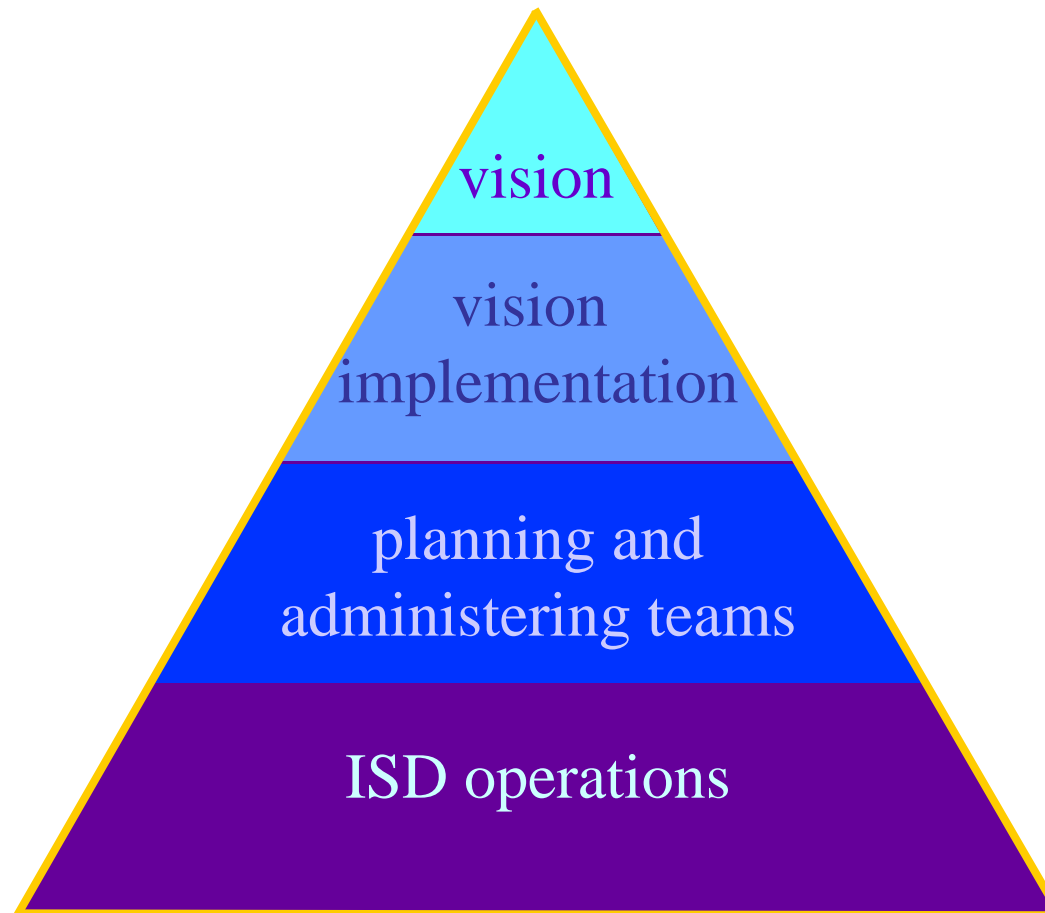




Information Services Division

Vision Implementation Project

The VIP Concept



VIP Goals

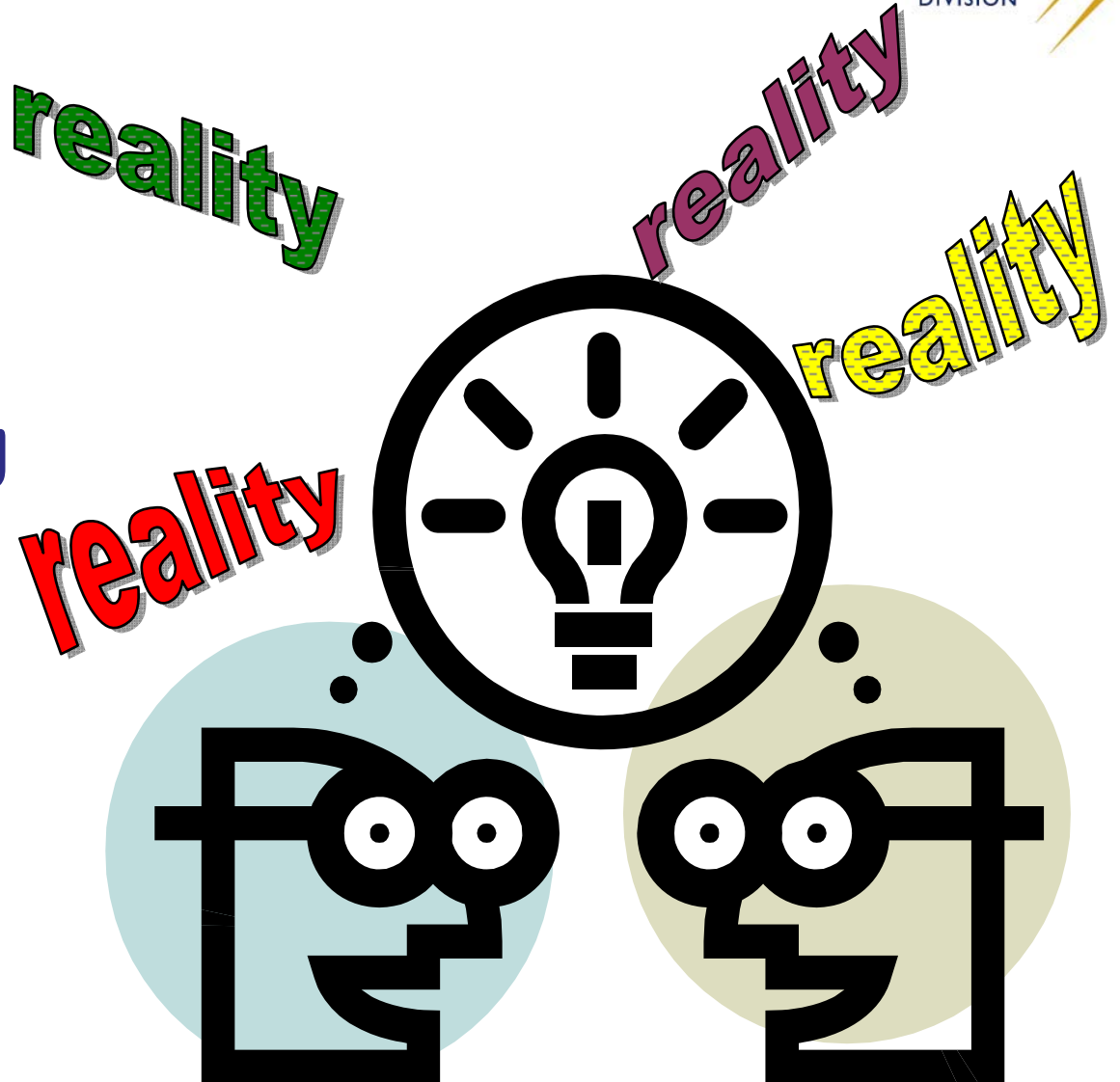


- **Develop ideas that facilitate the translation of ISD's vision into actual operations.**
- **Help ISD navigate the pathways between strategic goals and operational goals.**
- **Identify means for increasing the visibility of ISD's competencies within NIST.**

VIP Objectives (1)



- Serve as an ISD think tank.
- Be attuned to NIST's evolving vision for itself.
- Stay abreast of futuristic trends.



VIP Objectives (2)



- Identify customers that can benefit from ISD's competencies.
- Communicate with ISD staff and solicit feedback.
- Create an environment that encourages ISD staff to share ideas with each other.

ISD's Envisioning Exercise



Where are we going???

