

I. Significantly influence the political and economic factors that impact Ohio's public libraries.

Goals	Objectives	Tactics
<p>1. Develop and implement strategies to protect state funding for public libraries so they can provide essential library services to all Ohioans.</p>	<p>A. Conduct ongoing education effort directed at the Administration and General Assembly about the value of public libraries and importance of the Public Library Fund.</p> <p>B. Aggressively protect the Public Library Fund in FY 2012-13 biennium budget.</p> <p>C. Examine possible alternative state revenue sources, including extending taxing authority to public libraries, and extending authority to levy local sales and income tax to public libraries.</p> <p>D. Review and support the biennial budgets of the State Library of Ohio and OPLIN.</p> <p>E. Develop stronger relationships with House and Senate leadership.</p>	<p>A.1. Distribute post-election packets to General Assembly members.</p> <p>A.2. Send new library director notifications to members of the Ohio General Assembly.</p> <p>A.3. Explore the value of a 2012 <i>Voter's Guide</i>.</p> <p>A.4. Create and distribute issue papers for legislators.</p> <p>A.5. Host 2011 Legislative Day.</p> <p>A.6. Present webcasts on subjects of pressing interest.</p> <p>A.7. Develop a Hot Topics on the OLC website.</p> <p>A.8. Produce relevant articles for various OLC publications.</p> <p>A.9. Provide information for other OLC divisions about activities that they may use to provide advocacy support.</p> <p>B.1. Coordinate efforts of a strong team of lobbyists including the OLC staff, and the personnel of the law firms of Vorys and Calfee.</p> <p>B.2. Provide appropriate amount and type of information on the OLC website.</p> <p>B.3. Work with State Library to distribute more information about budget proposals.</p> <p>B.4. Continue e-mail messages to members about breaking budget issues.</p> <p>B.5. Distribute <i>Capital Square News</i> with updated information when appropriate.</p>

		<p>B.6. Present webcast updates to directors of OLC Institutional members as well as Individual members.</p> <p>C.1. Research with Jon Iten on various tax initiatives.</p> <p>C.2. Research with Driscoll & Fleeter on success of various tax initiatives.</p>
<p>2. Monitor and respond appropriately to any and all local, state, and federal legislation affecting OLC members and institutions.</p>	<p>A. Effectively communicate legislative and funding issues to all OLC members and make timely information easily accessible online.</p> <p>B. Expand ability for libraries to reach out to their patrons on issues that impact public libraries.</p> <p>C. Develop a significant media program on library issues.</p> <p>D. Develop a proactive strategy around statewide initiatives that support the importance of statewide resources for local public libraries.</p>	<p>A.1. Redevelop website materials on lobbying efforts.</p> <p>A.2. Utilize <i>Capital Square New, Access</i>, Chapter Conference General Sessions, Legislative Network/regional meetings, Webcasts, and other member communications opportunities are appropriate.</p> <p>A.3. Develop materials identified for directors, trustees, members and public/media.</p> <p>A.4. Keep chronological list of information and updates so that members always know the most current information.</p> <p>A.5. Create internal and external fact sheets and talking points to help answer media questions.</p> <p>A.6. Integrate use of video into legislative and funding messages.</p> <p>B.1. Provide message points for public library communications.</p> <p>B.2. Provide legislator contact information.</p> <p>B.3. Develop newsletter articles for libraries.</p> <p>C.1. Develop media-oriented issue papers.</p> <p>C.2. Conduct major newspaper reporter visits and editorial board appearances.</p> <p>C.3. Develop media kit on library funding.</p>

		<p>D.1. Develop and implement initiatives such as:</p> <ul style="list-style-type: none"> • Health Education • Put Ohioans Back To Work • Early Childhood Education • Personal Finance Education
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II. Be a leader in the financial security, organization, and administration of the nation's best public libraries.

