



expanding horizons



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EXPANDING HORIZONS GETS A MAKEOVER!

By Kathryn Baker

Expanding Horizons has long been providing the Education and Research Section members with valuable articles and updates on section activities, and although it's true what they say, "It's what's on the inside that counts," we thought it was time to bring the look of the e-newsletter up to the same level of the content!

In an effort to create a more dynamic and relevant look and feel that meets the standards of the profession's brand, the SOA has redesigned all of our newsletter publications (print and electronic) over the last year.

You will notice that the new *Expanding Horizons* layout is much more colorful and looks more like an actual newsletter. All the articles are now listed in the "In This Issue" section in the left navigation which will take you directly to the full text of the article on *SOA.org*.

We've also added some more features that readers will enjoy like the "Links" section where you can quickly access frequently visited pages on *SOA.org* such as the home page of the newsletter where you can find past issues, the E&R Section's newly designed Web page, as well as the pages for the Individual Grants and SOA Doctoral Stipends programs.

You can still print the "printer friendly" version of the newsletter and we continue to give you the option to forward the newsletter to colleagues and friends straight from the e-mail. In addition, when you click on the link for the full text of any article, it takes you to the *Expanding Horizons* newsletter on *SOA.org*. On this page, there is a "Share" option which we've added that enables you to bookmark or e-mail the article as well as sharing it on numerous social media sites such as Twitter, Facebook, LinkedIn, Digg.com and more.

Lastly, there is the "contact the Editor" link in the e-mail as well as on the SOA.org newsletter page. Please feel free to send us feedback on the newsletter. Whether it is comments about the new look and feel, or to suggest an idea for an article, we are always open to reader feedback!

Actuaries
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