

USAIN Action Plan 2010-2013

The mission of USAIN is to provide a forum for discussion of food and agricultural issues; to take a leadership role in the formation of a national information policy as related to food and agriculture; to support the National Agricultural Library (NAL) on food and agricultural information matters; to promote cooperation and communication among its members, and with other organizations and individuals.

Goal 1. Strengthen membership and increase participation in USAIN by members and other food and agricultural information professionals.

Objective 1. Broaden membership base

	ACTIONS	RESPONSIBILITY	TIMELINE
	1. Continue membership recruitment and retention strategies	Executive Council and Membership	Annual
	2. Continue recognition programs for outstanding individuals in the field of, or supporting, food and agricultural information, whether network members or not	Awards & Honors Committee	Annual
	3. Encourage new librarians with conference scholarships	Awards & Honors Committee	Annual

Objective 2. Retain present members and increase participation of membership.

	1. Conduct regular membership surveys. Take action to address and meet these needs and interests	Executive Council, Membership, & Ad Hoc Committees	Ongoing
	2. Facilitate electronic/virtual participation through a variety of communications media	Executive Council, Communications Committee	Ongoing
	3. Develop and maintain mentoring programs within USAIN and in cooperation with other organizations	Executive Council	Ongoing
	4. Coordinate with other organizations of similar interests to plan/participate in programs on timely subjects	Executive Council, Interest Groups	Ongoing
	5. Review the role and performance of Interest Groups on a regular basis	Executive Council, Interest Groups	Ongoing

Objective 3. Improve the communication within USAIN

	1. Distribute the action plan to members and solicit their feedback	Executive Council	Every 3 years (2010,2013)
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	2. Facilitate electronic/virtual participation. Encourage greater use of usain.org, USAIN-L, and other communications media by Executive Council and Interest Groups	Executive Council, Communications Committee	Ongoing
	3. Provide informative content about USAIN through the website	Executive Council, Communications Committee, Interest Groups	Ongoing
	4. Provide updates to the membership on important or time-sensitive issues as needed	Executive Council, Interest Groups, Committees	Ongoing
Goal 2. Advocate for public policy, legislation, and institutional change that enhance the values and contributions of the agricultural research and information communities.			
Objective 1. Advocate for NAL as the primary national resource for agricultural information.			
	1. Improve USAIN's ability to function as an authoritative and influential advocate for NAL	Executive Council, Legislative & Government Relations Committee	Ongoing
	2. Promote legislative activism of USAIN members in regard to legislative and executive actions that impact NAL (especially financial actions)	Executive Council, Legislative & Government Relations Committee	Ongoing
	3. Provide input to NAL and USDA regarding present and future programs and services and avenues of cooperation	Executive Council, Membership	Ongoing
Objective 2. Increase communication and reciprocal programs between member institutions and with other strategic organizations.			
	1. Promote liaisons and reciprocal memberships with other food and agricultural information organizations	Executive Council	Ongoing
	2. Create and strengthen partnerships with other library or food and agricultural information-related organizations	Executive Council, International Agriculture Interest Group	Ongoing
Objective 3. Enhance the visibility, credibility and favorable resolution of issues affecting food and agricultural information at the federal, state, and local levels.			
	1. Promote initiatives that provide equal and open access to publicly funded research and born and reborn digital land-grant publications, especially extension and experiment station publications.	Membership	Ongoing
	2. Jointly develop instructional programs in food and agricultural information literacy with extension personnel	Membership	Ongoing

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	3. Seek opportunities for active participation in eXtension initiatives	Membership	Ongoing
Goal 3. Provide educational and professional development opportunities for food and agricultural information specialists.			
Objective 1. Promote biennial USAIN conference.			
	1. Ensure opportunities for members to present at conference	Conference Committee	Ongoing
	2. Archive conference presentations and make accessible	Conference Committee and Cornell University	Ongoing
	3. Investigate live or archived streaming of conference presentations	Conference Committee	Conference years
Objective 2. Encourage exchanges and internships.			
	1. Promote internships at NAL by announcement to membership	NAL representative	As needed
Objective 3. Co-sponsor programs.			
	1. Promote and support participation by USAIN institutions in National Preservation Plan for Agricultural Literature	Executive Council, Preservation Committee	Biennial
	2. Promote and support participation by USAIN institutions in efforts to digitize the agricultural and food-related information emanating from their institutions.	Executive Council, Preservation Committee	Ongoing
Objective 4. Support the dissemination of professional information.			
	1. Continue to develop the USAIN web site	Communications Committee, Executive Council	Ongoing
	2. Contribute professional development opportunities to a USAIN web calendar and other appropriate places	Executive Council, Membership	Ongoing
	3. Establish task force to consider USAIN offering professional development opportunities	Executive Council	2010
Objective 5. Develop skills of USAIN members so that they are seen as leaders in the change and improvement of food and agricultural information (its creation, dissemination, and organization).			

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	1. Promote cooperative reference/information delivery methods utilizing "new" technologies	Executive Council	Ongoing
	2. Encourage and recognize innovation and motivate members to adopt/adapt new and improved practices	Technology Trends Interest Group, Executive Council, Membership	Ongoing
	3. Offer professional development activities to enhance knowledge and skills of members	Executive Council	Ongoing