We are already halfway through my term as president, and I want to share with you details of some of the important work that has been taking place this year. In addition to the strategic planning initiative that I have reported on in previous columns, the Information Professionals Task Force and the International Relations Committee have been hard at work and this column is devoted to updates on their activities.

**The Information Professionals Task Force**

The overarching goal of the Information Professionals Task Force (IPTF) is to increase awareness and interest in the information professions, broadly defined as professionally trained workers in information intensive positions. Established in 2009, the task force has sought to better define this field, collaborate with other associations of information professionals and develop a website aimed at the general public, students, information professionals and employers. Co-chaired by Nancy Roderer and Diane Rasmussen Pennington, the focus of the current year for the IPTF has been on two activities: 1) expanding the information professionals website from a demo website (developed when I chaired the IPTF in 2013) to a public one and 2) identifying ways to make information professional practitioners feel more included in ASIS&T.

To address the website goal, Pascal Calarco was hired as a consultant, and he and his team have been working closely with task force members throughout the year. Work began with the development of a content strategy and information architecture for the site and moved on to revising previous content and adding...
substantial new content. A key component of developing the
content strategy was the creation of six user personae representing
different types of potential users. The demonstration site was
transferred to a WordPress platform. Working from the content
strategy, existing content was reviewed, updated and revised to
better address the anticipated users. We expect to have the public
site ready and available for promotion before the Annual Meeting.
The site in process can be viewed at http://infoprofessionals.org/
and comments and suggestions are welcome.

In parallel with these activities, the task force reached out to
other information professional organizations to identify people
willing to have bios on the site and representative job descriptions.
Among the collaborating associations are the Coalition for
Networked Information, the Association for Information
Systems, the IA Summit, Information Architecture Institute,
International Council on Archives and the American Medical
Informatics Association. Social media and career links from the
collaborating organizations will be included on the site. The site
will also highlight information professional career paths and job
descriptions and will provide leads to selected educational
programs, jobs and collaborating professional organizations.
Contacts with other organizations, including additional
international ones, are ongoing. To supplement the bios obtained
through this approach, task force members have also requested
assistance directly from some of their professional contacts.

To identify ways to make ASIS&T more attractive to
practitioners, the task force decided to conduct a survey of people
in other information professional organizations, and work has
begun on survey development. The task force will use members
of some of the organizations contacted for the website to get
survey recipients.

International Relations Committee

The International Relations Committee (IRC) focuses on
ways ASIS&T can continue to support information science
academics, students, professionals and institutions worldwide.
The IRC is co-chaired by Diane Sonnenwald and Mei-Mei
Wu. Members include Fidelia Ibekewe-SanJuan, Irene
Onyancha, Hans-Christoph Hobohm, Yan Zhang, Jane
Greenberg, Yuelin Li, Christian Schögel, Marica Saprop-
Ficovik, Ying-Hsang Liu, and Xiaojun (Jenny) Yuan.

To assist ASIS&T headquarters and the ASIS&T social
media manager in their efforts to recruit and retain members,
testimonials from members in Australia, China and France were
collected. These testimonials provide personal stories regarding
the benefits of participating in ASIS&T and are intended for use
on the ASIS&T website and in promotional materials. The IRC
has also been active in obtaining feedback on the new website
from students in Africa, Europe and Asia. The goal of this
initiative is to ensure that the new ASIS&T website reflects the
global nature of the Association, rather than reflecting a North
American perspective. The Board generously allocated 40 free
one-year student memberships to be awarded to students who
provide feedback. Ten additional matching student memberships
for students in the Asia-Pacific Chapter region were obtained
from an anonymous donor. The IRC has also submitted a new
membership dues proposal that takes into account all categories
of membership and different income levels in countries. The
proposal was endorsed by SIG/III and is currently under
consideration by the Board.

I highlighted the work of these two groups in this column
because their work directly aligns with the goals I outlined for
the year and because information professionals (practitioners)
and international members are among the categories of members
that ASIS&T has identified as important for the Association’s
ongoing success. As the only professional association that
bridges the gap between information science practice and
research, it is critical that we continue to attract and retain
practitioners in our Association. We also want to make sure that
our members, who span the globe, feel included and welcomed
in our Association. I wish to thank these hard working
committees/task forces for their significant contributions.