**Mission Statement: We advocate, educate, and provide the central resource for indexing.**

[Note: Items in gray are new or revised for 2021 and require Board discussion/approval.]

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| **GOAL 1:**  **ADVOCACY** | **GOAL 2:**  **EDUCATION** | **GOAL 3:**  **RESOURCES** |
| ASI will:  1.1. Provide leadership in increasing awareness among decision-makers and related professionals of the value of high-quality indexes and indexing.  1.2. Defend and safeguard the professional interests of indexers  1.3. Promote indexing standards for indexers, editors, and abstractors.  1.4. Provide liaisons to other professional organizations in information science  1.5. Identify the need for new standards, guidelines, and best practices and lead or participate in their development.  1.6. Create and foster a diverse and inclusive environment, making indexing as a career attractive and accessible to a wide range of individuals | ASI will:  2.1. Offer members access to educational resources that enable them to strengthen their indexing performance and enhance their understanding of the history and value of our field  2.2. Keep members up to date on advances in indexing technology and the expanding role of indexing through conferences, workshops, and publications.  2.3. Offer members a range of options for involvement/ engagement with ASI  2.4. Foster and disseminate research in and about the field.  2.5. Provide opportunities for members to learn how to incorporate DEI principles and practices in their work products and professional relationships | ASI will:  3.1. Provide members with a variety of means of communication with one another  3.2. Provide members with a variety of means of communication with related professionals.  3.3. Provide content, via education and publications, that reflects the latest thinking and best practices in the field  3.4. Provide a range of options for members and potential clients to connect with one another  3.5. Connect indexers with resources to support cultural competency and awareness |
|  | *Added 2.3 to cover volunteer opportunities (which are arguably a form of education?)*  *Added 2.4 to emphasize professional involvement in the field ofindexing more broadly. Does this belong better under RESOURCES?* | *Added 3.3. to cover Key Words, See Also*  *Added 3.4 to cover the Indexer Locator, Job List, etc.* |

