



# Growing Up: The Next Phase for IGSN

A Primer on Strategic Planning

**PIDapalooza**

27 Jan 2021

**POLL: [www.menti.com](https://www.menti.com) Use code 89 81 16 4**

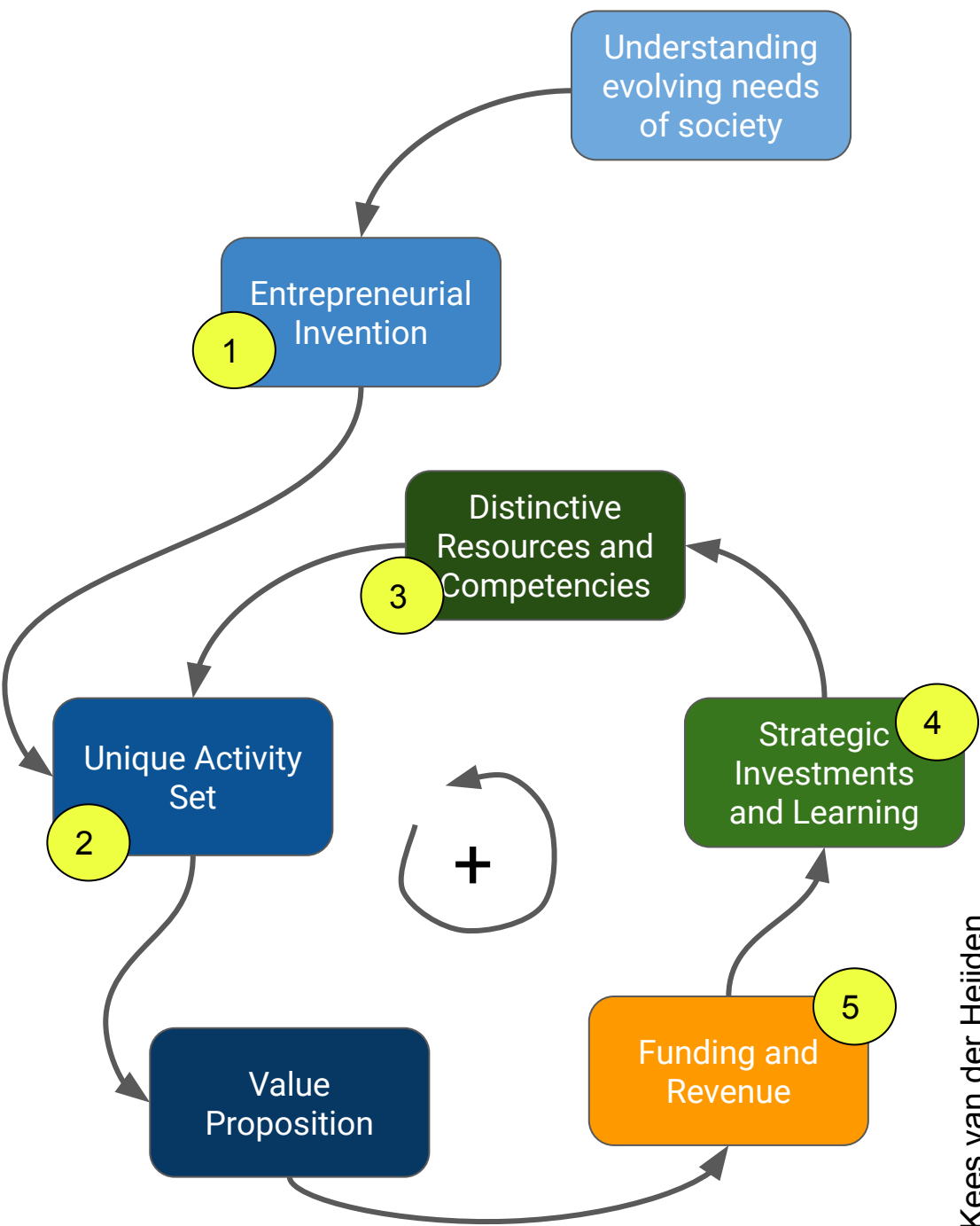
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<https://doi.org/10.6084/m9.figshare.13653005>

# Creating A Sustainable Organization: Elements to Examine



# Step 1: Creating a Shared Understanding

How do stakeholders view the organization?

