

International Association of STM Publishers

Strategic Communications Committee

Vision, Mission and Objectives

Vision and Mission

Publishers are recognised as valued partners who make an important contribution to the advancement of research

The Strategic Communications Committee leads the STM Association's initiatives across branding, messaging and thought leadership to raise awareness among, and engagement with, the communities we serve, to convey the important contribution that publishers make to research and society

Key Goals

See Brand Messaging Platform

Objectives for 2019

1. Share with the STM Board and Standing Committees the STM **Brand Messaging Platform**. (February). Prepare **Tone of Voice** guidance for STM communications. (March)
2. Propose finalised **Vision, Mission for STM** and Vision/Mission for the Strategic Communications Committee. (February)
3. Recommend to the STM Board how best to communicate to members, and other stakeholders as appropriate, the outcome of the Board's Strategic Review. (February/March)
4. Initiate process for the rebuild of the **STM Website**, beginning with rationale/proposal for audit (February), audit results and proposed scope (to include issue of brand visual identity) (April), then full proposal to proceed for Board sign off (June). Develop tagline as part of the launch.
5. Create **CommsLab**, a group of affiliate members of the SCC, to engage members and their businesses in STM's communications activities. (March)
6. Initiate the marketing **Activation Plan** and develop **metrics** to measure success. (May)
7. Work with the STEC to identify opportunities to highlight the positive contributions made by the industry to the advancement of research. **Key campaigns** may include focus on RA21. (May/June)
8. Collaborate with IPA initiative to define and promote the **value of publishing** in the research sector. (from April)