



NASIG News

Vendor and Publisher Engagement Task Force

NASIG is forming a new Task Force to implement vendor and publisher focused initiatives in the [NASIG Strategic Plan](#). The Plan addresses the importance of building value for our publisher and vendor members. Strategic Direction #5 states that NASIG will work to enhance benefits to all members, with a particular emphasis on members from the commercial sector.

Since its inception, NASIG has consisted of members drawn from the library and publisher/vendor communities. To attract and assure continued publisher/vendor involvement, NASIG will need to offer appropriate opportunities and benefits. NASIG has actively solicited commercial sponsorships for the past decade. As the publisher/vendor landscape evolves and in some cases, consolidates, the need for a review of opportunities and benefits has become more acute.

Charge:

- During the two year term, June 2019-June 2021, determine if a permanent committee is needed; if so, recommend a committee name, a final committee charge, and establish a guiding document for the work of the committee.
- Implement the Key Actions listed in the NASIG Strategic Plan, 2017-2021
 - Set up jointly-run NASIG and vendor webinars to highlight or demo a product or service, to be presented without charge to the attendees.
 - Create a workflow to solicit and publish customer reviews of products, either on the

website or in the Newsletter (product spotlight).

- Set aside time in the conference schedule for user groups/focus groups and/or juried product forums for vendors. This could also be done in an online format.
- Market our value to the vendors and make sure they understand what NASIG is and does.
- Proactively reach out to the commercial sector when we have relevant programmatic content that matches their interests to improve the vendor-librarian dialogue.

Membership

Maria Hatfield, Chair
Publisher and Vendor Representatives
Library Representatives

Board Liaison, Beth Ashmore

To volunteer for the task force, please fill out the [Volunteer Application](#) and select Vendor and Publisher Engagement Task Force as one of your committee preferences. Please contact NASIG Vice President Kristen Wilson at kristen@indexdata.com with any questions.