

**MEETING OF THE NATIONAL TECHNICAL INFORMATION SERVICE
ADVISORY BOARD MINUTES**

**JANUARY 30-31, 2008
5285 Port Royal Road
Springfield, Virginia 22161**

Participants

NTIS Advisory Board Members

Dr. John J. Regazzi, Advisory Board Chair - Professor and Former Dean, College of Information and Computer Science, Long Island University
Dr. C. Beth Fitzsimmons - President, Information Strategists, LLC
Dr. Jose-Marie Griffiths - Dean and Professor, School of Information and Library Science, University of North Carolina
Mr. Kent Smith - Management Consultant, Former Deputy Director, National Library of Medicine (NLM)

National Technical Information Service/NTIS Staff

Jon Birdsall - Associate Director, Office of Customer and Production Services
Bruce Borzino - Deputy Director
Shannon Burrington - Associate Director, Office of Business Development
Doug Campion - Senior Advisor
Don Hagen - Associate Director, Office of Product and Project Management
Ellen Herbst - Director
Mary Houff - Chief Financial Officer
Jill Johnson - Administrative Assistant
Steve Needle - Senior Policy Advisor
Keith Sinner - Chief Information Officer

NTIS Advisor

Ms. Bonnie Carroll - President, Information International Associates

OPENING OF MEETING

The Chair opened the meeting at 9:00 a.m. and called on the Director who welcomed the members and introduced the NTIS Staff. The Director then provided the Board with an update in certain key areas and summarized NTIS' key strategic initiatives.

THE DIRECTOR PROVIDED UPDATES IN THE FOLLOWING AREAS:

Legislation:

The America Competes Act was passed and signed in August, 2007. Among other things, this act eliminated the Technology Administration. The effect of this legislation was that NTIS and NIST reported directly to the Secretary of Commerce rather than through the Under Secretary of Technology Administration. However, the Consolidated Appropriations Act, which was signed in January 2008, changed the NTIS reporting relationship again. The Director of NTIS would now report to the Director of NIST and the Secretary of Commerce. There are no significant changes expected in day to day operations as a result of this reporting change.

Operations

NTIS consolidated the Offices of Customer Service and Production Services under the direction of a single Associate Director. NTIS has reorganized the Office of Business Development (OBD) and Office of Product and Program Management (OPPM) to focus on marketing, outreach, selling and branding. NTIS continues to add experience and background through strategic hires. The overall organization has been restructured to two management levels and 125 employees.

The current management focal points are on:

- continuing efforts to provide additional services to other Federal Government agencies
- investing to improve productivity at lower costs
- matching resource investment to the length of commitment from our clients
- continuing efforts to increase digital/electronic product download opportunities

Outreach

At our last Advisory Board Meeting, the Board suggested more time and effort be spent on “Outreach” activities. In response, NTIS participated with the following organizations in 2007: ACRL, Exhibition at Spring Conference; ADISIC, panelist at Fall Conference; CENDI, Treasurer; FLICC, FLICC Federal Executive Board; NFAIS, NFAIS Board of Directors, SLA, Presentation and exhibition at Fall Conference; and FDLP, Project with GPO, Focus Group and Plenary Updates at Fall Conference.

Highlights

NTIS was self-sustaining in FY 2007 through operational results and use of reserves. NTIS does not receive any appropriations. The bureau is self-supporting with costs funded from earned revenue and reserves.

NTIS met or exceeded all management and performance objectives based on customer service and number of items acquired and disseminated. NTIS also met or exceeded all requirements in the President’s Management Scorecard relating to Information Technology, Human Capital, Budget and Performance, and Financial Controls.

Major focus was placed on market requirements and renewed outreach. As part of this focus, NTIS invested in two experienced senior managers to direct the tactics for outreach to served communities, product management and client services. Our outreach activities re-introduced NTIS to the library community. We initiated the Federal Depository Library Program project with GPO, and introduced Lines of Business for focus, positioning and branding. Major improvements were introduced in the search experience on the NTIS website. New product pricing was approved for FY08 implementation.

NTIS experienced major productivity improvements through cross-functional project team recommendations in several key processes, including, harvesting, abstracting, cataloging and indexing. A requirements document for a new order processing system was completed.

