

BISG at 50 years (2026)
"Getting beyond stabilization"
More strategic thinking
Connecting tactics and best
practices to strategy and value
(revenue)



Inclusion

"Unbiased industry
cooperation"

Education

Research

Standards

BISG Strategic Plan 2024 - 2026

Vision: Building People, Building Processes, Building Books

Mission: Creating the changes that improve revenue, lower costs, and increase transparency across the book industry.

	Inclusion	Research	Standards	Education
Strategies	Provide anyone in book publishing with a forum to identify, discuss, and pursue opportunities to improve the industry.	Conduct and publish independent research into emerging topics, issues, and trends that impact the book industry and provide enduring value.	Identify and foster the development, refinement, and use of standards and best practices.	Publicize research, guide adoption of standards and best practices, and foster conversations around emerging issues through all appropriate channels.

	Inclusion	Research	Standards	Education
Outcomes	Highly visible, important, and influential. Neutral third party. Bring more organizations and people to the table The right people are involved with changes Carry the hearts and minds of the next generation More individuals are actively involved Expanding membership (authors, agents, more) Deeper membership (printers, libraries, etc.) C-suite buy-in Foster DEIA across the industry	More research Nurture new ideas and industry opportunities Reduce returns Sell more books; support non-book products Ensure data interoperability; facilitate data ingestion Future orientation: what does the industry need to know in 2 - 5 years?	BISG seen as a credible, necessary partner Standards are widely followed and implemented Evangelizing standards Stronger leadership on standards Consensus building Tools, solutions that can be adopted by the long tail More, better recommendations and best practices	Be seen as a knowledge center. Website resource More education More connections Brand protection; idea hub

	Inclusion	Research	Standards	Education
Tactics	Board outreach Segment communications Peer-to-peer recruitment Volunteer management, cultivation (only ¼ of volunteers show up) Networking opportunities Problem solving at speed Fostering BISG champions Find strategic partners at a senior level Attracting and engaging younger members Market to members Recruiting and marketing to nonmembers Stronger outreach to non-publishers International and national outreach More partnerships with other associations	Board committee for new research areas Focus: awareness > research > solutions > value “Raising the voice”: Promote critical issues across the industry Leadership to broker a consensus on how the supply chain evolves Map the supply chain Identify and work on root causes of problems Industry trends Publishing Research Quarterly? Sustainability, emissions, reporting DEIA across the industry New technologies; AI Industry consolidation Reports, white papers, trends, tools, publications	Certifications Rights registry Accessibility BISAC & Thema Transforming Supply Chain Communication ISNI working group ISTC ?Work identifiers Metadata standards	Point to the information that is already available Showcase publishing industry operational leadership Directory Better online reference (more resources) Champion topics other than BISAC Education about the supply chain BISG Trends Annual Summit Industry data tracking (rate of sale, paper supply, missing data points) Regional and local outreach Lunch & learns Webinars Meet & greets Communications

Initiative	2024	2025	2026
Transforming Supply Chain Communication (TSCC)	• Kickoff summit (Jan 2024) • Write and publish a call to action/provocation • Convene a follow-up meeting to develop a reference architecture • Create draft statements of project benefits • Socialize plan and create a preliminary cost estimate	• Identify pilot participants • Plan and launch structured tests • Use the results to establish priorities for change • Incorporate results to refine the ROI projection	• Expanded rollout for priority projects • Workflow rollout for priority projects • Final / near-final benefits confirmation • Develop testimonials and follow-on plan
"BISG at 50"	• Convene a Board-led planning committee • Develop a timeline for products, sponsorship, publicity and marketing • Research BISG history (include oral histories that double as a listening tour) • Draft book proposal	• Plan a major fundraiser in 2026 • Launch a two-year retrospective on BISG's first 50 years • Solicit potential sponsors for a 2026 fundraiser • Fast-track book development	• Dedicate the annual meeting to the major fundraising event (e.g. Gotham Hall) • Continue the two-year BISG retrospective (road show) • Publish "BISG @50" • C-Suite road show (all members)

Initiative	2024	2025	2026
Resource Development	• Revive the BISG 501c3 • Invest in a membership, marketing, and sponsorship staff member • Develop principles for BISG educational efforts, including community service, inspiration and rejuvenation • Product review (audience, execution, branding) • Webinar / digital asset review • Draft a three-year research plan, focused on TSCC • Engage potential funders (including commercial organizations)	• Budget an amount to fund 501c3 for research • Break even or better for membership, marketing, and sponsorship staff member • Relaunch the webinar series to better reflect BISG principles around learning • Update BISG product inventory (PDFs, video, other) • TSCC-related research products (funding TK)	• Budget an amount to fund 501c3 for research • 25%+ return on membership, marketing, and sponsorship staff member • Refine the webinar series to provide thought leadership as well as engagement on topical issues
Membership Growth	• Research needs for workforce development • Conduct dues audit (assessing the current model) • Evaluate options to engage authors, agents, students, and others • Implement formal prospect management in Novi • West coast road show (fall)	• Implement at least one workforce development initiative • Implement new dues structure (if approved) • With new dues structure, reach out to authors, agents, students, others • Expand prospect pipeline • Midwest road show (fall)	• Implement at least one workforce development initiative • Add a target number of authors, agents, students • Convert prospects to meet budget and membership targets • South or Southwest road show (fall)

Initiative	2024	2025	2026
Membership Retention	• Develop a formal resource to guide volunteer recruitment and management • Move committee and working group membership to Novi's committee tool • Launch a membership program for either next-gen publishing or SME support • Identify at-risk members and propose a plan to re-engage with each • Review members who have lapsed since 2016 and develop a campaign to recruit returning members	• Report on participation by committee for 2023 and on a quarterly basis for 2024 • Provide at least four programming opportunities for next-gen publishing staff members or SMEs • Reduce the number of at-risk members by 50% vs 2024 • Add back 10% of those who've lapsed since 2016	• Report on participation by committee for 2024 and on a quarterly basis for 2025 • Provide at least one in-person programming opportunity for next-gen publishing staff members or SMEs • Reduce the number of at-risk members by 50% vs. 2025 • Add back 10% of those who've lapsed since 2016