Goals	Objectives	Tactics
<p>1. Provide guidance and support for local funding of member libraries.</p>	<p>A. Identify and implement strategies that will lead to successful passage and renewal rates of more than 75% of local library levies.</p> <p>B. Identify and implement strategies to assist libraries in the areas of grantsmanship and development work.</p>	<p>A.1. Annually update the report on library levy results.</p> <p>A.2. Develop resources to assist libraries in their campaign efforts, such as:</p> <ul style="list-style-type: none"> • “best practices” resources on library levy campaigns (print & online) • provide library campaign mentors • levy listervs • sample letters to the editor • PAC development training <p>A.3. Continue to present semi-annual Ballot Issues workshops.</p> <p>A.4. Continue to provide individualized consultation to administrators of OLC-member libraries.</p> <p>A.5. Present education programming on “Being Part of Your Library Levy.”</p> <p>B.1. Develop training opportunities on grantsmanship and development work.</p>

<p>2. Ensure that service areas of public libraries throughout the state provide effective and efficient library services to all Ohioans.</p>	<p>A. Work with the State Library of Ohio to designate appropriate library services boundaries.</p> <p>B. Identify areas of library cooperation and collaboration that will enhance library services.</p>	<p>A.1. Complete a report to the State Library of Ohio that responds to the Local Government Commission recommendation to study public library collaboration, mergers, and consolidations.</p> <p>A.2. Work with the State Library and OLC legal counsel to draft legislation and rules to adjust library taxing district boundaries to minimize double taxation.</p> <p>A.3. Provide information and education to library districts about boundary issues and possible legislative responses to double taxation.</p> <p>B.1. Establish a Task Force to study and recommend Best Practices and new service delivery models that will encourage and support cooperation and collaboration.</p> <p>B.2. Develop a presence on the OLC website that provides information to libraries on the Best Practices and service models.</p>
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Goals	Objectives	Tactics
<p>3. Provide guidance to library administrators so they can effectively meet the needs of their libraries.</p>	<p>A. Provide initial legal review of issues impacting libraries – to individual library administrators and collectively.</p> <p>B. Develop and disseminate sample library policies.</p> <p>C. Develop “Do-It-Yourself” resources for library administrators.</p> <p>D. Identify, analyze, and inform members on emerging issues.</p>	<p>A.1. Review and update current legal opinions.</p> <p>A.2. Examine possibility of including legal opinions on the OLC website.</p> <p>B.1. Promote current <i>Policy Handbook</i> and create an interactive online resource on library policies.</p> <p>B.2. Develop “turn-key” HR resources.</p> <p>C.1. Develop DIY resources, including:</p> <ul style="list-style-type: none"> • Strategic/tactical plan training • Director Search training • Library Fiscal Officer search training • Library board evaluation <p>D.1. Present forums and education and training programs on emerging issues.</p> <p>D.2. Maintain an online resource of information on emerging issues.</p>
<p>4. Identify opportunities to bring public libraries together to collaborate and work toward creating the best possible library service for every citizen of Ohio.</p>	<p>A. Develop new service delivery models that focus on collaborative efforts for public libraries.</p> <p>B. Identify and utilize strategic partners that share the common goal of providing high-quality library service in Ohio.</p> <p>C. Develop and implement strategies to gain more media exposure (local public media and national library media) on the collaboration efforts of Ohio’s public library.</p>	<p>A.1. Present the Collaborative/ Consolidation Task Force Report.</p> <p>A.2. Collect and distribute information on best practices.</p> <p>A.3. Develop Convention programming on collaboration.</p> <p>B.1. Support OhioLink, OPLIN, InfoOhio partnerships on database purchases.</p> <p>B.2. Use collaborative opportunities and support national initiatives (e.g., ALA, PLA, state chapters) on the impact/management of e-content.</p> <p>C.1. Annually identify two to three important collaboration projects across the state.</p>

		<p>C. 2. Work with library staff to write an in-depth, feature article about the collaboration project (with photos and video if available).</p> <p>C.3. Work with library staff to pitch collaboration story to local media.</p> <p>C.4. Submit articles to national library publications (e.g., <i>Library Journal</i>, <i>American Libraries</i>, etc.).</p>
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III. Lead the efforts to educate and train public library staff members and trustees, and encourage libraries to invest in the professional development of their personnel.