We successfully indexed and moved our historical collection archive to another location. Excess office space was returned to GSA. The lease on the NTIS current facility expires on September 30, 2010. Accordingly, we are working with GSA and DOC to identify future facility requirements

Challenges

Many of the challenges NTIS faces are the same ones faced throughout the information sector of our economy. Technology and customer expectations are changing rapidly, and in turn, are challenging traditional business models. Additionally, we face the challenge of managing our workforce given the need to invest in new skill sets while managing knowledge transfers from retiring employees to remaining employees.

Lines of Business and Marketing Focus

NTIS Strategic initiatives include increasing value to served communities and increased outreach. Based on feedback from the Advisory Board and initial positioning work, NTIS has shifted strategic focus to market segmentation and lines of business. The two broad market segments are: Information Services to the Public and Information Services to the Federal Government.

The Associate Director, Office of Product and Program Management, gave an overview of the "Information to the Public" Market Segment and the associated Lines of Business.

The Associate Director, OBD, shared with the Advisory Board the concepts behind the NTIS line of business, Information Solutions for Federal Agencies.

Positioning and Branding

The Associate Director, OBD, has been assigned the NTIS strategic goal of positioning and branding NTIS. NTIS recognizes that most federal government agencies, the scientific and technical communities, and the library and research communities are not aware of NTIS and its collection, and those that are aware of NTIS are confused about what we offer. We are still in

the early stages of positioning with branding to follow. Areas that we plan to capitalize on to increase awareness and positioning include trustworthiness, experience, customer service, testimonials from existing customers and clients, NTIS collection and search capability, and IT security.

NTIS has the largest, most comprehensive collection of federal research and technical reports. We have expanded the search capability, established full collections, offer electronic and physical media, responsive customer service, and certified documents. NTIS intends to continue to focus on getting our name out to the public and the marketplace there through marketing communication activities such as refreshing the NTIS website, membership in associations, conducting focus groups, obtaining customer feedback reports, update marketing materials, and releasing product announcements.

The Advisory Board recommended that NTIS first obtain feedback from our current customers regarding customer and service strengths, and then position and brand NTIS based on the feedback. The Board also recommended that NTIS build on its core strengths such as flexibility, rapid responsiveness and customer service. The Board concurred that NTIS must start with its current customers to identify new services offerings, test marketing concepts, and to define positioning and brands.

TRENDS AND TECHNOLOGIES: DISRUPTIONS ON THE HORIZON BRING CHALLENGES AND OPPORTUNITIES

The NTIS Advisor provided the Trends and Technologies overview. Topics included Multimedia and Complex Documents; Web 2.0 and Social Networking; Second Life, YouTube and Their Role in Federal STI; Role of Information Science in Federal Government; and, What will the Next Generation of Customers Demand.

A brief overview of the new NTIS website was provided to the Board. User based design with business focus is the goal for the website refresh. NTIS should match what customers want to know with what we want them to know. The website will be updated on a continuing basis by the Web Presence team. Changes to the website can be made within hours instead of days. Because NTIS is complying with the new E-Government requirements on openness and searchability, an increased number of the collection's documents are searchable and findable by commercial search engines. As a result, NTIS is selling more documents in FY 2008 vice FY 2007 and more customers are finding the documents.

Board Operations

Agreement was reached on conducting two meeting per year, meeting every six months. Meetings will be held in October and April. Since October is after fiscal year end, the board will schedule one and a half days to review the previous fiscal year and plans for the current fiscal year. The second meeting will be scheduled in April for a half day session to provide the board with an update on the NTIS fiscal year progress.

An annual report will be completed at the end of the calendar year.

Discussion regarding adding a fifth member to the Advisory Board was met with optimism. The Advisory Board will explore adding a candidate from the Information Science sector; possibly an existing NTIS consumer or someone from the corporate community. NTIS will also provide names and/or profiles for the Advisory Board to consider.

The next meeting is tentatively scheduled for October 2008.

Final Observations

The Advisory Board felt this was a very good meeting with open discussions and lots of ideas. . NTIS has made tremendous progress since the last meeting. It was refreshing to see suggestions made last year by the Board were put into place. NTIS is a revitalized organization with new initiatives.

The Advisory Board noted improvement in the areas of employee morale, teamwork and empowerment. It was suggested that one of the business units should attend the next meeting and interact with the board so they can get a better perspective.

NTIS thanked the board for their feedback. It is beneficial having leaders outside of NTIS reiterate support for the strategic direction that NTIS has undertaken.