



AgNIC Strategic Goals and Actionable Strategies, 2010 to 2013

The Agriculture Network Information Center (AgNIC), <http://www.agnic.org>, is a voluntary alliance of partner institutions with the common vision and goal to provide Internet access to rich, quality information and expertise in the agricultural sciences. Today, there are 60 institutional partners. Each institution has one or more representatives who serve on the Coordinating Committee. The Coordinating Committee elects the members of an Executive Board, supports the overall direction of AgNIC, attends annual meetings, keeps the institution informed of AgNIC news and events, and coordinates the institutions' contributions to AgNIC.

For over fifteen years, AgNIC partners have worked to build reliable and needed content, and to provide useful services to Internet users. The initiative has been successful starting out with 18.5 million web visits in 1999 to over 140 million across AgNIC sites in 2009. The unique nature of AgNIC is recognized across disciplines worldwide, and particularly in the agricultural sciences. The USDA's National Agricultural Library (NAL) supports the AgNIC program by acting as the AgNIC Secretariat, providing the AgNIC Coordinator, an AgNIC IT Specialist, and one AgNIC Librarian.

Currently, these positions serve to coordinate programs, develop and maintain the current technology of the main portal, and add metadata. Over the past four years, NAL has been able to fund small cooperative projects for building digital content, launching new sites, and increasing metadata. The total for these projects comes to \$190,000 in 2009 with an average of 20% of program contribution by cooperating institutions, although, in some cases a higher percentage, and an additional 2 to 5% in-kind NAL support.

An institutional capacity survey of partners in 2007 and subsequent discussions indicate that partners need:

1. Better recognition of AgNIC across institutions and an overall marketing plan
2. Increased financial resources
3. More program and staffing support locally
- 4.

To this end, the AgNIC Executive Board submits to the partners for consideration and approval the following strategy and plan.

Once the plan is adopted, action items will be identified and reviewed annually in order to create a yearly work plan.

Vision: AgNIC will be a leader that provides access to, and serves as a trusted steward for, the world's largest collection of quality digital information in the areas of food, agriculture, natural resources, and related sciences.

Mission: AgNIC facilitates and participates in partnerships and cooperation among institutions and organizations world-wide that are committed to the identification, delivery and preservation of reliable, freely-available, evaluated, digital content and quality services for agriculture, food, and natural resources information.

Strategic Goals

- A.** Broaden and strengthen AgNIC at national and international level
- B.** Improve content and services to stakeholders in the food, agriculture, natural resources and related sciences
- C.** Explore and develop appropriate applications and technologies for delivering information to the food, agriculture, natural resources and related sciences sectors.

Actionable Strategies

A. Broaden and strengthen AgNIC

1. Establish an organizational structure that facilitates project management and funding options.
 - a. Articulate the role of AgNIC in the larger information community and related national and international initiatives
 - b. Review membership categories and qualifications for membership and update as necessary
 - c. Continue the strategic alignment with NAL
2. Support Partnerships
 - a. Enable partners to share information with one another in multiple ways
 - b. Explore feasibility of more formal arrangements with partner organizations
 - c. Promote benefits to partners and potential partners
 - d. Recognize institutional commitments to AgNIC
 - e. Utilize committees such as - Mentoring, Membership, Marketing, Digital Content, Awards, and Technology
 - f. Complete survey of partner needs and capacity as needed
3. Increase Membership and participation
 - a. Continue to offer different levels of membership
 - b. Involve partners in recruiting new members
 - c. Define strategies to build consortia and share information resources
4. Strengthen Collaboration
 - a. Develop a variety of collaboration tools and evaluate effectiveness to engage and involve AgNIC members
 - b. Encourage development of regional and multi-partnership activities
 - c. Strengthen or expand support for all committees
 - d. Promote the value of *Specific Cooperative Agreements*
5. Increase Funding
 - a. Develop funding through multiple revenue streams
 - b. Partner with other agencies and organizations
 - c. Focus on grant seeking that supports AgNIC digital initiatives
 - d. Identify ways to increase funding for *Specific Cooperative Agreements* with NAL

B. Improve content and services

1. Continue to expand the breadth and depth of AgNIC resources
2. Develop strategies for building multi-language content
3. Adhere to adopted standards
4. Develop and assess a distributed online reference service for AgNIC
5. Expand AgNIC's scope to include preservation of born and reborn digital information
6. Develop a repository for members who do not have access to one
7. Investigate the role of AgNIC for data curation
8. Assess how users make use of AgNIC

C. Explore and develop appropriate applications and technologies

1. Engage in rapid prototype and rapid release of content and services
2. Provide backup and other necessary technical support as needed
3. Continue to enhance the AgNIC interface
4. Identify and/or participate in the creation and adoption of international standards