



NASIG STRATEGIC PLAN  
2022-2027  
MAY 2022

## Table of Contents

<b><i>Executive Summary</i></b>	<b>3</b>
<b><i>NASIG Mission and Vision</i></b>	<b>4</b>
Our Vision	4
The Mission	4
Possible Implementation areas	5
Accountability Metrics	5
<b><i>Strategic Direction #2: Engage membership with effective communication strategies and foster new models for having conversations outside of conferences</i></b>	<b>5</b>
Possible Implementation Areas	6
Accountability Metrics	6
<b>Strategic Direction #3: Support New and Ongoing Developments related to the Management and Accessibility of Information Resources</b>	<b>7</b>
Possible Implementation Areas	7
Accountability Metrics	8
<b><i>Strategic Direction #4: Ensure NASIG is a financially sustainable organization</i></b>	<b>8</b>
Possible Implementation areas	8
Accountability Metrics	8

## Executive Summary

As we move forward after a years-long pandemic and period of social and political tumult in the United States, NASIG the organization must continue working towards supporting information professionals internationally. We must make progress in relation to equity and inclusion because it affects every facet of our lives—both professionally and personally—and our work for the next five years should reflect this. Equity does not only affect our experiences in the office but affects scholarly and creative opportunities for marginalized and underrepresented groups across the membership. As with our last strategic plan and establishment of our motto, “transforming the information community” this will continue because transformation should be the constant or else we stagnate as a profession.

These strategic directions the NASIG organization will be undertaking for the next five years are interdependent of each other and are the responsibility of all committees. This is not a prescriptive list of actions needed to be taken over the next five years, rather, suggested ways to measure where we should focus our efforts. Each strategic direction works collectively with each other, for example, open scholarly publishing may keep historically marginalized groups from sharing their scholarship with the profession at large. This is followed by accountability metrics, so that the organization can assess itself and determine whether it is moving in the right direction.

The pandemic opened up communication amongst all of us and we should remember that we are strongest when we communicate with each other from all over the world. We need open communication within and outside of the organization, regardless of system or job description. Collaboration within the information community will equip professionals to develop their skills and work efficiently, allow us to speak up in meetings or negotiate a better salary. None of this work should be done for free because as the old saying goes, “you get what you pay for” and NASIG continues to offer the most relevant information to information professionals working with electronic resources, serials and scholarly communication.

Strategic Planning Task Force:

Ilda Cardenas, Chair  
Rivkah Cooke  
Neal Fricks  
Sonali Sugrim  
Rebecca Tatterson  
Betsy Appleton

## NASIG Mission and Vision

### Our Vision

NASIG is an independent organization working to advance and transform the management of information resources. Our ultimate goal is to facilitate and improve the distribution, acquisition, and long-term accessibility of information resources in all formats and business models.

[Adopted 11/10/2014]

### The Mission

There are three key components to NASIG's mission:

1. NASIG supports a dynamic community of professionals including, but not limited to, librarians, publishers, and vendors engaging in understanding one another's perspectives and improving functionality throughout the information resources lifecycle with an emphasis on scholarly communications, serials, and electronic resources.
2. NASIG provides a rich variety of conference and continuing education programming to encourage knowledge sharing among its members and to support their professional and career development.
3. NASIG promotes the development and implementation of best practices and standards for the distribution, acquisition and long-term accessibility of information resources in all formats and business models throughout their lifecycle. In addition to developing best practices, NASIG supports the development of standards by NISO, an affiliated organization.

[Adopted 11/10/2014]

## Strategic Direction #1: Incorporate equitable and inclusive practice throughout the NASIG organization

Equity and inclusion are important in the information profession, and it makes the organization and membership stronger by incorporating E&I into the organization. Although the E&I committee will lead by example, all NASIG organizational members and leaders should be responsible for this.

### Possible Implementation areas

1. Embed E&I into all NASIG organization's committee charges.
2. NASIG the organization must develop an openness for change and re-envision structures and systems in the organization that are not conducive to equitable and inclusive practices.
3. Develop strategic partnerships with other groups like National Associations of Librarians of Color, library accessibility alliance and others.
4. Commit funding for webinars hosted/co-hosted by E&I.
5. Create opportunities for supporting E&I within NASIG.
6. Eliminate/minimize barriers to participation by membership.

### Accountability Metrics

The basic metric for this is:

1. The Equity and Inclusion committee should lead the example for other committees by adding its commitment to equity and inclusion in its committee charge.
  - a. All committees should look within for areas of improvement.
2. All committees and board represent diversity in membership.
3. Set up meetings to reach out to similar groups in other library professional organizations.
4. Provide programming related to topics of equity and inclusion.
5. Work with the Membership Committee to incorporate E&I values into other committee structures.