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| **GOAL 1: ADVOCACY** | | | | |
| **1.1 Provide leadership in increasing awareness among decision-makers and related professionals of the value of high-quality indexes and indexing.** | | | | |
|  | 1. Explore AAP affiliation |  | Dropped | |
|  | 1. Create webinar for PubWest |  | In process | |
|  | 1. Increase social media presence to target publishers and editors |  |  | |
|  | 1. Investigate idea of joint conference with a related organization |  |  | |
| **1.2. Defend and safeguard the professional interests of indexers** | | | | |
| 2019 | 1. Gather information about health insurance offering |  | Completed | |
| 2021 | 1. Perform salary survey, including demographic questions |  |  | |
| 2021 | 1. Offer one new webinar/workshop related to the business of indexing |  |  | |
| **1.3. Promote indexing standards for indexers, editors, and abstractors** | | | | |
|  | 1. Explore ways to increase Excellence in Indexing participation |  |  | |
|  | 1. Explore adding additional awards |  |  | |
| **1.4. Provide liaisons to other professional organizations in information science** | | | | | |
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| **1.5. Identify the need for new standards, guidelines, and best practices and lead or participate in their development.** | | | | | |
|  | 1. Participate in voting on new NISO Indexing standard |  | |  | |
| **1.6. Create and foster a diverse and inclusive environment, making indexing as a career attractive and accessible to a wide range of individua** | | | | | |
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| **GOAL 2: EDUCATION** | | | | | |
| **2.1. Offer members access to educational resources that enable them to strengthen their indexing performance and enhance their understanding of the history and value of our field** | | | | | |
| **2.1.1. Training Course** | | | | | |
|  | 1. Add drip content to module B to enhance student progress |  | | In process | |
|  | 1. Determine ways to enhance existing SI course |  | |  | |
|  | 1. Form committee to design our own training course |  | |  | |
| **2.1.1. Webinars and online learning** | | | | | |
|  | 1. Establish schedule of 4 per year, with at least one in each of three areas (indexing technology, indexing specialties, and the business of indexing) |  | |  | |
| 20xx | 1. Consider/develop new name for Online Learning |  | |  | |
|  | 1. Reorganize related pages on website |  | |  | |
|  | 1. Increase publicity for past events (backlist) |  | |  | |
| **2.2. Keep members up to date on advances in indexing technology and the expanding role of indexing through conferences, workshops, and publications.** | | | | | |
| **2.2.1. Conferences** | | | | | |
|  | 1. Add a "Software Day" to 2021 conference, and secure participants |  | | Completed | |
| **2.2.2. Workshops. See 2.1.1 above.** | | | | | |
| **2.2.2. Publications. See 3.3. below.** | | | | | |
| **2.3. Offer members a range of options for involvement/ engagement with ASI** | | | | | |
|  | 1. Add a "Service" tab to website | Webmasters | |  | |
|  | 1. Recruit "social media watchdogs" (one-year volunteer position) |  | |  | |
|  | 1. Hold "Talk to a Board Member" virtual discussions 2x per year |  | |  | |
| **2.4. Foster and disseminate research in and about the field** | | | | | |
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| **2.5. Provide opportunities for members to learn how to incorporate DEI principles and practices in their work products and professional relationships** | | | | | |
|  | 1. Schedule one webinar related to an aspect of DEI generally |  | |  | |
| **GOAL 3: RESOURCES** | | | | | |
| **3.1. Provide members with a variety of means of communication with one another** | | | | | |
| **3.1.1. Chapters and SIGs** | | | | | |
| Dec 2021 | 1. Create a Chapter/SIG leader handbook | Chapter Coord. / SIG Coord. | | In process | |
|  | 1. Create and publicize guidance on appropriate expenses and expenses procedure |  | |  | |
|  | 1. Provide leadership training via Zoom |  | |  | |
|  | 1. Create a web portal for committee leadership on ASI site | Chapter Coord. / SIG Coord. / ASI webmasters | |  | |
| 2020 | 1. Revise reporting templates |  | | Completed | |
| 2020 | 1. Add online payment ability for meetings |  | | Completed | |
| 2020 | 1. Remove meeting requirement from Chapter/SIG Charter | ASI webmasters | | Completed | |
| 2020 | 1. Establish three-tier pricing system for virtual meetings |  | | Completed | |
| 202x | 1. Create and publicize guidance on planning meetings |  | |  | |
| **3.1.2. ASI-L Discussion list** | | | |  | |
| 20xx | 1. ??? |  | |  | |
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| **3.2. Provide members with a variety of means of communication with related professionals** | | | |  | |
|  | 1. Investigate affiliating with Editorial Freelancers Association (EFA) |  | |  | |
| **3.3. Provide content, via education and publications, that reflects the latest thinking and best practices in the field** | | | |  | |
| **3.3.1. ASI Books** | | | |  | |
|  | 1. Separate from ITI contract | Sagebrush | | Completed | |
|  | 1. Determine best print-on-demand option |  | |  | |
|  | 1. Create revision schedule/plan for titles |  | |  | |
| **3.3.2. *Key Words*** | | | |  | |
|  | 1. Create content schedule | Key Words editor | | Completed | |
|  | 1. Establish Editorial Advisory Board | Key Words editor | | Completed | |
|  | 1. Update submission guidelines and style guide | Key Words editor | |  | |
|  | 1. Change title from *Bulletin* to *Journal* | Sagebrush | | Completed | |
|  | 1. Streamline proofing process |  | |  | |
|  | 1. Coordinate with Key Words to cross-promote | Key Words editor / See Also editor | | Completed | |
| **3.3.3. *See Also*** | | | |  | |
|  | 1. Create editorial guidelines | See Also editor | | Completed | |
|  | 1. Coordinate with Key Words to cross-promote | See Also editor / Key Words editor | | Completed | |
| **3.4. Provide a range of options for members and potential clients to connect with one another** | | | |  | |
| **3.4.1. Indexer Locator** | | | |  | |
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| **3.4.2. ASI-jobs email list** | | | |  | |
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| **3.5. Connect indexers with resources to support cultural competency and awareness** | | | |  | |
|  | 1. Add page to website with links to articles (e.g. https://radicalcopyeditor.com/2021/05/12/whats-the-best-way-to-refer-to-everyone-who-isnt-cis/) |  | |  | |