

**CITY OF OAKLAND LIBRARY ADVISORY COMMISSION
DRAFT STRATEGIC PLAN 2018**

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 1: <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	Contingent on ballot measure results of June 2018. 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, 2019	LAC	Track City/OPL budget process, and create advocacy plan as needed.				Revise quarterly.
3. Ongoing	LAC	Continue to identify and cultivate key relationships to support sustainability work.				
4. By November 30, 2019	Sustainability Committee	Receive regular special project updates on programs including: <ul style="list-style-type: none"> • Capital improvement plan • Promise Card • Fine and fess • Pop Up Library 				Revise quarterly.
5. By January 31, 2019	LAC	Conduct regular meetings with elected officials in Oakland to increase visibility of the commission and strengthen relationships.				
6. Pending	Sustainability Committee	Monitor Pop Up Mobile Library project: location, frequency of use, programming, outreach staffing. Request regular reports from Admin.				Revise quarterly.
7. By November 30, 2019	LAC	Inform advocates on the budget process, talking points and other budget related issues as needed.				Revise quarterly.
8. After June 2018	Outreach Committee	Contingent on ballot measure results of June 2018. Hold 1-2 public hearings to raise public awareness of OPL financial challenges and ballot measure, as well as OPL programs/services.				
9. By May 31 yearly	Chair/Vice Chair	Prepare for 2017 Annual Report to City Council's Life Enrichment Committee; present when strategically useful for sustainability efforts.				

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GOAL 2: <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 November 30, 2019	Sustainability & Outreach Committees	Maintain OPL Talking Points; revise and create new Talking Points as needed. Ongoing.				Revise quarterly.
2. By November 30, 2019	Outreach Committee	Maintain LAC presence on social networking platforms, such as Twitter, Facebook and Instagram. Ongoing.				Revise quarterly.
3. By February 28, 2019	Outreach Committee	Build relationships with existing Branch Friends groups. Schedule annual training about how commissioners can support Branch Friends groups at adopted branches. Ongoing.				
4. By January 31, 2019	Outreach Committee	Organize 1-2 "meet and greet" mixers for LAC and other library supporters and stakeholders. Ongoing.				Review in April 2017 for summer mixer.
5. 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.				
6. 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 3: Plan and advocate for expansion of library system and services, contingent on funding resources.						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By February 28, 2019	Facilities Ad Hoc Committee	Track meetings and status related to city's Plan Downtown Oakland project. Ongoing.				
2. By February 28, 2019	Facilities Ad Hoc Committee	Provide monthly updates of activities, research, etc., to LAC. Ongoing.				
3. By February 28, 2019	Facilities Ad Hoc Committee	Pursue opportunities to advocate publicly about need for new Main. Ongoing.				
4. By February 28, 2019	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. Ongoing.				

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GOAL 4: <i>Maintain LAC infrastructure to sustain a robust commission.</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Ongoing	LAC	Develop a succession and recruitment plan. (new #1)				
4. By January 31, 2019	Chair/Vice Chair	Review LAC Welcome/Orientation Packet, and revise as needed, provide mentoring and training opportunities.				
5. By November 30, 2019	LAC	Elect new co-chairs for Sustainability, Outreach and Facilities committees.				