

USAIN Action Plan 2014-2016

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. Retain present members and broaden membership base.

	ACTIONS	RESPONSIBILITY	TIMELINE
	1. Develop membership recruitment and retention strategies	Executive Council, Membership Committee	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	Conference years
	3. Encourage new librarians or other 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. Facilitate electronic/virtual participation through a variety of communications media	Executive Council, Communications Committee	Ongoing
	3. Conduct membership surveys	Executive Council, Membership Committee	Annual
	4. Coordinate with other organizations of similar interests to plan/participate in programs on timely subjects	Executive Council, Interest Groups	Ongoing
	5. Review and distribute the Action Plan to members and solicit feedback	Executive Council	Every 3 years
	6. Review the role and activities of Interest Groups	Executive Council, Interest Groups	2014

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. Provide input to NAL and USDA regarding programs, services and avenues of cooperation	Executive Council, 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	Ongoing
	2. Create and strengthen partnerships with other library or food and agricultural information-related organizations	Executive Council, International Agriculture Interest Group	Ongoing
	3. Develop instructional programs in food and agricultural information literacy for extension personnel	members	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 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 Cornell's repository	Conference Committee and Cornell University	Ongoing
Objective 2. Encourage exchanges and internships.			
	1. Announce internships at NAL to membership	NAL representative	As needed
Objective 3. Co-sponsor preservation programs.			

	1. Promote and support participation by USAIN institutions in National Preservation Plan for Agricultural Literature	Executive Council, Preservation and 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 and 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 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. Offer professional development activities to enhance knowledge and skills of members	Executive Council, Professional Development Committee	Ongoing
	4. Contribute professional development opportunities to a USAIN web calendar and other appropriate places	Executive Council, Professional Development Committee, members	Ongoing