NASIG NEWSLETTER

President's Corner

Steve Oberg

At this half-way point through the NASIG year (hard to believe, but it's true!), there is no shortage of things to report on.

Board members and some additional NASIG folks gathered for our fall meeting at the end of September in Atlanta, GA, at the Grand Hyatt Atlanta - Buckhead, site of the 2018 conference. I heard only good things from others about their experiences, and as a result, we felt reassured that we made a great site choice on behalf of the organization. Anna Creech and I arrived at about the same time at the airport and together, we took MARTA (Atlanta's excellent light rail system) to our hotel. It was super easy and cheap, at $3.50 each way. I highly recommend it to conference goers! The MARTA station is a few short blocks from the Grand Hyatt — about five minutes walk. Conference Planning Committee co-chairs, Marsha Seamans and Sarah Perlmutter, have provided a really nice write-up of the upcoming conference elsewhere in this issue.

In-person board meetings are intense, with lots of discussion topics and decisions to be made. Of course, planning for the 2018 conference was at the top of the list. One of our more important decisions was to hold the line on conference costs for the third year in a row and to announce our 2018 rates months earlier than prior years. As we looked around at peer events and as we mulled over feedback from previous conference attendees, we concluded that this was the best choice we could make. Our annual conference presents significant value. We were particularly happy to not only hold the line on registration for the main conference but to note how favorably our previously negotiated per night hotel rate of $149 — at a great hotel — compares to other library conferences. Then,

too, Atlanta itself presents a travel destination that offers highly competitive airfare since it is a big air traffic hub. The Board also discussed ways to provide a virtual conference option via recorded sessions for a reasonable fee. We've wanted to do this for years and we hope it'll finally happen for Atlanta. By the time this issue is published, we may know more specifics and be able to announce details, so stay tuned. Of course, we didn't forget the all-important program and we are quite excited about the already announced vision session speakers, along with an outstanding lineup of preconferences. We will have a strong program that addresses our chosen theme of "Transforming the Information Community". Make plans to join us in early June!

In the previous newsletter issue, I referred to a new NASIG strategic plan. Look for it to be posted soon on http://www.nasig.org/ and for an announcement to go out via various fora and social media venues. One of the five major elements in that plan relates to revitalizing our marketing approach. Eugenia Beh, in her Marketing & Social Media Coordinator role, has been working closely with Conference Planning Committee and Program Planning Committee folks to highlight aspects of the upcoming Atlanta conference on a regular schedule. Also, Eugenia recently set up a NASIG Instagram account. If you're an Instagram user, be sure to follow us via @nasig_official. As an aside, you can already see some Instagram photos tagged with the official conference hashtag, #nasig18, that I posted recently. They were taken at the fall board meeting and feature the beautiful and peaceful Japanese garden at the Grand Hyatt. We look forward to conference attendees contributing their photos for Atlanta and future conferences.

There are quite a few other activities and events going on as well. Recently, we signed a memorandum of understanding (MOU) with the Library Publishing Coalition as a strategic affiliate and we are exploring ways to partner with other groups and initiatives as well, including FORCE11 (an important newer group whose work was highlighted in the vision session speech given by April Hathcock at our Indianapolis conference). The Web-Based Infrastructure Task Force delivered its final report with recommendations and our plan is to follow that up with a formal decision on next steps to improve our web-based infrastructure early in the new year. And while mentioning the new year, I'll point out that the board decided to hold a virtual winter board meeting for the very first time instead of the traditional, in-person meeting. Scheduled to take place on consecutive mornings at the beginning of February, we decided to try this as a significant cost-saving measure. I'll let you know how that goes!