

**CITY OF OAKLAND LIBRARY ADVISORY COMMISSION
ACTION PLAN 2021**

MISSION STATEMENT:

The Mission of the Library Advisory Commission is to ensure that the libraries meet the current and future needs of Oakland residents and to make sure that publicly allocated funds are utilized as funded by law.

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

SUSTAINABILITY STANDING COMMITTEE

Purpose: Committee will provide a purpose statement

Responsibilities:

- Oversee timing and strategy with regard to ballot initiatives to ensure adequate funding for OPL.
- Maintain oversight of Oakland Public Library budget.
- Lead LAC efforts in communicating with elected officials.
- Maintain oversight of OPL facilities maintenance.

OUTREACH STANDING COMMITTEE

Purpose: Committee will provide a purpose statement

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.
- Increase awareness of need for new Main Library with City Council and public at large.
- Monitor community-based efforts to add new OPL branches.
- Craft language that more accurately describes the evolving role of the library.

PROPOSED AD HOC COMMITTEE: LAC Organizational Development

To address structural issues related to LAC; agenda, staff reports, meeting outreach and notifications.

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OBJECTIVE 1: <i>Establish long-term financial sustainability for Oakland Public Library</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. February 2021	LAC	Track City/OPL budget process and create advocacy plan with speaking points.				Revise quarterly. Ongoing
2. Ongoing	LAC	Continue to identify and cultivate key relationships to support sustainability work.				
3. January 2021	LAC	Schedule presentation by the City Auditor of the annual audit.				Repeat bi-annually
4. Create a Q2 schedule by February 2021	Sustainability Committee	Receive regular special project updates on programs including: <ul style="list-style-type: none"> ● Capital improvement plan ● Facilities maintenance ● Branch feasibility studies ● System expansion/distribution of branch libraries 				Revise quarterly
5. May 2021	Sustainability Committee	Monitor renewal plan for Measure Q (sunsetting 2024) and present plan to support the renewal to LAC. <ul style="list-style-type: none"> ● Develop a case to support the renewal ● Prepare statements to present to City Council ● Work with library staff to understand timeline and develop related committee workplan 				Invite FOPL to present outline timeline/campaign strategy.
6. February 2021	LAC	Assign each commission member to an elected official in Oakland				Revise as necessary.
7. April 2021 and October 2021	LAC	Conduct regular meetings with elected officials in Oakland to increase visibility of the commission and strengthen relationships Schedule months twice a year for commissioner team to meet with their assigned elected official.				Aim for semi-annual contact.
8. May 2021	Outreach Committee	Inform library supporters on the 2021/23 budget talking points and other budget related issues.				Revise quarterly
9. By May 31	Chair/Vice Chair	Prepare for Annual Report to City Council's Life Enrichment Committee. Present when strategically useful for sustainability efforts.				Annually

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OBJECTIVE 2: <i>Increase public awareness of Oakland Public Library financial situation, need for a new Main Library, programs and services</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. March 2021 and September 2021	Sustainability & Outreach Committees	Maintain OPL Talking Points; revise and create new Talking Points as April / October				Semi Annually
2. End of 2021	Outreach Committee	Create an ongoing outreach plan to inform the larger community about the LAC's work, using channels such as email and social media.				Outreach to check in with Matt Bearson by email once per month to let him know LAC activities that he may want to share.
3.	Outreach Committee	Organize annual "meet and greet" mixer for LAC and other library supporters and stakeholders each December.				
4. By the end of 2021	Outreach Committee	Expand 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. Maintain list of all potential advocacy groups/friends/electeds, share meeting agendas and assign Commissioner as Liaison with specific groups.				Monthly
5. 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
6. Each April	Sustainability and Outreach Committees	Invite timely speakers around issues related to the library to raise public awareness and build understanding of Library budget, ballot measures expenditures (MQ and MD), as well as OPL programs/services. Larger LAC to agree upon a tentative schedule for the next year each April.				It is not agreed that the LAC should be the main forum for outreach/engagement around library issues., Consider Townhall?

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OBJECTIVE 3: Plan and advocate for the maintenance of library system and services.						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISE D	
1. Ongoing	Sustainability Committee	Track meetings and status related to city's strategic and capital improvement plans and advocate publicly for their need. (Downtown Oakland Specific Plan,) etc.				Monthly Update
2. Ongoing	Sustainability Committee	Establish coalition building with OPW to stay on top of outstanding maintenance issues and the progress of the feasibility studies. Establish calendar Quarterly reports on backlog Who what when – scheduled				Quarterly

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OBJECTIVE 4: <i>Maintain LAC infrastructure to sustain a robust commission.</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. January 2021		Orientation of new board members				
2. Ongoing	LAC	Develop a succession and recruitment plan. (new #1) Maintain all seats, never more than one vacancy, diversify representation and ensure all districts are represented.				Include district representation in speaking point to elected
3. November 2020/ July 2021	LAC	Review and update Strategic Plan. (November./ July)				
4. December 2020	Chair/Vice Chair	Review LAC Welcome/Orientation Packet, and revise as needed, provide mentoring and training opportunities.				(Check with Nathaniel)