

**CITY OF OAKLAND LIBRARY ADVISORY COMMISSION
STRATEGIC PLAN 2017**

(ATT C)

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

SUSTAINABILITY STANDING COMMITTEE

Responsibilities:

- Oversee timing and strategy with regard to ballot initiative in 2018.
- Maintain oversight of Oakland Public Library budget.
- Lead LAC efforts in communicating with elected officials.

OUTREACH STANDING COMMITTEE

Responsibilities:

- Lead relationship-building with other advocacy groups.
- Manage public messaging (including social media and public events).
- Educate public at large about OPL programs and services.

FACILITIES AD HOC COMMITTEE

Responsibilities:

- Increase awareness of need for new Main Library with City Council and public at large.
- Monitor community-based efforts to add new OPL branches.

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GOAL: <i>Establish long-term financial sustainability for Oakland Public Library and restore the sixth day of service at all branches.</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By September 30, 2016	Sustainability Committee	Create advocacy plan for \$15 million of OPL funding included in city's 2016 infrastructure bond measure. Prepare responses to public questions about what bond money covers, Measure Q, etc.				
2. By November 30, 2016	Sustainability Committee	Track City/OPL budget process, and create advocacy plan as needed.				Revise quarterly.
3. Ongoing	Sustainability Committee	Continue to identify and cultivate key relationships to support sustainability work.				
4. By November 30, 2016	Sustainability Committee	Monitor OPL Administration's review and update of Capital Improvement Plan. Request regular reports from Admin.				Revise quarterly.
5. By November 30, 2016	Sustainability Committee	Create marketing materials as needed for ballot measure/sustainability effort.				Revise quarterly.
6. By November 30, 2016	Sustainability Committee	Monitor fines/fees pilot program in case further advocacy is needed. Monitor as affects revenue and equity of access.				Revise quarterly.
7. By January 31, 2017	Sustainability Committee	Conduct regular meetings with elected officials in Oakland to increase visibility of the commission and strengthen relationships.				
8. By November 30, 2016	Sustainability Committee	Monitor Pop Up Mobile Library project: location, frequency of use, programming, outreach staffing. Request regular reports from Admin.				Revise quarterly.

*Items 9 to 16 are continued on the next page.

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WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
9. By November 30, 2016	Sustainability Committee	Conduct trainings for library advocates on the budget process, ballot measure, talking points and other budget-related issues.				Revise quarterly.
10. By November 30, 2017	Sustainability Committee	Create compelling platform for campaign to achieve passage of 2018 OPL ballot measure.				
11. By November 30, 2016	Sustainability Committee	Support OPL/OUSD Promise Card project; advocate for OPL to be full Oakland Promise Partner to build awareness.				Revise quarterly.
12. By November 30, 2016	Outreach Committee	Identify and pursue allies across all sectors of the city for 2018 OPL ballot measure seeking long-term financial stability.				Review progress quarterly.
13. By November 30, 2016	Outreach Committee	Generate plan for ongoing OPL advocacy with other advocacy groups in the coalition.				Revise quarterly.
14. By February 28, 2017	Outreach Committee	Hold 1-2 public hearings to raise public awareness of OPL financial challenges and ballot measure, as well as OPL programs/services.				
15. By November 30, 2016	Outreach Committee	Generate plan for encouraging public participation at LAC meetings.				Revise quarterly.
16. By May 31, 2017	Chair/Vice Chair	Prepare for 2017 Annual Report to City Council's Life Enrichment Committee; present when strategically useful for sustainability efforts.				

*Items 1 to 8 are included on the previous page.

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GOAL: <i>Increase public awareness of Oakland Public Library programs and services, and accumulate potential YES voters for library-related ballot measures.</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By January 31, 2017	Sustainability Committee	Prepare for 2018 OPL ballot measure by: establishing voter database and tabling at community events with other coalition members under the coalition name, OPL Advocates.				
2. By November 30, 2016	Sustainability & Outreach Committees	Maintain OPL Talking Points; revise and create new Talking Points as needed.				Revise quarterly.
3. By November 30, 2016	Outreach Committee	Maintain LAC presence on social networking platforms, such as Twitter, Facebook and Instagram.				Revise quarterly.
4. By February 28, 2017	Outreach Committee	Build relationships with existing Branch Friends groups. Schedule annual training about how commissioners can support Branch Friends groups at adopted branches.				
5. By January 31, 2017	Outreach Committee	Organize 1-2 "meet and greet" mixers for LAC and other library supporters and stakeholders.				Review in April 2017 for summer mixer.
6. Monthly	Outreach Committee	Produce regular OPL Advocates newsletter to maintain momentum and build esprit de corps among OPL advocate community.				
7. Monthly	Chair, Vice Chair, or delegate	Maintain coalition-building with OPL Advocates coalition groups, including Save Oakland Library, Friends of the Oakland Public Library (FOPL), Branch Friends groups, Youth Leadership Council, Teen Advisory Boards, SEIU 1021 and IFPTE 21.				
8. Ongoing	Library Administration	Attend conferences and other events to strengthen advocacy role and network with city and state organizations.				Library Administration will notify Chair of registration opportunities for CLA Conference and California Public Library Advocates workshops

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GOAL: <i>Maintain awareness among City Council, planners and residents of need for new Main in downtown Oakland; track community efforts to add branches.</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By February 28, 2017	Facilities Ad Hoc Committee	Track meetings and status related to city's Plan Downtown Oakland project.				
2. By February 28, 2017	Facilities Ad Hoc Committee	Provide monthly updates of activities, research, etc., to LAC.				
3. By February 28, 2017	Facilities Ad Hoc Committee	Pursue opportunities to advocate publicly about need for new Main.				
4. By February 28, 2017	Facilities Ad Hoc Committee	Establish regular communication with Hoover/Durant Library Committee; keep LAC informed of ongoing goals and progress; advise LAC on appropriate actions as needed.				

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GOAL: <i>Maintain LAC infrastructure to sustain a robust commission.</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Ongoing	Chair/Vice Chair	Review commission for upcoming departures. Identify potential recruits to fill slots.				
2. Ongoing	Chair/Vice Chair	Review plan for continual recruitment of potential LAC members.				
3. Ongoing	Chair/Vice Chair	Continue efforts to develop the leadership skills of the commission, with succession-planning in mind.				
4. By January 31, 2017	Chair/Vice Chair	Review LAC Welcome/Orientation Packet, and revise as needed.				
5. By November 30, 2016	LAC	Elect new co-chairs for Sustainability, Outreach and Facilities committees.				