What are its core services? Current value?

Desired future value?

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- (1) What is the current core, distinctive service offering that defines the IGSN brand?
- (2) How distinctive is IGSN from other PID services?
- (3) For the future, what should be the core, distinctive service offering that defines the IGSN brand?
- (4) IGSN is in the process of modifying our operations to become more sustainable. How important is the speed of that change?
- (5) How willing is the research community to invest in scaling the operations of a PID provider - such as in-kind contributions, grants, etc. - to commit to the ongoing and future success of the provider?

# IGSN Impact

9M sample iDs  
issued

Community demand to  
scale to billions to support  
unique identification and  
discoverability of samples  
and collections

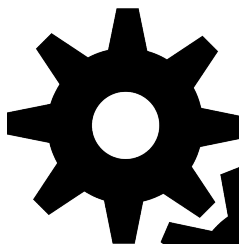


Global participation

Adoption in geosciences driving  
interest in archaeology, biodiversity,  
materials science, genomics,  
planetary sciences

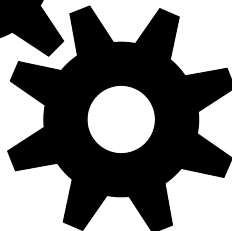
Value

Combine leadership in PID  
registration technology, core  
metadata, and communities of  
practice