- **What are the main trends in the information industry today?**
- **How will these trends affect us in the next 5 years?**


What we learned...



Future Customers Will Want More

A stylized illustration of a person lying down, holding a smartphone, with a large 'X' mark on their leg, set against a red and purple background. The person is depicted in a dark silhouette, and the background features a grid pattern and a large 'X' mark on the person's leg.

- Higher expectations for information services.
- Fluent technology users.
- Multitaskers.
- Socialized towards a collaborative, networked environment.



A cartoon illustration of Bart Simpson, a yellow-skinned boy with spiky hair, wearing a red t-shirt and blue shorts. He is pointing his right index finger at a green chalkboard. The chalkboard contains several math problems written in white chalk, including 'logaritmo', 'quadrato', 'potenza', 'quadrato', 'logaritmo', and 'es'. Bart has a mischievous expression on his face.

Changed Dissemination Methods

- More personalized and user-centered interfaces.
- Meeting customers at point of need.
- Traditional structure of books and journals may disappear completely.



3 Words:

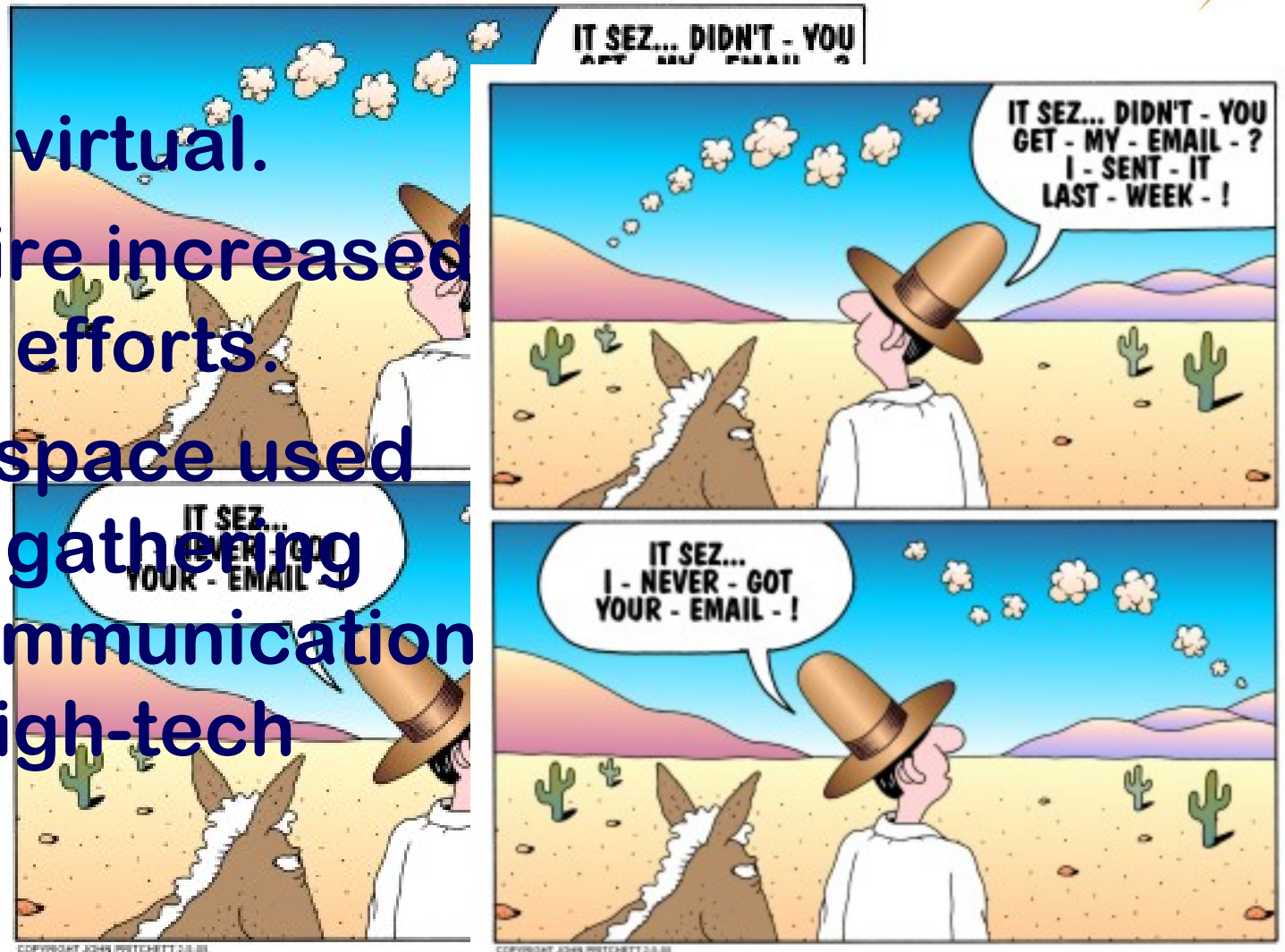
Collaboration, Collaboration, Collaboration

