



Barbara H. Lange

The Dawning of a New Century for SMPTE

The state of your Society is strong and we are ready to seize the momentum as we embark on our next century! From within all our three pillars, your Society is moving forward on many initiatives. The Board is actively working on a strategic plan that will carry us forward into 2020 and beyond. I would like to tell you about what is happening and where I see the opportunities to grow while overcoming the ever-present challenges.

Let us start with the Membership pillar where we continue to see growth. From 2014 to 2015, we saw an impressive 8% growth in membership, which is holding true to 2016. That is pushing us ever closer to 7,000 individual members across the globe. Even better, we are seeing significant growth in our student membership—today, representing about 14% of overall membership. During the latest Board meeting, three new student chapters were approved, including a charter high school from Albuquerque, New Mexico, bringing our total student chapters to 27. While an impressive figure, it is still rather low, considering all the interesting media research that is happening today.

At that same Board meeting, we were happy to welcome the newest Section to the SMPTE family, in Poland. Thanks to the good work by Thomaz Witkowski and Kamil Rutkowski, with advice from U.K.'s Peter Weitzel, the SMPTE Poland

Section is up and running with a few events already on their schedule. Our hope is to continue to grow membership among our individual and institutional members to further the good work of the Society.

In Education, we continue to expand services and enlighten more individuals year over year. From more than 20 webcasts to four virtual classroom courses (the latest on IMF comes online in January 2017) to nine issues of the Journal to our many conference events and Section meetings, SMPTE is educating thousands of people each year. We hear from many members that we need to “up the game,”—provide more practical training on topics that support the standards work, incorporate more motion imaging in our educational offerings that help demonstrate a concept more easily. The addition of such benefits and services enables SMPTE to continue to be the source of knowledge in our specific domain.

With our Standards pillar, there is much to report. In 2016, we published the most standards documents in a year than ever before—over 70! That takes a lot of work from a lot of people who dedicate their time and energy to the due process. This work is

happening in many sectors of our business, including high dynamic range, time code, video over IP, network management, and so much more. Keeping abreast of these developments is becoming challenging as the work increases and the standards community continues to share its findings.

As we enter the new year and a new century for the Society, the Board will be taking a closer look at our vision for the future, let us call it Vision 2020, at its strategy retreat.

As we enter the new year and a new century for the Society, the Board will be taking a closer look at our vision for the future, let us call it Vision 2020, at its strategy retreat.

With all our successes, it is a good time to reevaluate who we are, what we are doing, and why. It requires us to understand the changing landscape that is membership and how we are serving it with our products, services, and programs. What global market forces challenge our thinking as we live in a world of renewed populism, and what skillsets will be required to achieve our goals—from both staff and volunteers? The Board will be discussing these ideas and others, resulting in an actionable roadmap plan that will carry us through to 2020 and beyond. Your voice is important to the process. Please feel free to contact me if you have ideas. I look forward to an exciting 2017 and a strong and prosperous next century!