

The officers of the Professional Engagement Growth & Advancement Special Interest Section during 2015-16 were Michelle Hook Dewey, Chair; Patricia Dickerson, Secretary-Treasurer; and Eve Ross, Member-at-Large. The Vice Chair position was vacant during this year.

As PEGA-sis entered its second full year as a special interest section the main goal of the year was to establish structures and systems for the SIS. The PEGA Executive Committee established standing committees for the SIS and created specific objectives for each new standing committee. Among the most important of these committees are the Education Committee and the Marketing Committee.

The Education Committee developed the structure and policies for a PEGA-sis blog. During the past year the blog was established and used to promote member news, career opportunities, and job-related programming. Under the direction of the PEGA Executive Committee, the Education Committee devised a comprehensive plan for establishing a more regularly publishing blog. The blog should launch in its new iteration before November of 2016. In addition, the Education Committee has put a long standing plan into action by launching the SISership program. The SISership will assist PEGA-sis members in their career growth by sponsoring PEGA members to be active in other SISs. The goal of the program is twofold. First, it serves PEGA-sis' core mission by providing members opportunities to develop and grow their careers. Secondly, it advances the collaboration among the various SISs in AALL.

The Marketing Committee also worked hard to complete several objectives in the past year. As a new SIS PEGA-sis needed to make marketing and outreach a priority for 2015-16. The Marketing Committee achieved this goal by revamping the PEGA-sis webpage and establishing a strong social media presence. PEGA has productively leveraged Facebook, Twitter, and LinkedIn to successfully engage and promote the membership and their activities. The committee also developed a successful social media marketing campaign to build excitement leading up to the annual meeting. The campaign, #PEGAprep asked individuals to post photos of how they were preparing for the annual meeting and post the pictures to social media with the campaign hashtag. Both members and non-members participated in the campaign and the photos were printed and posted to the PEGA-sis board at the annual meeting. The committee intends to reboot the campaign in preparation for Austin