

Editor's Note New Beginnings

By Eric Nee

Stanford Social Innovation Review Summer 2023

Copyright © 2023 by Leland Stanford Jr. University All Rights Reserved

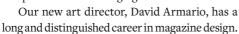
Stanford Social Innovation Review www.ssir.org
Email: editor@ssir.org

Editor's Note New Beginnings

THIS ISSUE OF *Stanford Social Innovation Review* marks several significant changes. In the last issue, which celebrated our 20th anniversary, I announced that our publisher, Michael Voss, and art director, David Herbick, were leaving the publication. I am now happy to announce that Marcia Zellers has joined *SSIR* as our new publisher, and David Armario has joined as our new art director.

Marcia Zellers started her career in magazine publishing, working as associate marketing director at teen girls' magazine *Sassy*, marketing director at *Spin* (then the world's second-largest music magazine after *Rolling Stone*), and publisher of the music magazine *Reflex*. She then moved into the digital world, becoming cofounder of MTV Online, where she led MTV's joint venture with Yahoo to create a music search engine. From there she joined Warner Brothers as supervising producer of Entertaindom, one of the early entertainment web portals and streaming services.

Since then, Marcia has spent time working in the nonprofit sector as director of the American Film Institute's digital content lab; in higher education, where she oversaw digital marketing to students for the Fashion Institute of Design and Merchandising; and most recently back again in the for-profit sector, where she has held a variety of positions at digital-marketing, advertising, and branding agencies, including chief creative officer, director of brand and customer experience, and president and managing director.





He was the design and art director of the monthly science magazine *Discover*, where he led a redesign of the publication. He was design and art director of the monthly *Men's Journal*, one of the most popular consumer magazines targeted at men. And he was creative director of the monthly lifestyle magazine *Los Angeles*, where he also led a redesign.

More recently, David has led his own creative design and art direction studio, David Armario Design, which works with publications and retailers. He is the art director of several magazines, including *Stanford Medicine* and *Stanford Lawyer*. And he works with corporate clients as well, including Pottery Barn, Crate & Barrel, and Eileen Fisher.

I also want to call your attention to our magazine's new design. Over SSIR's 20-year history, the magazine has had three art directors, and each one has put his imprint on the publication. With this new design, David has created more white space, making the pages more pleasing to look at and the articles easier to read. He has also introduced a more contemporary design for the departments—"What's Next," "Field Report," "Viewpoint," "Research," and "Books." And he has refashioned the "Feature" and "Case Study" articles to make them more lively and visually engaging, adding more illustrations and more creative treatment of headlines and the overall layout. We hope you like it.

One thing that has not changed at *SSIR* is our mission. We remain committed to providing a media platform where people engaged in social change from all parts of society—nonprofit, government, and business—and from around the world can come together to share new ideas and practices, critique existing ones, and, most important, learn from one another. — ERIC NEE

StanfordSOCIAL INNOVATION Review

EDITOR-IN-CHIEF Eric Nee
PUBLISHER Marcia Zellers
ACADEMIC EDITOR Johanna Mair

DEPUTY EDITOR, PRINT David V. Johnson DEPUTY EDITOR, DIGITAL Bryan Maygers EDITORS Aaron Bady, Marcie Bianco, Barbara Wheeler-Bride GLOBAL EDITIONS EDITOR Jenifer Morgan

ART DIRECTION David Armario Design COPY EDITORS Elissa Rabellino, Annie Tucker PROOFREADER Dominik Sklarzyk

PUBLISHING AND MARKETING MANAGERS
Brian Karo, Shayani Bose
MARKETING COORDINATOR Christie Honore
ADVERTISING Adam Steinhorn, Involved Media
SPONSORSHIP Cynthia Lapporte, Oak Media
WEBSITE DESIGNERS Arsenal, Hop Studios
PRODUCTION COORDINATOR Yulia Strokova

SSIR ACADEMIC ADVISORY COUNCIL

Paola Perez-Aleman, McGill University; Josh Cohen, Stanford University; Alnoor Ebrahim, Tufts University; Marshall Ganz, Harvard University; Chip Heath, Stanford University; Andrew Hoffman, University of Michigan; Dean Karlan, Yale University; Anita McGahan, University of Toronto; Lynn Meskell, Stanford University; Len Ortolano, Stanford University; Francie Ostrower, University of Texas; Anne Claire Pache, ESSEC Business School; Woody Powell, Stanford University; Rob Reich, Stanford University

STANFORD CENTER ON PHILANTHROPY AND CIVIL SOCIETY

FACULTY CODIRECTORS Patricia Bromley, Woody Powell, Rob Reich, Robb Willer

EXECUTIVE DIRECTOR Priya Shanker
PACS TEAM Rebecca Abella, Lucy Bernholz, Kathryn
Davis, Cristyn Filla, Kylie Fuller, Isaias Ghezae, Elyse Lee,
Anh Le, Heather Lord, Nithya Magal, Micah McElroy,
Vera Michalchik, Lillian Nguyen, Toussaint Nothias,
Chrystal Redekopp, Benjamin Rosenthal,
Christian Seelos, Yi Zhao

STANFORD CENTER ON PHILANTHROPY AND CIVIL SOCIETY ADVISORY BOARD

CHAIRMAN Laura Arrillaga-Andreessen
MEMBERS Herbert A. Allen III, Laura Arnold, Roy Bahat,
Ted Janus, Kathy Kwan, Carter McClelland, Felipe
Medina, Kim Meredith, Jeff Raikes (ex officio),
Elizabeth Danhakl Reed, David Siegel, Darren Walker,
Yilan Zhao.

Stanford Social Innovation Review (ISSN 1542-7099) is published quarterly by the Stanford Center on Philanthropy and Civil Society, a program at Stanford University's School of Humanities and Sciences: 559 Nathan Abbott Way, Stanford, CA 94305-6042. Phone: (650) 724-3309, Fax: (650) 725-9316.

Subscription Prices (One Year) Personal, \$54.95 U.S./Canada and \$69.95 international for print and digital, \$39.95 for digital only. Institutional, starting at \$300.

Subscriber Services Stanford Social Innovation Review, PO Box 426, Congers, NY 10920-0306. Call 888-488-6596 (toll free) or 845-450-5202 (outside U.S.). info@ssir.org

Article proposals, advertising, and reprints go to ssir.org

Postmaster Send address changes to Stanford Social Innovation Review, Member Services, PO Box 426, Congers, NY 10920-0306. Volume 21, Number 3, Summer 2023. Stanford Social Innovation Review and the Stanford Center on Philanthropy and Civil Society are part of Stanford University's tax-exempt status as a Section 501(c)(3) "public charity." Confirming documentation is available upon request

Stanford Social Innovation Review was established in 2003 by the Center for Social Innovation at the Stanford Graduate School of Business. The founding publisher is Perla Ni. The former academic editors are Stephen R. Barley, James A. Phills Jr., Robert Scott, David Brady, and Chip Heath



