Serving as liaison to VRA during a joint conference year has meant that the customary responsibilities of liaison are carried out by many hands in the course of planning conference activities and content and related announcements.

Considering the society’s strategic goals, the role of liaison is chiefly in service to the following:

- Goal III: Create Stronger Leadership through Promotion, Cooperation, and Advocacy
- Goal IV: Emphasize our Collections and Stewardship Role
- Goal V: Strengthen the Society’s Communication and Operational Infrastructure

Through conference programming, these goals will be demonstrated to VRA members in a way that they never could be simply through the society’s listservs or other passive communication. These joint conferences are excellent opportunities for members of both societies to find complementary issues and explore possibilities for collaboration and support.