

## **ISSN International Centre's Strategy (2015-2018)**

### **ISSN International Centre Mission statement**

ISSN International Centre is an intergovernmental organization supported by UNESCO, France and 87 countries around the world. Its activities are conducted for the benefit of Member States and Associate Members of UNESCO. The mission of ISSN International Centre is to create and manage the International standard serials number or ISSN, maintain the ISSN Register and foster its use by the information community. ISSN International Centre is the ISO registration agency for ISO 3297 and ISO 4 standards. It promotes the ISSN system worldwide.

ISSN International Centre works within the ISSN community that comprises national centers whose mission is to assign ISSN to locally published resources. ISSN International Centre assigns ISSN to resources published in countries which do not have any ISSN centre. ISSN International Centre creates and collects bibliographic data about print and online serials and continuing resources worldwide.

ISSN International Centre offers various free and fee-based services:

- ISSN assignment (free),
- ISSN/ISSN-L Table (free),
- LTWA Table (free),
- ISSN Portal (fee-based),
- ISSN Premium (fee-based),
- OAI-PMH ISSN data flows (fee-based),
- ROAD, the Directory of Open Access Scholarly Resources (free).

ISSN International Centre products and services are used by libraries, union catalogues, database vendors, subscription agencies, publishers, etc. The ISSN network is a strong and truly international network. Since 1975, the system has proved to be reliable, comprehensive and evolutive (eISSN, ISSN-L).

### **Vision of the ISSN International Centre**

ISSN is a key identifier for print and online serials and other continuing resources to be shared by a large community of stakeholders.

### **Values of the ISSN Network**

Dedication to international cooperation

Responsiveness

Commitment to quality and standards

Professionalism

Innovation

## Goals

- 1/ To grow and improve the ISSN Network
- 2/ To enhance ISSN data, products & services
- 3/ To update ISSN IT infrastructure
- 4/ To set up new partnerships
- 5/ To improve ISSN International Centre's awareness and governance
- 6/ To share ISSN data with a large community of stakeholders

### Goal 1: to grow and improve the ISSN Network

ISSN is the *unique* standard international identifier for print and online serials and other continuing resources. ISSN benefits from a strong international network of national centres based in national libraries, institutes for scientific information and book chambers across the globe. The growth of serials and continuing resources and of related services is an opportunity for the ISSN network to develop its activities.

*Support existing ISSN centres through communication, advising and training*

Objective 1.1: Update the ISSN manual

Objective 1.2: Create Webinars and increase the number of training sessions

Objective 1.3: Strengthen cooperation with national centres in Africa, South America, and Asia

*Encourage the creation of new ISSN centres*

Objective 1.4: Invite interested countries' representatives to the General Assembly, the Directors' meetings and other international events related to ISSN

Objective 1.5: Get UNESCO's support to resume negotiations about the creation of an ISSN national centre with countries depending on International Centre for ISSN assignment

Objective 1.6: Implement measures to recoup the cost of ISSN assignment for countries without ISSN national centre

### Goal 2: to enhance ISSN Data, Products & Services

*Assess and improve data quality and completeness*

Objective 2.1: Develop non-Latin script bibliographic data in addition to transliterated data

Objective 2.2: Produce a data quality scheme for the ISSN Register

Objective 2.3: Enhance Core Resources' data

*Participate actively in standardization processes*

Objective 2.4: Revision of ISO 3297 (2015) and of ISO 4 (2014)

Objective 2.5: Participation in ISO TC 46, IFLA, IETF

*Enhance services and products*

Objective 2.6: Improve the ISSN Register

Objective 2.7: Proceed with the development of ROAD

### Goal 3: to update ISSN International Centre's IT Infrastructure

Objective 3.1: Implement a new portal and web services for open data that will be ISO & W3C standards compliant and will rely on up-to-date software and hardware

Objective 3.2: Upgrade IT tools for office and bibliographic activities

**Goal 4: to set up new Partnerships to promote ISSN**

*Improve ISSN coverage*

Objective 4.1: Proceed with semi-automatic ISSN assignments either through national centers or directly with third parties

*Promote partnerships within innovative projects to spread the use of ISSN*

Objective 4.2: Sign new agreements with indexing services and journal indicators to develop ROAD

Objective 4.3: Promote ISSN International Centre participation in ongoing and new projects using identifiers

**Goal 5: to improve ISSN International Centre's awareness and governance**

*Towards a better governance*

Objective 5.1: Organize an October meeting with members of the Governing Board

Objective 5.2: Develop activity monitoring tools

*Adapt corporate communication*

Objective 5.3: Enrich website with annual reports, strategic plan, organizational chart, etc...

Objective 5.4: Adapt communication to different audiences on different media

Objective 5.5: Liaise with UNESCO and other partners to disseminate information about ISSN

**Goal 6: To share ISSN data with a large community of stakeholders**

Objective 6.1: Reconcile Open Access and Linked Data with financial revenues drawn from products & services

Objective 6.2: Interact with web-based innovative services that use ISSN to enhance their data

Objective 6.3: Improve ISSN Register's data input and output models