Goals	Objectives	Tactics
<p>1. Continue and expand the OLC's professional development and training opportunities.</p>	<p>A. Develop and deliver programming that is appropriate for the traditional (in-person) education environment.</p> <p>B. Enhance education by adopting new formats and distance learning delivery for adult learning.</p> <p>C. Utilize division and committee leadership in the role of subject-matter-experts as education is developed.</p> <p>D. Recognize and utilize member networking to enhance the value of traditional education events.</p> <p>E. Continually evaluate all education opportunities in an effort to identify ways to improve future programming.</p>	<p>A.1. Continue to offer Chapter Conferences and the biennial Convention & Expo as premiere education events.</p> <p>A.2. Investigate feasibility of moving the Convention & Expo to even-numbered (off State budget approval) years.</p> <p>A.3. Continue traditional programming such the Trustee Dinners, Legislative Day, CPIM, New Directors, New Trustees, Ballot Issues, and Leadership Conference.</p> <p>B.1. Adopt and utilize innovative technologies in online education.</p> <p>C.1. Work with the divisions and committees to develop programming that can be integrated into OLC events or presented as stand-alone programs.</p> <p>C.2. Request that divisions sponsor two to three online education events during each calendar year.</p> <p>D.1. Develop a mentorship program to transfer knowledge from an experienced librarian base to newer members of the profession.</p>

		<p>D.2. Create a New Member Network</p> <p>E.1. Assess every OLC educational program via written or electronic evaluation.</p>
<p>2. Provide training that recognizes the education needs at various stages of library staff members' career paths.</p>	<p>A. Commit resources to recognize new professionals and develop education programming specific to the needs of the next generation of library leaders.</p> <p>B. Present educational programming that is specific to the needs of library staffs in mid- and late-career stages.</p>	<p>A.1. Create a Think Tank of KSU-SLIS students and newer members to identify challenges.</p> <p>A.2. Collaborate with the State Library of Ohio, KSU-SLIS and other strategic partners to identify and utilize potential leaders.</p> <p>A.3. Partner with the State Library of Ohio and other strategic partners to revive the Library Leadership Ohio as a premier educational offering.</p> <p>A.4. Use the ALA Emerging Leaders program participants as speakers and resources at OLC educational events.</p> <p>A.5. Create an OLC "movers and shakers"-like recognition program.</p> <p>B.1. Create a "Library Leadership Ohio"-like event for mid- and late-career library staff.</p> <p>B.2. Create a career path documentation feature on the OLC website.</p> <p>B.3. Create training programs for library staff interested in becoming a library director.</p> <p>B.4. Investigate opportunities for OLC members interested in "institute" level training in library administration (e.g., Urban Libraries Council)</p> <p>B.5. Provide direction on succession planning for libraries.</p>
<p>3. Use the Public Library Standards and Core Competencies as the foundation for library continuing education.</p>	<p>A. Assure that Ohio has a consistent standard of high quality library service across the state.</p> <p>B. Promote current trends in library standards of service.</p>	<p>A.1. Use the Education Committee to continue to revive and enhance the Public Library Standards and Core Competencies document so that the resources remain organic.</p>

		A.2. Develop a series of workshops that train to core competencies that will support the library standards.
4. Serve as a conduit for public libraries to share professional development efforts.	A. Review, synthesize, and distribute information about the professional development activities being offered to staffs by member libraries.	A.1. Create a formal information-sharing interactive online network that libraries can use to identify ways to effectively develop their staff teams. A.2. Provide an engaging and interactive online place for library staff to share ideas, resources, and best practices.

