

**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 Co-Chair for Advocacy Committee.   |  | Advocacy & Outreach Standing Committee      | 2016 | Q4  |       |
| 1b | Create advocacy plan for 2016 ballot measure.  |  | Advocacy & Outreach Standing Committee      | 2016 | Q1  |       |
| 1c | Identify and pursue allies across all sectors of the city for ballot measure/long-term financial stability.                          |  | Advocacy & Outreach Standing Committee      | 2016 | Q1  |       |
| 1d | Present 2016 Annual Report to City Council's Life Enrichment Committee.  | Content for written and oral reports.  | Chair/Vice Chair and Library Administration | 2016 | Q1  |       |
| 1e | Create marketing materials as needed for ballot measure/sustainability effort.   | Content for topical fact sheets, newsletters, social networking accounts, etc.   | Advocacy & Outreach Standing Committee      | 2016 | 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      | 2016 | Q2  |       |
| 1g | Generate plan for ongoing OPL advocacy with other advocacy groups in coalition.  | Work with Networking Standing Committee to identify speaking opportunities.  | Advocacy & Outreach Standing Committee      | 2016 | Q3  |       |
| 1h | Hold 1-2 public hearings to raise public awareness of OPL financial challenges and ballot measure, as well as OPL programs/services. |  | Advocacy & Outreach Standing Committee      | 2016 | TBD |       |
| 1i | Generate plan for encouraging public participation at meetings.  | Agendas; group lists; contact info.  | Networking Committee                        | 2016 | Q4  |       |
| 1j | Prepare for 2017 Annual Report to City Council's Life Enrichment Committee, which should be presented in Q1 2017.                    | Content for written and oral reports.  | Chair/Vice Chair and Library Administration | 2016 | 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      | 2016 | 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 Co-Chair for Networking Standing Committee.   |   | Networking Standing Committee                | 2016 | Q1  |       |
| 2b | Maintain LAC's presence on social networking platforms, such as Twitter, Facebook, Instagram and Meetup if appropriate.   | Review appointment of Social Networking Officer; appoint new SNO if needed. Content ideas.  | Networking Standing Committee                | 2016 | Q1  |       |
| 2c | Maintain OPL Talking Points; revise and create new Talking Points as needed.  | Library-use stats; available research.  | Advocacy & Outreach Standing Committee       | 2016 | Q2  |       |
| 2d | Build relationships with existing Branch Friends groups and facilitate the creation of groups for "Friendless" branches. Schedule annual training about how commissioners can help establish Branch Friends groups for "Friendless" branches. | Schedule training with OPL Administration   | Networking Standing Committee                | 2016 | Q2  |       |
| 2e | Attend conferences and other events to strengthen advocacy role and network with city and state organizations.  | Determine funding available for prof. development for LAC members from City or FOPL grants. | Networking Standing Committee                | 2016 | Q3  |       |
| 2f | Produce regular OPL Advocate newsletter to maintain momentum and build esprit de corps among OPL advocate community.  | Articles and photos.  | Networking Standing Committee                | 2016 | All |       |
| 2g | Attend FOPL board meetings 1-2 per year (board meets every other month).  |   | Networking Standing Committee                | 2016 | 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                    | 2016 | TBD |       |
| 2i | Work closely with OPL Administration to pursue corporate funding for OPL.   | Corporate research.   | Networking Committee, Library Administration | 2016 | All |       |

**Strategic Goal #3:**

Establish long-term financial sustainability for OPL, and restore sixth day of service by FY 2017.

|    | <b>ACTIVITIES</b>   | <b>RESOURCES NEEDED</b>  | <b>WHO</b>                  | <b>CY</b> | <b>QTR</b> | <b>Notes</b> |
|----|---|--|-----------------------------|-----------|------------|--------------|
| 3a | Conduct trainings for library advocates on the budget process, ballot measure, talking points and other budget-related issues.                              | Meeting locations, meeting facilitators, supplies and snacks                     | Advocacy Standing Committee | 2016      | Q1         |              |
| 3b | Create compelling platform for campaign to achieve passage of OPL ballot measure.   |  | Advocacy Standing Committee | 2016      | Q1         |              |
| 3c | Identify and pursue allies across all sectors of the city for short- and long-term financial stability.   |  | Advocacy Standing Committee | 2016      | Q1         |              |
| 3d | 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. | Advocacy Standing Committee | 2016      | All        |              |
| 3e | Conduct public hearings to gain community support for OPL ballot measure.   | Work with Advocacy and Networking Committees.                                    | Advocacy Standing Committee | 2016      | Q2-3       |              |
| 3f | Continue to identify and cultivate key relationships to support sustainability work.  | Attendance at events and meetings where we can meet important figures            | Advocacy Standing Committee | 2016      | Q4         |              |

**Strategic Goal #4:**

Maintain infrastructure to enable LAC activities.

|    | <b>ACTIVITIES</b>  | <b>RESOURCES NEEDED</b>  | <b>WHO</b>       | <b>CY</b> | <b>QTR</b> | <b>Notes</b> |
|----|--|--|------------------|-----------|------------|--------------|
| 4a | Review commission for upcoming departures. Identify potential recruits to fill slots.                  | Rosters of FOPL members, Branch Friends, other OPL supporters. | Chair/Vice Chair | 2016      |            |              |
| 4b | Establish plan for continual recruitment of potential LAC members.                                     |  | Chair/Vice Chair | 2016      |            |              |
| 4c | Continue efforts to develop the leadership skills of the commission, with succession-planning in mind. |  | Chair/Vice Chair | 2016      | Q4         |              |
| 4d | Elect new Chair and Vice Chair in Q3 2016.   |  | Chair/Vice Chair | 2016      | Q3         |              |
| 4e | Review LAC Welcome Packet and revise as needed.  |  | Chair/Vice Chair | 2016      |            |              |