## Strategic Direction #2: Engage membership with effective communication strategies and foster new models for having conversations outside of conferences

Communication plays a key role in keeping membership and the information community informed of the important work NASIG does. NASIG should continue to explore outlets for communicating and connecting with membership and the community of information professionals. As new communication tools emerge or existing tools advance, NASIG should engage in dialogue about effective and preferred ways to keep members abreast of developments in the areas of librarianship and scholarly communication.

### Possible Implementation Areas

1. Reestablish the NASIG Newsletter or establish a suitable replacement.
  - a. Transparency removes barriers to organization.
2. Create a formal sharing platform that would allow members to share their work.
3. Utilize the NASIG Blog to feature the work of a NASIG committee each month.
4. NASIG will offer virtual e-forums in collaboration with the Program Planning Committee and the Continuing Education committee for OER librarians, e-resource librarians and scholarly communication librarians as a venue to exchange ideas.
5. Utilize NASIG communication channels to have conversations with each other
6. Revitalize mentorship program.
7. Revitalize NASIG pen pals to match members not working on a committee, and outside of the conference mentoring program in an effort to share interests and network.

### Accountability Metrics

The basic metric for this is:

1. NASIG will be successful in this initiative if communication channels are managed effectively, and new strategies are employed to allow members to share information about workplace roles and any areas of importance.
2. Members need to stay informed of work happening within committees.
3. Mentorship and pen pals program is an opportunity to provide a support network to marginalized and underrepresented members.

## Strategic Direction #3: Support New and Ongoing Developments related to the Management and Accessibility of Information Resources

NASIG should expand its support to facilitate and improve the distribution, acquisition, and long-term accessibility of information resources. In particular NASIG should support information professionals in efforts to make scholarly content accessible by removing barriers to access including finances and location. Sharing knowledge is equitable to both the information producer or consumer. In addition, NASIG should strengthen its partnerships in expanding areas related to technology and systems by facilitating programs and documenting best practices.

### Possible Implementation Areas

1. Collaborate with NISO and other organizations that relate to infrastructure
  - a. Support the development of infrastructure to facilitate open access publishing, knowledge bases, and other key areas of interest to NASIG membership.
  - b. Share tools and best practices for migrating between different systems (e.g. checklists that can be tailored locally) and the proactive management/maintenance of integrated library systems.
  - c. Update NASIG's resources that relate to acquisitions, electronic resources and scholarly communications.
2. Provide ongoing support for information professionals, in particular mid-career professionals, through the conference and year-round programming
  - a. Share current trends (e.g. COUNTER change for ACRL) with NASIG membership.
  - b. Foster conversations about priorities for mid-career librarians (how to get good ROI, assessment, management needs, systems and best practices like federated access etc.).
  - c. Provide programming featuring early adopters of new systems, resources, and technology.
  - d. Create opportunities that encourage interactions between information professionals (email listserv, conversation groups, etc.).
3. Explore ways for NASIG to serve as a resource to support open and affordable scholarly communication.
  - a. Build on NASIG's strengths to create tools that support libraries and librarians (e.g. core competencies, environmental scans, etc.).
  - b. Foster collaboration between libraries and publishers to develop financially responsible methods for funding open access publishing.
  - c. Continue to enhance partnerships with existing and new organizations in the field.

## Accountability Metrics

The basic metric for this is:

1. NASIG will be successful in this strategic initiative if it creates documents and hosts webinars related to these areas.
2. Increase the number of conference presentations, and webinars related to open scholarly publishing.
3. The groups that are especially accountable for this strategic direction are the Open Initiatives Committee, Continuing Education Committee, Standards Committee and the NASIG Executive Board.

## Strategic Direction #4: Ensure NASIG is a financially sustainable organization

Members of the information community, particularly library workers, are facing increasing financial pressures, both on personal and institutional/organizational levels. NASIG needs to be responsive to this situation to ensure inclusive, equitable participation in NASIG endeavors. The current model of primarily relying on membership dues and in-person conference revenue to fund NASIG will not continue to be financially sustainable without also addressing these pressures.

### Possible Implementation areas

1. Find/create new revenue streams.
2. Reinvigorate current revenue streams, such as: increase the number of paid Continuing Education webinars offered annually; continue developing sponsorship opportunities.
3. Reduce operational costs for conferences while maintaining quality and relevance, potentially through reducing the frequency of in-person/hybrid conferences.
4. Identify creative ways to subsidize low/no-cost participation for NASIG membership and the wider information community in professional development activities.
5. Advocate on behalf of membership for salary transparency, such as by working with partner organizations to conduct salary surveys that could be used by membership to better negotiate salaries within their institutions.

## Accountability Metrics

The basic metric for this is:

1. If NASIG can meet our annual fiduciary responsibilities with our annual revenue and NASIG membership can afford to participate in NASIG in ways that are useful to them, we are moving in this direction.
2. The groups that are especially accountable for this include the NASIG Executive Board, Continuing Education Committee, Conference Planning Committee, and Evaluation and Assessment.