

OHIO LIBRARY COUNCIL STRATEGIC POSITION

January 2008

MISSION

To serve as an advocate for public libraries and to provide opportunities for education and growth for library trustees, library Friends, and library staff.

VISION

The Ohio Library Council focuses on the strong base of diverse public libraries in Ohio and its continuing capacity to provide equitable access and serve diverse needs.

The OLC affirms its leadership role as the voice of Ohio's public libraries and the provider of choice for continuing professional development.

The OLC uses its member-focused approach to provide relevant services and leading-edge information on issues important to the future of Ohio's libraries.

ORGANIZATION VALUES

ADVOCACY

The Ohio Library Council serves the public libraries of Ohio as their principle liaison to the state government in all matters affecting the laws that govern libraries and the funds that support them and their primary source of legal information.

The OLC will demonstrate its commitment to this value by:

- ❑ Monitoring state and federal legislation affecting libraries.
- ❑ Advocating for public library funding.
- ❑ Providing initial consultation on public library law to institutional member libraries.
- ❑ Communicating all legal matters and legislative actions affecting public libraries to the members in a timely manner.
- ❑ Supporting the commitment to intellectual freedom and social responsibility in public libraries.

PROFESSIONALISM

The OLC affords its members opportunities to enrich their professional practice through participation in professional development activities.

The OLC will demonstrate its commitment to this value by:

- ❑ Providing a wide range of learning experiences in a variety of settings and locations for all types of OLC members.
- ❑ Working closely with member/leaders to create and present workshops, seminars, conferences, and conventions.
- ❑ Monitoring trends and new developments in association education practice and delivery (such as distance learning) and integrating them as appropriate into the mix of educational events.
- ❑ Encouraging the participation of new and younger members in the planning and development of educational offerings.
- ❑ Providing advice and assistance with management and administrative issues.

COLLABORATION

The OLC recognizes that it does not operate in a vacuum and, that to successfully serve its members, it must work cooperatively across boundaries of organizations, disciplines, and functions.

The OLC will demonstrate its commitment to this value by:

- ❑ Increasing the effectiveness of the OLC by identifying and working toward goals of mutual benefit with government officials, public institutions, private business, and other professional associations.
- ❑ Taking a leadership role in library cooperation and statewide partnerships that will enhance the utilization of public libraries and serve the needs of library customers.
- ❑ Strengthening the OLC by attracting and retaining a diverse membership that supports the OLC's vision and is committed to strengthening Ohio's public libraries.
- ❑ Reinvigorating the Public Librarian Certification Program.

INNOVATION

To maintain the excellence of Ohio's public libraries, the OLC understands that it must continue to foster an environment of openness to new and creative ideas and maintain a visionary perspective both internally and externally.

The OLC will demonstrate its commitment to this value by:

- ❑ Implementing a member education and training program to address the safety and security issues impacting Ohio's public libraries.
- ❑ Implementing a library trustee development and training program.

**OHIO LIBRARY COUNCIL
TACTICAL PLAN - 2008**

January 2008

ADVOCACY

Goal: Monitor and respond accordingly to state and federal legislation impacting libraries.

- ❑ Review and summarize ALA materials for OLC Government Relations Committee members.
- ❑ Provide ALA Counselor information to Government Relations Committee members.
- ❑ Establish relations with advocates with neighboring state's library organizations.

Goal: Advocate for public library funding.

- ❑ Review and update current *OLC Advocacy Handbook*.
- ❑ Develop an Advocacy Training Program for 2009 Convention.
- ❑ Develop an Advocacy Training module for New Directors and New Trustees workshops.
- ❑ Develop advocacy training materials for new directors and new trustees.

Goal: Provide initial consultation on public library law to institutional member libraries.

- ❑ Update and reorganize existing legal opinions.

Goal: Communicate all legal matters and legislative actions affecting public libraries to the members in a timely manner.

Goal: Support the commitment to intellectual freedom and social responsibility in public libraries.

PROFESSIONALISM

Goal: Provide a wide range of learning experiences in a variety of settings and locations for all types of OLC members.

- ❑ Based on their high approval ratings as per the 2007 CE Survey, continue to develop and refine OLC's popular educational venues: Convention and Expo, Conferences, Chapter Conferences, Training @ OLC, Workshops, and Retreats.
- ❑ Define, develop, and promote OLC Training Partnerships to capitalize on developing broader geographic markets for OLC education.

Goal: Work closely with members/leaders to create and present workshops, seminars, conferences, and conventions.

- ❑ In 2008:
 - Develop, promote, present, and evaluate five Conferences focused on management, children's and youth services, adult services, supportive staff, and innovation.
 - Develop, promote, present, and evaluate Chapter Conferences.
 - Develop, promote, present, and evaluate additional workshops and trainings created in cooperation with OLC committees and divisions.
- ❑ Work with OLC committees and divisions that may be interested in creating additional training opportunities for their members that do not readily fall within the boundaries of the all-association events listed above.

