

# ISSN International Centre 2020-2024 Strategy

APPROVED BY THE GENERAL ASSEMBLY OF MEMBER  
COUNTRIES, MAY 2020.



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INTERNATIONAL CENTRE



**The mission of the ISSN International Centre is to serve as a liaison between the publishing industry and the library community for the identification of and access to serial publications and print and digital continuing resources. Building on the ISSN Portal and its metadata, we develop complementary services with the support of international partners from the information industry and the research community.**

**Our vision is to develop quality global information services for serials and continuing resources, based on international standards and multilateral cooperation.**

**Our values are:**

- commitment to international cooperation,**
- responsiveness to the needs of our community,**
- commitment to quality information and standards,**
- expertise in information management,**
- service innovation.**

## **OBJECTIVE 1:**

# **Develop the global interoperability of the ISSN portal by improving the management of ISNIs**



The ISSN International Centre believes it is important that the ISSN be interconnected with other identifiers in order to be part of the web-based identification ecosystem. The ISSN International Centre works with national ISSN centres, hosted by national libraries and scientific research centres, some of which use ISNIs (ISO 27727: 2012) as identifiers for individuals and legal entities in their own databases. These ISNIs are retrieved by the ISSN International Centre when records are imported into the ISSN Portal. The International Centre wishes to create standardized access points for publishers and organizations (issuing bodies) in the ISSN Portal and to set up new ISNIs for organizations and publishers that do not yet have one. The International Centre has been a member of the ISNI-IA since 2015 and has access to the ISNI professional database.

## **OBJECTIVE 2:**

# **Encourage the creation of new ISSN National Centres to extend the ISSN network worldwide**

UNESCO has 195 Members and 9 Associate Members, and the United Nations has 193 Member States. Currently, 91 countries have an ISSN National Centre. Our recurrent strategic objective is to ensure that all countries have a centre where it appears viable, and to encourage low-performing centres to meet standards and good practice. To succeed, it will be necessary to strengthen initial and in-service training and to carry out awareness-raising activities, particularly in the field. Our aim is to open at least five new National Centres between 2020 and 2024, to revise the initial training programme and then implement it, to work with the less successful centres, to help set up new infrastructures, to formalise the process of evaluating the candidature of a new member country, and to create several tools for monitoring the activities of the centres and the agreements with them.



### **OBJECTIVE 3:**

## **Implement the sixth version of the ISSN standard by creating the family ISSN and other cluster ISSNs**



Tracking the changes that a serial publication undergoes over time is a long-standing challenge and the relationship between old and current titles is recorded in the MARC bibliographic formats in specific fields. For several years, ISSN-L has been used to collate the different versions of a continuing resource across multiple media. However, it is only with the sixth version of the ISO 3297 standard, which will be released in 2020, that it will be possible to create a cluster ISSN. A survey of our user community in 2019 revealed an interest in what could be called an ISSN-F grouping together titles identified by ISSNs and representing the same family. Discussions within the ISSN International Centre determined that an ISSN-F could be embodied as a URI providing access to a visual representation of a publication's history. This representation could be easily created and managed centrally without additional work for the National ISSN Centres as it is already available in the ISSN Portal without yet having a URI or being identified via an ISSN-F.

### **OBJECTIVE 4:**

## **Implement the 2020 ISSN standard by assigning ISSNs to various types of continuing resources**

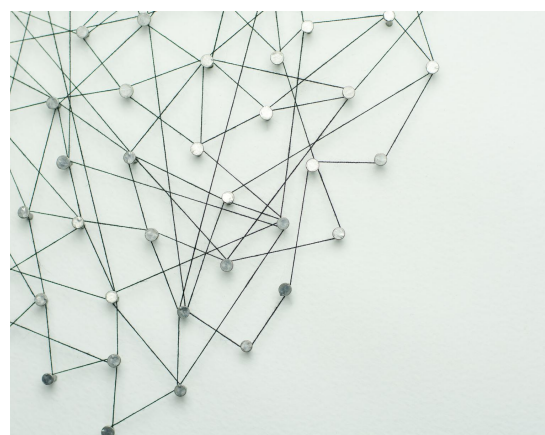
Significant changes in the publishing landscape may impact the ISSN over the next years. If the ISSN is viewed solely as a historical or heritage identifier of diminishing relevance to the publishing community, questions will arise as to its relevance and future. While there is no doubt that traditional serial publications will continue, questions will arise as to their relative importance. The ISSN needs to position itself more in relation to emerging resources such as document repositories and databases, and make appropriate investments to consolidate its position in the identifier ecosystem. This objective does not imply a change in the format or definition of the ISSN as it already encompasses integrating resources. The ISSN Network aims to raise awareness among producers of serial publications through the National ISSN Centres to ensure that all such publications are assigned an ISSN to achieve full implementation of the standard by ensuring that the ISSN Manual includes clear instructions on this matter.



