

USAIN Action Plan June 2017 - May 2020

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

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

Objective 1. Retain present members and broaden membership base.

ACTIONS	RESPONSIBILITY	TIMELINE
1. Review the USAIN mission for accurate reflection of the breadth and depth of the field of agriculture.	Executive Council	2017
2. Develop membership recruitment and retention strategies	Executive Council, Membership Committee	Annual
3. Continue recognition programs for outstanding individuals in, or supporting the field of, food and agricultural information	Awards & Honors Committee	Conference years
4. Encourage new librarians or information professionals and graduate students with conference scholarships	Awards & Honors Committee	Conference years

Objective 2. Increase participation of membership and improve communication within USAIN.

1. Provide a website with informative content about USAIN and a platform for member participation	Membership Committee, Communications Committee	Ongoing
2. Review communication tools and develop a social media communications plan	Executive Council, Communications Committee	Ongoing
3. Facilitate electronic/virtual participation through a variety of communications media (e.g. Piloting streaming or recorded access to selected biennial conference sessions)	Executive Council, Communications Committee, Professional Development Committee	Ongoing
4. Conduct membership surveys	Executive Council, Membership Committee	Annual
5. Coordinate with other organizations of similar interests to plan/participate in programs on timely subjects	Executive Council, Interest Groups	Ongoing
6. Review and distribute the Action Plan to members and solicit feedback	Executive Council	Every 3 years

	7. Review the role and activities of Interest Groups	Executive Council, Interest Groups	Ongoing
	8. Plan an oral history initiative to capture USAIN history	Executive Council, Members, Archivist	Starting in 2017
Goal 2. Advocate for public policy, legislation, and institutions which support agricultural research and information communities.			
Objective 1. Advocate for the National Agricultural Library as the leading U.S. resource for agricultural information.			
	1. Act as an authoritative and influential advocate for NAL	Executive Council, Legislative & Government Relations Committee	Ongoing
	2. Promote member activism in regard to legislative and executive actions that impact NAL	Executive Council, Legislative & Government Relations Committee	Ongoing
	3. Encourage two-way communication between NAL and USAIN regarding programs, services and avenues of cooperation	Executive Council, NAL Representative, Members	Ongoing
Objective 2. Foster collaboration between member institutions and with other strategic organizations.			
	1. Promote liaisons and reciprocal memberships with other food and agricultural information organizations	Executive Council, AgNIC liaison	Ongoing
	2. Create and strengthen partnerships with other library or food and agricultural information-related organizations	Executive Council	Ongoing
Objective 3. Enhance the visibility, credibility and favorable resolution of issues affecting food and agricultural information at federal, state, and local levels.			
	1. Promote initiatives that provide equal and open access to publicly funded research, including data, and born and reborn digital land-grant publications, especially extension and experiment station publications	Members	Ongoing
Goal 3. Provide educational and professional development opportunities for members and others			
Objective 1. Promote biennial USAIN conference.			
	1. Ensure opportunities for members to present at conference	Conference Committee	Conference years
	2. Archive conference presentations in	Conference Committee and	Conference

	Cornell's repository	Cornell University	years
Objective 2. Encourage exchanges and internships.			
	1. Announce internship opportunities at NAL to membership	NAL Representative, NAL internship coordinator	As needed
Objective 3. Co-sponsor preservation and digitization programs.			
	1. Promote and support collaborative print preservation programs	Executive Council, Preservation & Digital Library Committee	Ongoing
	2. Promote and support participation by USAIN institutions in efforts to digitize the agricultural and food-related information produced by their institutions	Executive Council, Preservation & Digital Library Committee	Ongoing
Objective 4. Develop members' skills so they continue as leaders in the creation, dissemination, and organization of food and agricultural information.			
	1. Develop and utilize the USAIN web site as a platform for content delivery, communication, and skill sharing	Communications Committee, Membership Committee, Interest Groups	Ongoing
	2. Demonstrate innovation and motivate members to adopt/adapt new and improved practices	Technology Trends Interest Group, Executive Council, Members	Ongoing
	3. Encourage USAIN committees and interest groups to host conversations in order to discuss current trends and/or follow-up on conference themes	Executive Council, Professional Development Committee, Interest Groups	Ongoing, but especially during conference off years
	4. Promote external professional development opportunities to USAIN members	Executive Council, Professional Development Committee, Members	Ongoing
Objective 5. Develop programming to meet the research and teaching needs of food and agricultural faculty and researchers.			
	1. Communicate with USAIN membership the results of the Ithaca S+R study.	Executive Council, Professional Development Committee, Study Participants	2017
	2. Develop instructional programs in food and agricultural information literacy and data literacy for extension and experiment station personnel informed by the Ithaca S+R study	Executive Council, Professional Development Committee, Members	Ongoing

Approved by the USAIN EC on March 21, 2017