

CITY OF OAKLAND LIBRARY ADVISORY COMMISSION STRATEGIC PLAN OF 2015

The following plan sets forth the goals and activities of the Library Advisory Commission for Calendar Year 2015. The Strategic Plan is based on objectives and priorities defined by the chairperson, vice chairperson and committees of the Library Advisory Commission.

Many of the activities described in the Strategic Plan will be overseen by the following LAC Committees:

ADVOCACY & OUTREACH STANDING COMMITTEE

Responsibilities:

- Oversee ongoing advocacy activities and planning, to increase public awareness of OPL programs and build support among consumers and key library stakeholders in Oakland and Sacramento.
- Maintain Speaker's Bureau and marketing materials for ongoing advocacy and outreach.
- Pursue allies across all city sectors for short- and long-term OPL financial sustainability.

NETWORKING STANDING COMMITTEE

Responsibilities:

- Increase interaction and collaboration between LAC and all OPL advocates, especially FOPL, Save Oakland Libraries, Branch Friends groups, and the Youth Leadership Council.
- Produce regular OPL Advocate newsletter and establish LAC's presence on social networking platforms.
- Maintain list of community groups and create speaking opportunities for OPL Advocates to carry the message.
- Identify allies across all city sectors for short- and long-term OPL financial sustainability.

SUSTAINABILITY AD HOC COMMITTEE

Responsibilities:

- Lead LAC efforts to establish long-term financial sustainability and restore sixth day of funding for OPL.
- Secure additional General Funds to fill \$3.5 million budget gap projected for 2015-16.
- Identify allies across all city sectors for short- and long-term OPL financial sustainability.

Strategic Goal #1:

Increase awareness of OPL programs; build ongoing support among consumers and key library stakeholders in Oakland and Sacramento; pursue allies across all sectors of the city for short- and long-term financial sustainability.

	ACTIVITIES	RESOURCES NEEDED	WHO	CY	QTR	Notes
1a	Elect new Chair for Advocacy Committee.		Advocacy & Outreach Standing Committee	2015	Q1	
1b	Create advocacy plan for OPL 2015 budget cycle.	List of meetings, with slots for commissioners to agree to attend. Talking Points.	Advocacy & Outreach Standing Committee	2015	Q1	
1c	Identify and pursue allies across all sectors of the city for short- and long-term financial stability.		Advocacy & Outreach Standing Committee	2015	Q1	
1d	Present 2015 Annual Report to City Council's Life Enrichment Committee.	Content for written and oral reports.	Chair/Vice Chair and Library Administration	2015	Q1	
1e	Create marketing materials as needed for sustainability effort.	Content for brochures, topical fact sheets, newsletters, social networking accounts, etc.	Advocacy & Outreach Standing Committee	2015	Q2	
1f	Identify members of Speaker's Bureau and provide ongoing training and materials.	Training modules presented by professionals or other LAC members with opportunities to practice at retreats or meetings.	Advocacy & Outreach Standing Committee	2015	Q2	
1g	Generate plan for ongoing LAC advocacy.	Work with Networking Ad Hoc Committee to identify speaking opportunities.	Advocacy & Outreach Standing Committee	2015	Q3	
1h	Hold 1-2 public hearings to raise public awareness of OPL financial challenges, as well as OPL programs/services.		Advocacy & Outreach Standing Committee	2015	2015	
1i	Generate plan for encouraging public participation at meetings.	Agendas; group lists; contact info.	Networking Committee	2015	Q4	
1j	Prepare 2016 Annual Report to City Council's Life Enrichment Committee.	Content for written and oral reports.	Chair/Vice Chair and Library Administration	2015	Q4	
1k	Conduct regular meetings with elected officials in Oakland, to increase visibility of the commission and strengthen relationships.	Contact info for electeds	Advocacy & Outreach Standing Committee	2015	Q4	

Strategic Goal #2:

Increase community knowledge about OPL and LAC; expand network of library supporters; identify allies across all sectors of city for short- and long-term financial sustainability.

