NISO Strategic Plan, July 2020 - June 2023

NISO's mission is to build knowledge, foster discussion, and advance authoritative standards development through collaboration among the cultural, scholarly, scientific, and professional communities

Overview

An organizational mission is a statement about where we should be headed and what we will do to achieve that goal. A vision is why we are going there in the first place. NISO has always been focused on a mission of building knowledge, fostering discussion, and advancing authoritative standards development through collaboration. Over the past decades we have succeeded in serving libraries, publishers, and supporting service organizations. Following our merger with NFAIS, we now have the resources, a larger, more invigorated community, and the platforms that position us to drive forward efficiencies in our community.

Over the summer and fall of 2019, the NISO Board of Directors discussed where we, as a newly combined organization, should be focusing our attention. As part of that effort they agreed on a new vision statement for NISO and our world:

Our vision is a world where all benefit from the unfettered exchange of information

In some ways, goals and visions are related — but they are not the same. An organizational vision statement is not meant to be something that is achievable, but rather an idea of a potential world we are endeavoring to bring into reality. For

example, a non-profit that is organized to feed the needy might have a vision of a world in which everyone has all the food they need, which while laudable, realistically isn't likely to come to pass.

Similarly, NISO's vision is one in which all parties involved with content creation and dissemination collaborate to build and support an infrastructure that allows users access to the information they seek. We welcome worldwide participation from everyone involved in this ecosystem and while we recognize that, for various reasons, not everyone can participate, we still want to create an open and welcoming environment for all. Infrastructure is vitally important. People may not recognize or appreciate infrastructure until it fails, at which point they begin to care, often significantly! Thus, NISO aims to create a world where our information infrastructure issues are resolved before they become real, painful problems.

Finally, we hope to provide unfettered access to information, where users are not unduly burdened by the infrastructure they are using. This isn't necessarily the same as free or open access; this might be beneficial as well, but it is not our goal. Rather, we want all of those systems that provide access to function seamlessly, from creation and submission, through production, to discovery, delivery, and onto preservation for future generations. That is the vision we hope to bring to fruition through our work.

To support this vision, in 2020, the NISO Board laid out a set of strategic objectives to connect our diverse community of stakeholders, build innovative solutions through collaboration, drive thought leadership and innovation, and provide value to our members and the community at large. This strategic plan describes each of these objectives in more detail, including how they will support our vision and mission, how they are being prioritized, and how we will measure success.

The Board identified the following themes for NISO to focus on over the next three years, starting in July 2020:

- Diversity and Inclusion
- Trendsetting
- Standards Development for Content and Technology
- Community Development

The first theme focuses on expanding the community we serve, the next two focus on NISO's work and outputs, and the final theme relates to sustainability through community engagement.

The NISO Board will review progress on these objectives during its regularly scheduled Board meetings.

Strategic Objectives

Theme 1: Diversity and Inclusion

Goal: NISO is recognized for connecting diverse stakeholders

Objectives:

1. Increase participation of early-career professionals
2. Identify and develop new communities of stakeholder groups
3. Develop and implement a diversity, equity, and inclusion policy
4. Increase international engagement with NISO, as well as the worldwide impact of our work

Theme 2: Trendsetting

Goal: NISO drives thought leadership and innovation

Objectives:

1. Establish the NISO Plus Conference as an influential and impactful forum for thought leadership and discussion, which fosters collaboration and innovation
2. Identify emerging trends and create forums (physical or virtual) that help anticipate future needs and directions, in order to drive actionable and valuable outputs
3. Maintain and develop relevant activities in support of advanced information management services, particularly in the humanities community and in government organizations

Theme 3: Standards Development for Content and Technology

Goal: NISO's standards and recommended practices make information exchange more efficient through collaborative solutions

Objective:

1. Increase transparency of the standards process and of NISO's role in that process
2. Increase adoption of NISO standards and recommended practices
3. Increase awareness of standards adoption

Theme 4: Community Development

Goal: NISO nurtures an engaged, inclusive, and sustainable community

Objectives:

1. Build a strong and engaged community to drive membership and ensure sustainability through increased financial support
2. Build community awareness and understanding of NISO standards and their value in order to drive adoption and implementation
3. Optimize training and resources that address information management trends to most effectively educate and engage members and the wider community
4. Continue to engage meaningfully with organizations that were part of the NFAIS community