- 
- A background image showing several hands of different skin tones reaching up to hold a globe, symbolizing global collaboration and teamwork.
- **Partnerships with peer organizations.**
 - **Collaboration with other parts of NIST.**
 - **ISD services integrated into the workflow of NIST's researchers.**
 - **Role in facilitating the collaborations of NIST scientists.**

Interactions With Customers Will Change



- Primarily virtual.
- Will require increased outreach efforts.
- Physical space used as social gathering place, communication center, high-tech facility.



ISD Role: Information Filter



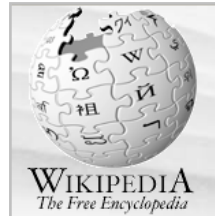
- Appropriate data.
- Targeted information services.
- Information quality assessment.



Decreasing Impact Of Information Mediators



- Wisdom of the masses versus an authoritative voice.
- Peer to peer distribution of research results.



The Colbert Report

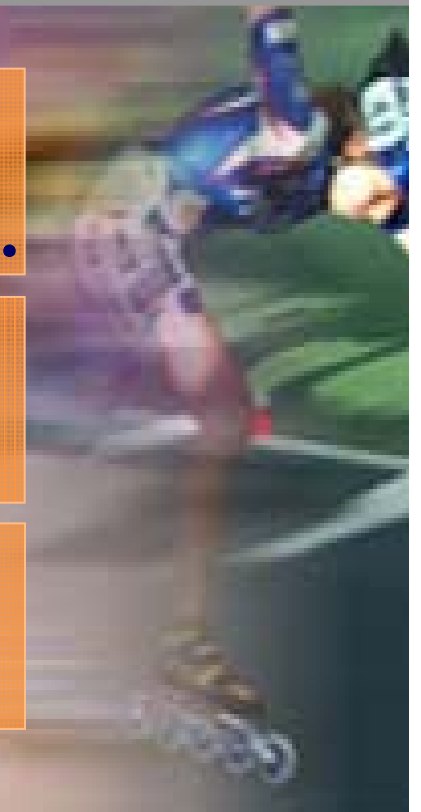


ISD Needs To:



.....Faster

- Keep up with the fast pace of change in the information industry.
- Find new ways to converse with customers.
- Increase the speed of assimilating customer feedback into services.



More With Less



- Decisions about what services ISD will and will not provide.
- Choices about who to target.
- Decisions, based on environment and user analyses.



So What?

ISD staff should have a better understanding of where what is significant to the organization.



Now What?



Continued environmental



A Star Trek Enterprise ship is shown in space, with a large, glowing pinkish-red nebula in the background. The ship is a dark, sleek design with a large, circular saucer section. The text "Information Services Division" is written in yellow, italicized font across the saucer. In the bottom left corner, a quote is displayed in white text.

Information Services Division

**Disconnecting from change does not
recapture the past. It loses the future.**

- Kathleen Norris