- ❑ As per the information gathered in the 2007 continuing education survey:
 - by July 2008 staff will have worked with the Library Education Committee to evaluate current program submission practices and will where needed revise all processes with the goal of streamlining them for the convenience and accessibility of all members.
 - by Leadership Conference 2008 staff will develop an orientation for new leader/members to their roles and responsibilities that is simple and easily applied to the work of all OLC units.
- ❑ Dedicate staff time to working closely with all OLC units throughout the year as they plan and implement their activities.
 - In calendar year 2008 an OLC staff representative will attend the majority of meetings of all OLC Divisions, Committees, and Chapter Councils.

Goal: Monitor trends and new developments in association education practice and delivery (such as distance learning) and integrate them as appropriate into the mix of OLC educational events.

- ❑ As per the information gathered in the 2007 continuing education survey:
 - review distance learning opportunities created by other organizations to share with OLC members; and
 - continue to monitor the development of distance learning opportunities and evaluate them in light of members' needs and OLC's financial and staff capacities for use and development.
- ❑ Regularly review association literature and training opportunities (OSAE, ASAE) to integrate innovative practices into the mix of OLC events.

Goal: Encourage the participation of new and younger members in the planning and development of OLC's educational offerings.

- ❑ Work with relevant OLC units — i.e., Membership Committee, Appointments Committee of the Board — to encourage the recruitment and retention of younger members.
- ❑ Raise awareness within the leadership of all OLC units on the importance of and tactics for recruiting and engaging younger members.
- ❑ Launch a member involvement campaign focused on engaging younger members in the planning and development of OLC offerings.

Goal: Reinvigorate the Public Librarian Certification Program.

- ❑ Work with the Certification Review Panel on tactics to promote the certification program, to increase recognition for those who are certified and/or working on recertification, and to heighten awareness of the value of certification in the general membership.
- ❑ Work internally to standardize all processes and forms that relate to the certification program.

COLLABORATION

Goal: Increase the effectiveness of the OLC by identifying and working toward goals of mutual benefit with government officials, public institutions, private business, and other professional associations.

- ❑ Build partnerships with member libraries that further education and provide networking opportunities for members.
- ❑ Communicate effectively with all other state organizations that serve public libraries to avoid duplication of effort and overlapping efforts.

Goal: Take a leadership role in library cooperation and statewide partnerships that will enhance the utilization of public libraries and serve the needs of library customers.

- ❑ Continue cooperative efforts with appropriate organizations to support the Ready to Read initiatives implemented in public libraries throughout Ohio.
- ❑ Partner with OPLIN to improve technology planning and dedicated technology support, including:
 - increasing bandwidth for public libraries
 - developing technology training programs

Goal: Strengthen the OLC by attracting and retaining a diverse membership that supports the OLC's vision and is committed to strengthening Ohio's public libraries.

- ❑ Work with appropriate OLC units to encourage the recruitment and retention of diverse members in the activities of OLC.
- ❑ Engage the Diversity Awareness and Resources Committee in the development of guidelines for recruitment and engagement in the work of OLC.

Goal: Collaborate with the Kent State University School of Library and Information Science to develop curriculum for the New Workforce, including continuing education opportunities.

INNOVATION

New initiatives for 2008:

Goal: Implement a member education and training program to address the safety and security issues impacting Ohio's public libraries.

- ❑ Conduct research regarding the extent, types, and causes security problems in public libraries.
- ❑ Present an information program at the 2008 Trustee Dinners regarding the issue of safety and security in public libraries.
- ❑ Present educational programs regarding the issue of security in public libraries.
- ❑ As appropriate, incorporate library safety and security programs into the OLC's Conferences in 2008.

Goal: Implement a library trustee development and training program.

- ❑ Conduct research regarding the issues public libraries are facing regarding the recruitment and retention of qualified library trustees.
- ❑ Identify successful trustee development efforts currently underway in public libraries in Ohio and throughout the country that can be used by other libraries.
- ❑ Create a trustee recruitment, orientation, and training program that can be used by public libraries.
- ❑ Work with other associations that represent local government entities to create an education program about the importance of identifying and appointing qualified library trustees.

**OHIO LIBRARY COUNCIL
ADMINISTRATIVE PLAN – 2008**

January 2008

Goal: Develop recommendations for the effective management and possible expansion of library consulting services.

Goal: Develop a personnel succession plan.

Goal: Investigate options for revised Institutional and Individual membership structures and fees.

Goal: Restructure support opportunities for vendors of library products and services.