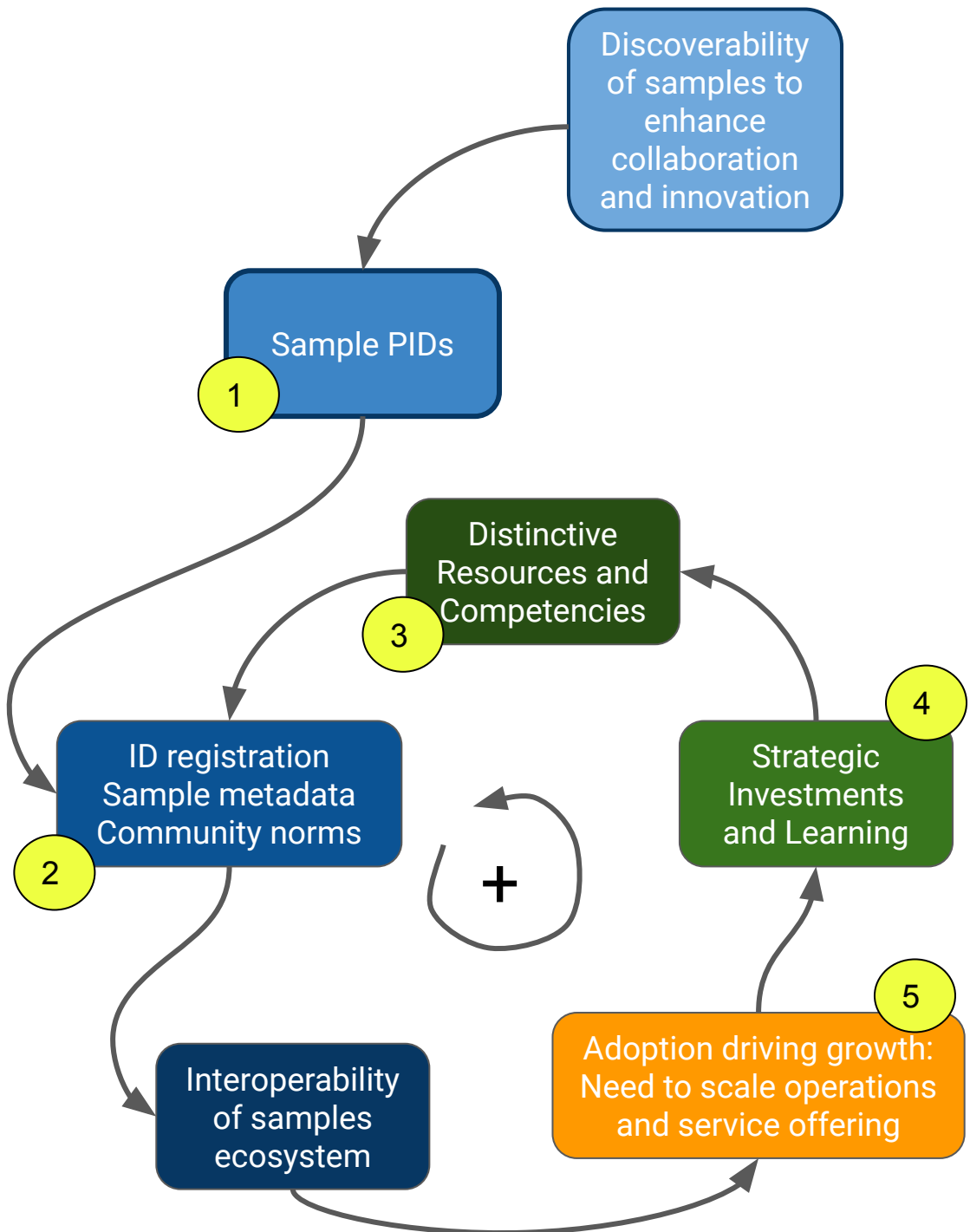


Communities  
of Practice

Technology

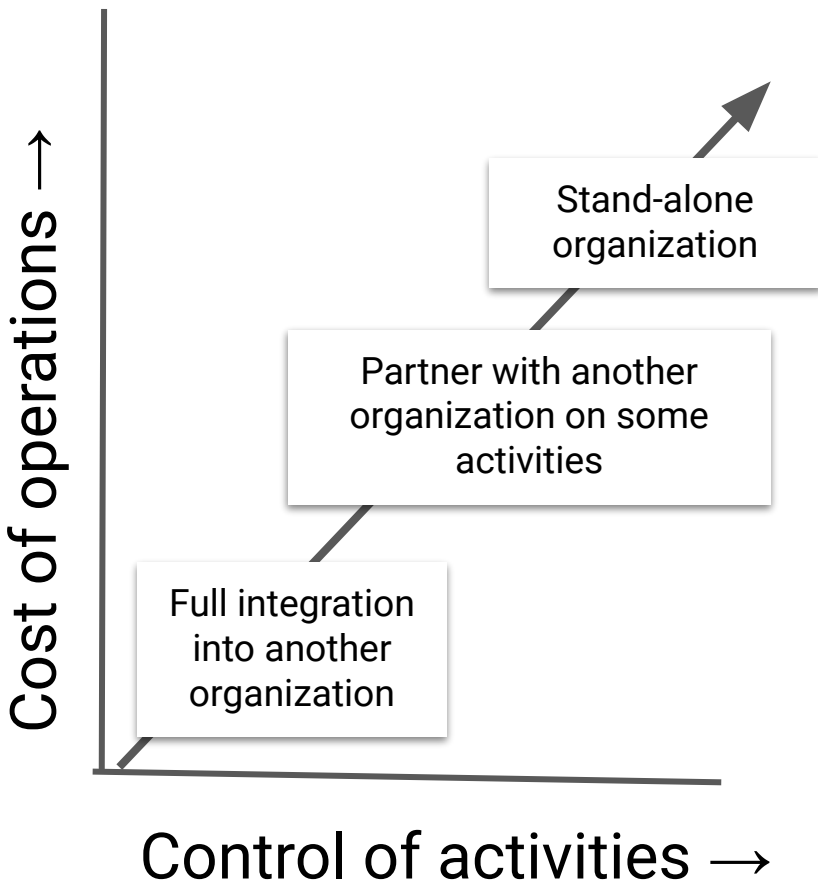


# Creating A Sustainable IGSN



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## Step 2. Scaling Options



# Creating a Scaling Strategy

Understanding the community desire for speed and its interest in investing in the transition helps to narrow down which of the three options to focus on. Here, we look at partnering characteristics: what activities should IGSN control and what kind of organization should it seek as a partner.

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- (1) Should IGSN focus on metadata and technical infrastructure and partner with a community-building organization?
- (2) Should IGSN focus on community-building and partner with a technical infrastructure organization?
- (3) How important is it that a partner share values?
- (4) How important is it that a partner be financially sustainable?
- (5) How important is it that a partner have existing discovery services?

# Summary and Next Steps

Poll results: <http://bit.ly/36byB7d>

Thank you for your input into IGSN's strategic planning process!

You can follow IGSN's strategic planning process on its webpage here:

<https://www.igsan.org/igsan-2040/>

For more information, you may contact IGSN at [info@igsan.org](mailto:info@igsan.org).