

Goals-SDNI

Goals

Goals	Spread awareness and increase adoption	Advancing Service Design theories for Indian context
Strategic	Marketing strategies, Service Design community building ,Social media and recruitment framework for new members, volunteers, Partnering and networking with various constituents to hold meet ups	Knowledge, academic and practical expertise- advancing the theory and stitching into the fabric of education within the Indian system Events pertaining to though leadership Reaching out to universities and design institution for different perspectives

Roles

Communications

Finance &
Treasury

Event Management

Acquisition

Executive Board

Marketing & Sales

Branding

Creating Social Media
strategy

Online presence, webpage
and blogs

Developing public relations
and marketing materials for
chapter events

Revenue Model
Channel finances
Accounting

Coordinators
Anchor
Expert
Logistics and
operations

Onboarding
volunteers and
members
Surveying, monitoring
and releasing
quarterly reports

Overseeing
leadership team
Development of
chapter's growth
strategies, vision and
goals

Channel Finances