	ACTIVITIES	RESOURCES NEEDED	WHO	CY	QTR	Notes
2a	Elect new Chair for Networking Standing Committee.		Networking Standing Committee.	2015	Q1	
2b	Maintain LAC's presence on social networking platforms, such as Twitter, Facebook and MeetUp.	Appointment of Social Networking Officer. Content ideas.	Networking Standing Committee	2015	Q1	
2c	Continually develop list of Speaker Sites (NCPCs, houses of worship, PTAs, corporations, etc.) where LAC Speakers can do outreach.	Research of all venues for speaking in Oakland. Contact info for each.	Networking Standing Committee	2015	Q2	
2d	Maintain OPL Talking Points; revise and create new Talking Points as needed.	Library use stats; available research.	Advocacy & Outreach Standing Committee	2015	Q2	
2e	Build relationships with existing Branch Friends groups and facilitate the creation of groups for "Friendless" branches. Organize training about how commissioners can help establish Branch Friends groups for "Friend-less" branches.	Schedule training with OPL Administration	Networking Standing Committee	2015	Q2	
2f	Attend conferences and other events to strengthen advocacy role and network with city and state organizations.	Research on funding available for prof. development for LAC members.	Networking Standing Committee	2015	Q3	
2g	Produce regular OPL Advocate newsletter to maintain momentum and build esprit de corps among OPL advocate community.	Articles and photos.	Networking Standing Committee	2015	All	
2h	Organize 1-2 "meet and greet" mixers for LAC and other library supporters and stakeholders.	Commissioners will form Mixer Ad Hoc Subcommittee as needed.	Mixer Ad Hoc Subcommittee	2015	Q2, ?	
2i	Work closely with OPL Administration to pursue corporate funding for OPL.	Corporate research.	Networking Committee, Library Administration	2015	All	

Strategic Goal #3:

Establish long-term financial sustainability for OPL and restore sixth day of service by FY 2015-17.

	ACTIVITIES	RESOURCES NEEDED	WHO	CY	QTR	Notes
3a	Conduct trainings for library advocates on the budget process, talking points and other budget-related issues.	Meeting locations, meeting facilitators, supplies and snacks	Sustainability Ad Hoc Committee	2015	Q1	
3b	Continue to clarify Sustainability Ad Hoc Committee's scope of work. Create compelling platform for advocating for long-term financial stability for OPL.		Sustainability Ad Hoc Committee	2015	Q1	
3c	Identify and pursue allies across all sectors of the city for short- and long-term financial stability.		Sustainability Ad Hoc Committee	2015	Q1	
3d	Secure additional General Funds to fill projected \$3.5 million budget gap in 2015-16.	Data to present to City Council on shortfall, costs and demand for services.	Sustainability Ad Hoc Committee	2015	Q2	
3e	Focus on coalition-building with other OPL advocate groups, particularly Save Oakland Libraries, FOPL, Branch Friends groups, and Youth Leadership Council.	Save Our Libraries listserve and FOPL roster. Places to meet, refreshments, etc.	Sustainability Ad Hoc Committee	2015		
3f	Conduct public hearings to gain community involvement in sustainability effort.	Work with Advocacy and Networking Committees.	Sustainability Ad Hoc Committee	2015		
3g	Lay groundwork for eventual initiative campaign.		Sustainability Ad Hoc Committee	2015	Q4	
3h	Continue to identify and cultivate key relationships to support sustainability work.	Attendance at events and meetings where we can meet important figures	Sustainability Ad Hoc Committee	2015	Q4	

Strategic Goal #4:

Maintain infrastructure to enable LAC activities.

	ACTIVITIES	RESOURCES NEEDED	WHO	CY	QTR	Notes
4a	Review commission for upcoming departures. Identify potential recruits to fill slots.	Rosters of FOPL members, Branch Friends, other OPL supporters.	Chair/Vice-Chair	2015		
4b	Establish plan for continual recruitment of potential LAC members.		Chair/Vice-Chair	2015		
4c	Continue efforts to develop the leadership skills of the commission, with succession-planning in mind.		Chair/Vice-Chair	2015	Q4	
4d	Prepare to elect new Chair and Vice Chair in Q1 2016.		Chair/Vice-Chair	2015		
4e	Review LAC Welcome Packet and revise as needed.		Chair/Vice-Chair	2015		