

ASIS&T STRATEGIC PLANNING TOWN HALL MEETING

SEPTEMBER 29 and OCTOBER 1, 2015

asis&t

Association for Information Science and Technology

AGENDA

- Background
- Discussion of the draft Strategic Plan
- Questions for you
- Next steps

BACKGROUND

WHY STRATEGIC PLANNING?

- Provide strategic direction for ASIS&T, thus setting the Association up for long-term success;
- Review ASIS&T's mission, vision, and goals and translate these into clear actions that can be reported on;
- Allow the Association to better align resources with strategic goals; and
- Ensure the Association is meeting membership needs and being more transparent.

HOW DID WE GET HERE?

- We listened to members and non-members from around the world
 - Focus group interview sessions, Surveys, Poster board questions
- We analyzed data
 - Membership reports, International relations reports, Academic Institutional School Membership Survey report
- We asked questions
 - *What does ASIS&T membership mean to you?*
 - *What distinguishes ASIS&T from your other professional affiliations?*
 - *How can ASIS&T help you achieve your goals?*
 - *What ASIS&T benefits would help you most and enhance your membership?*
- We worked collaboratively
 - Strategic Planning Task Force, ASIS&T Board

WHAT DO WE NEED FROM YOU?

- Is there anything in the draft strategic plan that should be added? changed? eliminated?
- Do you have suggestions/ideas that will help move ASIS&T successfully forward?
- Are you interested in helping ASIS&T in any of these areas?

DISCUSSING THE STRATEGIC PLAN

<http://bit.ly/1MprSoL>

5 STRATEGIC DIRECTIONS

- 1) Membership
- 2) Programs/Services/Mentoring
- 3) Publications/Communications/Social Media
- 4) Publicity/Outreach/Advocacy
- 5) Institutional Knowledge

1. MEMBERSHIP

- **Goal 1.1: Retain both new and continuing members.**
- **Goal 1.2: Increase regular memberships.**
- **Goal 1.3: Increase student and transitional memberships.**
- **Goal 1.4: Attract new academic, professional, and institutional members.**
- **Goal 1.5: Improve membership system integration and access.**

2. PROGRAMS/SERVICES/MENTORING

- **Goal 2.1: Realign existing conferences, meetings, webinars, workshops, and other programs and services to meet more closely the needs of both academics and professionals.**
- **Goal 2.2: Provide a more effective conduit between academics and professionals.**
- **Goal 2.3: Expand and strengthen programs and services at the local/regional, SIG, and international levels.**
- **Goal 2.4: Introduce a variety of mentoring programs for academic and professional leadership.**

3. PUBLICATIONS/COMMUNICATIONS/SOCIAL MEDIA

- **Goal 3.1: Improve the global impact of ASIS&T publications, communications and social media outlets.**
- **Goal 3.2: Engage in a range of communication, publication, and social media activities to give people reasons to “like” or “follow” ASIS&T by providing content of interest to them.**
- **Goal 3.3: Re-envision and strengthen the Annual Meeting Proceedings, exploring ways to enable the AM Chairs and reviewers to get scholarly publishing credit for their contributions.**

4. PUBLICITY/OUTREACH/ADVOCACY

- **Goal 4.1: Improve communications with ASIS&T members regarding Association activities and resources.**
- **Goal 4.2: Provide effective communication about the value and purpose of ASIS&T to multiple audiences in all regions of the world.**
- **Goal 4.3: Explore ways to bring ASIS&T into policy debates and media coverage of current events.**

5. INSTITUTIONAL KNOWLEDGE

- **Goal 5.1: Assess the current institutional knowledge and knowledge management practices of the ASIS&T community.**
- **Goal 5.2: Develop processes, practices, and mechanisms for capturing the institutional knowledge of the ASIS&T community.**
- **Goal 5.3: Implement processes and practices to preserve the institutional knowledge of the ASIS&T community.**

QUESTIONS FOR YOU

ASIS&T MISSION STATEMENT

“The mission of the Association for Information Science and Technology is to advance the information sciences and related applications of information technology by providing focus, opportunity, and support to information professionals and organizations.”

ASIS&T VISION STATEMENT

“Establish a new information professionalism in a world where information is of central importance to personal, social, political, and economic progress by: Advancing knowledge about information, its creation, properties, and use; Providing analysis of ideas, practices, and technologies; Valuing theory, research, applications, and service; Nurturing new perspectives, interests, and ideas; Increasing public awareness of the information sciences and technologies and their benefits to society.”

NEXT STEPS

- Collect feedback through social media, email, online discussions
- SPTF revise draft strategic plan to address member feedback
- SPTF deliver revised strategic plan to the ASIS&T Board prior to AM
- Board adopts strategic plan during the 2015 Annual Meeting

Thank you for participating!

- Thank you to the Strategic Planning Taskforce, chaired by Michael Leach, and to the ASIS&T Board
- Share additional feedback **through October 9th**
 - Email us at planning@asist.org
 - Tweet to us [@asist_org](https://twitter.com/asist_org)
 - Post on our [Facebook page](#)
 - Post on our [LinkedIn group](#)
- ASIS&T strategic planning site: <https://www.asist.org/about/strategic-plan/>