

# OHIO LIBRARY COUNCIL

## OBJECTIVES

- ◆ Proactively safeguard the interests of Ohio's public libraries and the essential services they provide to citizens throughout the state.
- ◆ Protect and restore funding to the Public Library Fund in the FY16-17 state budget.
- ◆ Ensure that the Administration and the General Assembly understand the value of public libraries and the importance of the Public Library Fund.
- ◆ Assist Ohio libraries to position themselves as an essential public service.

## OBJECTIVES

- ◆ Optimize an organizational structure that is efficient, nimble, and sustainable.
- ◆ Achieve effective Board operations and knowledge-based governance.
- ◆ Increase awareness and value of opportunities for members to engage in important OLC work and decision-making.
- ◆ Implement a membership dues structure that generates adequate revenue to support the mission of the organization while being fair and appropriate for the environment.
- ◆ Assure that appropriate staff resources are in place to accomplish organization's goals and objectives.
- ◆ Update the OLC's physical image and branding.



## STRATEGIC PLAN: 2015-17

### MISSION

The OLC is the forum in which Ohio's public library community is strengthened through advocacy, education, collaboration, and innovation.



## OBJECTIVES

- ◆ Provide a comprehensive array of value-added, high-quality educational content and programs that develop outstanding library staff members and enhance the work of their libraries.
  - ◆ Acknowledge that members' continuing education needs change as their careers progress.
  - ◆ Recognize the diverse nature of adult learning and utilize new and appropriate formats and delivery of education.
  - ◆ Respect the various geographic locations, sizes, and the limited economic resources for continuing education among Ohio's public libraries.

## OBJECTIVES

- ◆ Identify, analyze, and respond to the current issues and emerging trends that impact public libraries.
- ◆ Deliver knowledge-based information on public library governance, administration, and operations for Ohio's public libraries.
- ◆ Meet members' needs for fast and efficient access to valuable information and resources.

# OLC STRATEGIC PLAN: 2015-17

## GOAL 1: Advocate the interests of Ohio's public libraries, with a focused commitment to ensure adequate state funding.

OBJECTIVES	STRATEGIES	TACTICS
Proactively safeguard the interests of Ohio's public libraries and the essential services they provide to citizens throughout the state.	Actively monitor the local, state, and national issues affecting Ohio's public libraries, and respond in the best interest of OLC members and consistent with OLC policies and positions.	
Protect and restore funding to the Public Library Fund in the FY16-17 state budget.	Create a "Restore the PLF" campaign, establish a campaign timeline and develop resources libraries will need to influence their legislators throughout the FY16-17 state budget process.	Use <i>This Week</i> , OLC website, Legislative Briefs, and meetings with library administrators and Boards of Trustees to launch the campaign, deliver updates, and provide access to resources.
	When necessary, encourage libraries to reach out to and utilize their patrons to be advocates for their public libraries.	Effectively communicate legislative and funding issues to all OLC members and make timely information easily accessible online.
Ensure that the Administration and the General Assembly understand the value of public libraries and the importance of the Public Library Fund.	Develop an ongoing educational effort directed at the Governor's office, applicable state agencies, and the legislature.	Communicate consistent messages aligned with the OLC's policies and position statements.
	Maintain strong relationships with the House and Senate leadership.	
Assist Ohio libraries to position themselves as an essential public service.	Measure the ways that libraries benefit the community now and perceivably in the future.	Develop a Return on Investment (ROI) calculator that clearly explains a library's economic value to the community.
	Create straightforward messages that any public library can use to explain its value to customers and stakeholders.	Develop a toolkit of "value" social media messages, letters to the editor, success stories, and other resources.

# OLC STRATEGIC PLAN: 2015-17

## Goal 2: Develop high-quality public library staff members and trustees through unsurpassed education and training.

OBJECTIVES	STRATEGIES	TACTICS
<p>Provide a comprehensive array of value-added, high quality educational content and programs which develop outstanding library staff members and enhances the work of their libraries.</p>	<p>Develop continuing education programming using the Ohio Public Library Core Competencies.</p>	<p>Spotlight the Ohio Public Library Core Competencies at the New Directors Workshop each year.</p>
	<p>Continue to position the Annual Convention and Expo as the premiere statewide education event.</p>	
	<p>Continue to survey directors to determine staff development needs at these events for all staff that attend.</p>	
	<p>Continue offering traditional educational programming that addresses the needs of Ohio's public libraries, trustees, and their staffs.</p>	<p>Continue Trustee Dinners and workshops for Library Accounting, New Directors, New Trustees, and Ballot Issues.</p>
	<p>Utilize division action councils and committees to develop programming; use them as subject-matter experts.</p>	<p>In 2015, host workshops or conferences sponsored by the IT Division, Children's and Teen Services Divisions, and the Supportive Staff (Customer Service).</p>
		<p>Incorporate a presentation by the Diversity Awareness and Resources Committee into the New Directors Workshop to spotlight their work and importance in libraries.</p>
	<p>Use professional speakers as well as experts from other industries to deliver education.</p>	<p>Continue budgeting for speakers and presenters outside of libraries to present educational offerings.</p>
		<p>Explore opportunities to offer workshops on topics such as leadership, communication, coaching, strategizing etc.</p>

## OLC STRATEGIC PLAN: 2015-17

### Develop high-quality public library staff members and trustees through unsurpassed education and training...*continued*

