

THE NORTH AMERICAN SERIALS INTEREST GROUP PREPARES FOR THE MILLENNIUM

John Merriman

In a fast-changing world, NASIG establishes its future goals.

In November 1990, NASIG set up a Strategic Plan Task Force. After a great deal of thought and effort this hardworking group has just published the NASIG 2000 Strategic Action Plan. This is of interest to all serials groups, not least the UKSG, and we are pleased to publish the following edited extract.

"A vision statement: NASIG 2000

The North American Serials Interest Group (NASIG), as it enters its second decade, will expand upon its foundations as an international forum to foster communication and education among all members of the serials information chain. Respect and understanding among our diverse constituencies will continue to be achieved through parity of membership, organizational breadth, synthesis of disparate viewpoints and sharing of timeless principles. Through communication and education, NASIG will reinforce the position it has established as an arena to address issues that cut across diverse interests, explore mutual problems and advance new technologies with the serials community.

NASIG will respond to changes brought about by the expansion of the international information infrastructure as well as the growing number of electronic platforms for scholarly communications which are having an increasingly profound impact on scholarship, authoring and publishing. As these developments extend to all sectors of society, creating opportunities to transform information provision and access, NASIG will lead its membership into this ever-expanding and evolving world of serials.

The NASIG officers and committee members, with member support, will focus on the following six areas for development and expansion in the decade ahead.

Membership

NASIG will continue to be an organization comprised of individual rather than organizational members, and it will

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continue to welcome members from an international community involved in serials activities in the broadest sense. All members will have an equal voice and a variety of NASIG communication channels will encourage the expression of the many different perspectives of its constituents.

Membership dues and activities will strive to be accessible and affordable to all, while maintaining the organization's financial health. Voluntary participation by all members in NASIG activities and governance will be encouraged. Corporate sponsorship and gifts, and commercial presentations and exhibits will not be accepted.

Education

NASIG's unique position as a unifying agent in the diverse international serials community will enable the organization to expand its current role as a major provider of serials education not only to its membership but to the information community as a whole. The annual conference will continue to play a central role in NASIG's educational mission. In order to reach an audience who cannot travel to conferences, regional continuing education activities, publishing programs and grant programs will be expanded. NASIG will also make creative use of electronic options offered by NASIGNET to further the advancement of serials education.

Electronic communication

In the progressive and systematic development of a range of network services, collectively known as NASIGNET, the organization will continue to find new and innovative methods for integrating various electronic media throughout NASIG and the serials community at large. The creation and expansion of NASIGNET's information, publication and communications services will utilize new technologies to the fullest extent feasible.

As increasing numbers of the membership gain network access, NASIG will expand workshops, training sessions and user documentation for networking services. The organization will maintain a strong level of commitment to end-user support, while encouraging and enabling the electronic medium as a repository for

organizational documents and publications, a tool for the interactive exchange of ideas and a channel for conducting organizational business.

Financial planning

NASIG will remain a viable not-for-profit organization with enough monies to sponsor programs and services for the membership. At least 50% of NASIG's operating budget, excluding conference arrangements, will be held in reserve to ensure the organization's financial stability. All conference expenses will be covered by conference fees and not by the operating budget. A reserve of funds from each annual conference will be held to cover initial costs of the next conference. Reserve funds as stipulated above plus any additional funds will be invested in financial instruments that are low-risk, easy to liquidate and that provide income.

Professional liaisons

NASIG will seek out and affiliate with related organizations in the information community in pursuit of mutual enrichment and exchange of information. In a rapidly changing, complex communications age, collaboration and partnership with other professional organizations will ensure inclusion of new entrants and new types of service providers into the NASIG arena, while opening the possibility of mutually beneficial relationships and avoiding unnecessary overlap and duplication of efforts. NASIG will foster these not only through reciprocal attendance at committee meetings and conferences, but also through partnered ventures such as joint conferences, joint publications, combined workshops and electronic forums.

Grants and recognition

Research, scholarship and interest in the field of serials will be promoted through NASIG's grant program. This program will expand to provide recognition and support to professionals working in the field of serials information, through research grants and other awards. The Student Grants program will continue to introduce students of library and information science to issues of concern to the serials community by

supporting their participation in the annual conference.

Volunteerism will continue to be a foundation of NASIG activities. Although members receive the assistance of their respective institutions in providing support for such participation, NASIG will commit the financial resources necessary to support committee and board activities. Officers, board members and committee chairs will be formally recognized for their contributions. Extraordinary contributions by individuals will be acknowledged with special commendations, awards or stipends.

Through its active series of programs, NASIG will lead the way for a community of serialists who are well informed, interactive, and technologically alert and who are positioned to help shape and enrich the present and future role of serials in scholarly communication."

The Special 10th Anniversary Issue of the *NASIG Newsletter* published some very informative statistics which clearly plot the growth and success of NASIG. Key figures are as follows:

Membership Numbers

May 1986	324
Dec. 1986	418
June 1987	561
Dec. 1987	618
July 1988	701
Dec. 1988	723
Mar. 1990	775
Jan. 1991	721
June 1991	801
May 1992	964
Nov. 1992	1,035
June 1993	954
May 1994	1,010
Jan. 1995	832
May 1995	1,048

Finances

In 1986 the dues were \$15.00. In 1990 they were increased to \$20.00, with separate rates for Canadian members and those outside of North America.

Cash balances (watch the funds grow!)

Sept. 1986	\$7,279
Dec. 1987	\$13,781
June 1988	\$16,565
Aug. 1988	\$19,710
Jan. 1989	\$24,235
Nov. 1989	\$28,172
Mar. 1990	\$46,368
Oct. 1990	\$40,039
Jan. 1992	\$65,373
Dec. 1992	\$87,010
Nov. 1993	\$93,731
Feb. 1994	\$97,696
Nov. 1994	\$119,992
Feb 1995	\$124,543

Conference Attendance and Ratings

	Attendance	Rating (5.0 as highest)
Bryn Mawr	251	4.45
Denison	272	4.3
Oglethorpe	351	4.29
Scripps	373	4.4
Brock	449	4.2
Trinity	465	4.5
UIC	506	4.1
Brown	570	4.4
UBC	600	4.3

Conference Finances

Bryn Mawr (1986)	\$712
Denison (1987)	\$1,642
Oglethorpe (1988)	-\$719
Scripps (1989)	\$5,484
Brock (1990)	\$21,433
Trinity (1991)	\$9,453
Univ. of Illinois-Chicago (1992)	\$16,283
Brown (1993)	\$13,049
Univ. of British Columbia (1994)	\$36,097

There is nothing that succeeds like success, and long may it continue.