

President's Corner

Planting the Seed of Feedback



Feedback is crucial in two-way communication to ensure both sides are on the same page and can prevent misunderstandings or confusion. It also strengthens the trust and rapport between the sender and the recipient. Giving constructive feedback on communication is a crucial leadership trait.

In July 2024, EWTG initiated a crucial step in our journey toward improvement by distributing a comprehensive feedback survey to our esteemed members and non-members. Your participation was not just appreciated, but it was the cornerstone of our efforts to identify areas of concern and make recommendations for enhancement. We are deeply grateful to all those who took the time to share their valuable insights with us.

Upon reviewing the responses, we have identified a common thread of a need for better communication and marketing within our organization. In response, we have acted swiftly. We have bolstered our monthly newsletter, expanded our social media footprint, and increased the availability of recorded skills-based webinars. Your feedback has not only been heard and respected, but it has also ignited our unwavering commitment to continuous improvement. We are optimistic about the positive changes that lie ahead.

We also conducted a deep dive to update our Strategic Plan and are now updating the organization's bylaws. On Friday, August 23, 2024, a virtual meeting was held at noon with the membership, and board members reviewed the proposed changes to the bylaws. This meeting was recorded and will be available on the members-only portion of the website. These recommendations were sent electronically to the membership and voting on the proposed changes began on August 26, 2024 and will end on September 8, 2024.

Submitted by Theresa McShan
EWTG President, 2023-2024