OBJECTIVES	STRATEGIES	TACTICS
Acknowledge that members' continuing education needs change as their careers progress.	Develop continuing education programming for all stages in the career cycle - from students to those newest in the field to the more experienced library staff members.	
Recognize the diverse nature of adult learning and utilize new and appropriate formats and delivery of education.	Develop education that is deliverable in-person, as webinars, and as online self-directed resources.	Continue to offer in-person educational offerings as well as webinars.
		Overhaul the <i>ORE on the Web</i> online education module utilizing members and KSU-SLIS practicum students. <i>[Reference and Information Services Division]</i>
Respect the various geographic locations, sizes, and the limited economic resources for continuing education among Ohio's public libraries.	Expand educational offering geographically using stand-alone as well as collaborative opportunities.	Continue to offer Chapter Conferences as premiere regional education events.
		Explore how an education component can be incorporated into the Small Library Directors' Discussion Forums.
		Explore training partnerships with libraries in order to expand regional education.

# OLC STRATEGIC PLAN: 2015-17

## GOAL 3: Be the authoritative source of information on issues impacting Ohio's public libraries and enhance members' access to OLC resources.

OBJECTIVES	STRATEGIES	TACTICS
Identify, analyze, and respond to the current issues and emerging trends that impact public libraries.	Continually monitor the public library environment and develop effective communications in response to current issues.	Distribute engaging electronic information to library administrators and trustees.
		Create an online resource to answers commonly-asked questions posed by administrators and trustees of member institutions.
		Provide information and consultation to individuals and member institutions on issues impacting the administration and management administration of their libraries.
	Utilize OLC committees and divisions to identify emerging trends and recommend organizational responses.	Require OLC units to dedicate time at each meeting to discuss emerging trends in libraries.
Deliver knowledge-based information on public library governance, administration, and operations for Ohio's public libraries.	Provide initial legal review of issues impacting libraries – to individual library administrators and collectively.	
	Evaluate, organize, and package new "best practices" resources on issues such as library administration, human resource management, levy campaigns, and building projects.	Identify existing resources/publications that provide information on these trends and make them available to members.
		Review best practices information on current website; update and remove out-of-date materials.
		Continue to use the Expo to expose members to vendors' new services and technologies that libraries can use to address challenges.

# OLC STRATEGIC PLAN: 2015-17

**Be the authoritative source of information/enhance members' access to resources....continued**

OBJECTIVES	STRATEGIES	TACTICS
Deliver knowledge-based information on public library governance, administration, and operations for Ohio's public libraries...continued	Develop opportunities for committees and divisions to report on and share information on trends and their impact on Ohio's public libraries.	Create an online forum for members to follow what others are saying about the key trends.
		In 2015, incorporate into the Small Library Directors' Discussion Forums a human resource management overview presentation. <i>[Small Libraries Division/HR &amp; Trainer Development Division]</i>
		Post IF videos (e.g., Banned Books updates) on OLC You Tube Channel. <i>[IF Committee]</i>
		Create a referral program for small library directors with questions on HR issues; and create a basic online human resource management FAQ. <i>[HR &amp; Trainer Development Division]</i>
Meet the members' needs for fast and efficient access to valuable information and resources.	Continue to provide members with access to information to assist them in dealing with the myriad of issues impacting today's public libraries.	Overhaul and redesign OLC website to improve content, design and functionality.
		Implement changes to the OLC's association management software that will enhance the OLC member experience and improve access to benefits and services.

# OLC STRATEGIC PLAN: 2015-17

## GOAL 4: Create an OLC organizational structure that is flexible and responsive to members' needs, encourages member engagement, and maximizes organizational effectiveness.

OBJECTIVES	STRATEGIES	TACTICS
Optimize an OLC organizational structure to be efficient, nimble, and sustainable.	Review governance structures and processes.	Create an ad hoc committee to review structure and propose governance redesign considerations.
		Require Committees and Chapters and Division action councils to evaluate their relevance.
	Sustain a culture of trust.	Increase communication about the organization's strategic position.
Achieve effective Board operations and knowledge-based governance.	Assure that Board composition includes individuals with diverse expertise and is representative of the OLC membership.	Define "charge" for certain units within boundaries that aligns with our strategic direction.
	Increase the frequency and quality of dialogue between the Board and OLC members.	Have Board liaisons take an active role in communicating with units.
	Increase Board participation within divisions, committees, and chapters.	Request that Board liaisons meet with respective units at Leadership Conference.
Increase awareness and value of opportunities for members to engage in important OLC work and decision-making.	Simplify ways to express interest in serving.	Improve calls for service on committees, divisions, chapters.
	Show value of volunteer leadership opportunities.	Host Division roundtable discussions around the state.

## OLC STRATEGIC PLAN: 2015-17

**Create an OLC organizational structure that is flexible and responsive, encourages member engagement, and maximizes organizational effectiveness...continued**

OBJECTIVES	STRATEGIES	TACTICS
Assure that appropriate staff resources are in place to accomplish organization's goals and objectives.		
Implement a membership dues structure that generates adequate revenue to support the mission of the organization while being fair and appropriate for the current environment.	Evaluate the current Institutional, Individual, Friends and Associate member dues structures for possible modifications for the 2016 dues year.	Resume the work of the Board of Directors' ad hoc committee on membership dues.
Update the OLC's physical image and branding.	Develop new brand, logo, and colors.	By year-end 2015, launch a re-branding project.