

KEEPING UP TO DATE WITH DIGITAL TECHNOLOGY



ALIA has continuously evolved to stay up to date with changes in technology and our publications are no different. This year ALIA is delighted to include two digital only issues of INCITE in our publication schedule.

As an association representing an increasingly digital library and information sector, we have to look at our own ways of working to see where we can accomplish positive change through the use of new technologies.

Within the last five years we have made a number of well-received updates to the way we provide services. We have introduced *ALIA Weekly* and the newsletter has become our most read publication. We have extended access to the ALIA MyPD Tracking Tool to help personal Members keep tabs on their professional development activities, with records easily stored and retrieved digitally. ALIA Training courses are often produced as webinars and membership applications and renewals are now almost exclusively online.

However, digital isn't always the answer. We know that Members love having the print copy of *INCITE* delivered at home or sitting on the table in the tearoom, and we have no plans to move from 100% print to 100% digital in the near future.

At the same time, we want to explore what extras digital publication can deliver to readers. We have long offered *INCITE* as a downloadable pdf, but we are keen to see what can be achieved with embedded audio and video, links to websites and a direct connection to other resources. In 2018, with the approval of the ALIA Board, we plan to produce four print editions of *INCITE* and to experiment with two new digital editions for May/June and November/December.

There will, of course, be a cost saving associated with not printing and distributing 5,000 copies of the magazine, but we will be investing much of that savings into making these editions something special. It's a challenge our communications team will be rising to, with the help of our editorial contributors, advertisers and designers, and we would love to hear from you if you have ideas or ambitions for our digital magazine (incite@alia.org.au).

The May/June issue of *INCITE* will be built around international affairs, which has been the theme for Vicki McDonald's presidential year. We are keen to share the edition with colleagues across Australia, the Asia-Pacific, and internationally, and to this end, it will be made open access for Members and non-Members. The print issues of *INCITE* in 2018 will remain exclusively for Members.

We look forward to receiving your ideas and feedback about *INCITE* and about other ways we can harness new technologies for the benefit of our Members. ✂

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