms
- ✓ Programmable to facilitate Fellows interacting with the College Office
- ✓ Will reflect readers' preference based on-going data gathering programs
- ✓ Reader has option to expand content with links to additional resources or information
- ✓ Speech option for those with impaired reading
- ✓ Font/text enhancements to improve reading experience
- ✓ Multi-media embedded
- ✓ Eliminates geographic barriers dependency on human delivery, customs and other restrictions.
- ✓ Easy to archive and review
- ✓ Can be tagged and searched; easier to filter and reread selected entries
- ✓ Can be easily shared via email and social networking sites