IV. Identify, analyze, and respond to the current issues and emerging trends that impact public libraries.

Goals	Objectives	Tactics
1. Continue to provide members with access to information to assist them in dealing with the myriad of issues impacting today's public libraries.	A. Monitor the current library environment and respond to the issues impacting public libraries.	A.1. Provide an engaging and interactive online resource for library staff to share ideas, resources, and best practices. A.2. Provide information and consultation to individuals and member institutions on issues impacting the management and administration of their libraries. A.3. Create an online resource of answers to commonly-asked questions posed by administrators and trustees of member institutions.
2. Educate members on the impact of emerging trends and their application to library operations.	A. Monitor emerging socio-economic developments, technological trends issues and other influences and respond to their impact on public libraries. B. Develop resources for sharing information on trends and their impact on Ohio's public libraries.	A.1. Commit to working with partners to monitor and scan the environment. A.2. Seek counsel on emerging issues impacting libraries. A.3. Present future-oriented forums and education and training programs on emerging issues and adapting to 21st century challenges. A.4. Develop programming that is position-specific as well as profession-specific.

		<p>A.5. Continue to use the OLC Expo to allow vendors to demonstrate new services and technologies that public libraries can use to address challenges.</p> <p>A.6. Provide OLC staff development opportunities to learn about developing trends impacting libraries.</p> <p>A.7. Develop education and training on the impact and management of e-content.</p> <p>B.1. Create a committee of trend trackers to identify key trends to follow each year and identify sources of information for OLC publications and website and identify authors to write about these trends.</p> <p>B.2. Annually identify 2-3 trends to follow closely.</p> <p>B.3. Create a web page for members to follow what others are saying about the key trends.</p> <p>B.4. Identify existing resources/publications that provide information on these trends and make them available to members.</p> <p>B.5. Identify authors to research and write white paper or research article on the use (or potential use) of these trends in Ohio libraries.</p> <p>B.6. Establish an editorial calendar for publishing trend information.</p>
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<p>3. Serve as the main source of information and education on intellectual freedom and access issues.</p>	<p>A. Continue to identify, analyze and provide direction on intellectual freedom and access issues.</p>	<p>A.1. Engage the Intellectual Freedom Committee in the presentation of proactive education and information activities on intellectual freedom issues.</p> <p>A.2. Provide counsel on issues impacting public libraries.</p> <p>A.3. Provide an engaging and interactive online place for library staff to share information on intellectual freedom and access challenges across the state and the country.</p> <p>A.4. Utilize opportunities with national partners (e.g., ALA, PLA, FTR Foundation) to disseminate on IF and access issues.</p>
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V. The OLC is the statewide voice for all public libraries in Ohio.

Goals	Objectives	Tactics
<p>1. Communicate consistent messages to all Ohio public library administration, staff, Friends, and trustees who are OLC members about the funding and administration of public libraries as well as trends and issues affecting public library service.</p>	<p>A. Develop resources and publications targeting key OLC membership populations (e.g., managers, staff, trustees, Friends).</p> <p>B. Recognize and utilize various communications connections between libraries.</p>	<p>A.1. Annually identify content and content sources for each target membership population.</p> <p>A.2. Work with a publications advisory task force or appropriate OLC unit to determine best format for distributing information to each target membership population.</p> <p>A.3. Establish an editorial calendar for publishing content and resources.</p> <p>A.4. Work to make the OLC website a more valuable source of information for members.</p> <p>B.1. Create a publications advisory task force or utilize existing OLC units for each target membership population.</p>
<p>2. Communicate effective messages about the value of public libraries to the legislature, media, and the public.</p>	<p>A. Identify key value messages consistent with OLC's legislative agenda and intellectual freedom positions.</p>	<p>A.1. Produce materials that reinforce the established value messages</p> <p>A.2. Distribute materials to the legislature, media, and the public directly and through the local libraries across the state.</p>