## **OBJECTIVE 5:**

# **Develop interoperability of the ISSN Portal through the management of persistent identifiers and URLs of digital continuing resources.**

The ISSN International Centre manages metadata of digital serial publications in the ISSN Portal. Following the guidelines of the current ISSN Manual, it is mandatory to include the URLs of electronic publications in field 856 of the MARC 21 record. Multiple URLs may be included in the record. On the open data version of the ISSN Portal, the URLs in the 856 tags are used to link to the resource itself and are thus visible. Like all bibliographic databases managing URLs of documentary resources hosted on external servers, such as those of issuing bodies and commercial publishers, the ISSN Portal is confronted with URL obsolescence when online publications cease to be updated, disappear or change hosting server. The ISSN IC does not index the web permanently and systematically as search engines do. Our assumption is that only the archived digital resource is stable because it has a persistent URL provided by an archiving agency. For the time being, only a minority of titles are archived. On the ISSN Portal, a specific actionable identifier will be used to bring together the URLs of the resource as published originally, the URLs of the successive publishers if applicable and the URLs managed by the archiving agencies. This new service will add value to the ISSN Portal by aggregating at a single point the URLs provided by publishers and by archiving agencies for a given digital serial resource.



## **OBJECTIVE 6 :**

### **Promote and develop Keepers Registry to associate new agencies and increase the number of identified archived resources**



Keepers Registry is a service that aims to inform the library and publishing community about the actions taken by archiving organizations to preserve titles of digitized and digital serial publications with ISSNs in order to promote long-term access to these resources and to stabilize scientific references for the research sector. For the ISSN International Centre, the takeover of the Keepers Registry service in December 2019 was a strategic decision that resulted in the expansion of the ISSN Portal offering: the International Centre and the ISSN Network together produce an indispensable source of information on periodicals at all stages of their existence, from their identification and description by the ISSN Network to their preservation by partner archiving agencies. It is crucial for the viability of the service to work with more archival agencies at the international level to improve its geographical coverage and to diversify the titles under consideration. Keepers Registry is based on the "Freemium" model of the ISSN Portal. New services will be considered and tested with users, such as a reference service for publishers to identify appropriate archival agencies and improved search functionality through the submission of ISSN lists and titles. It is also necessary to explore how Keepers Registry can be linked to the ETAS service.

## OBJECTIVE 7:

# Promote the ISSN portal as a professional tool for the National ISSN Centres to improve the ISSN assignment process

The ISSN Portal, as well as the new ISSN+ bibliographic production tool that will soon be available, provide enhanced functionalities to enable the ISSN International Centre to more easily standardize the metadata provided by the ISSN network and publishers. It is important to further harmonize the processes of the ISSN International and National Centres so that each Centre follows international standards and certain national practices for the creation of records and allows for the addition of complementary metadata by the International Centre. The company that developed the ISSN Portal has planned a web-based platform that is now available to National Centres that wish to partner with the International Centre and use the system to manage requests from national publishers. The more National ISSN Centres adopt the ISSN Portal and ISSN+ as production tools, the more efficient and coordinated the ISSN network will become. New National Centres will be particularly encouraged to use these turnkey systems.





The **ISSN Portal** ([portal.issn.org](http://portal.issn.org)) is the main access point to our information services.

**ROAD** ([road.issn.org](http://road.issn.org)) is the Directory of Open Access Scholarly Resources which identifies OA resources globally.

**Keepers Registry** ([keepers.issn.org](http://keepers.issn.org)) provides information about the archival status of born-digital and digitized serial titles.

**ETAS** ([journaltransfer.issn.org](http://journaltransfer.issn.org)) is the Enhanced Transfer Alerting Service providing information about title transfers by Transfer-compliant publishers.





ISSN International Centre  
45 rue de Turbigo  
75003 Paris  
+33 1 44 88 22 20  
[secretariat@issn.org](mailto:secretariat@issn.org)