



Strategic Plan 2017- 2020

Year 2 Priorities

Priority 1. Focusing Member Services Across Diverse Career Paths

Goal 1. Engage with library and information specialists who work outside of traditional libraries.

1.1 Create a communication strategy to build relationships and partnerships with other organizations serving more specialized library and information specialists.

Actions may include:

Identifying aligned organizations that may have some alignment or overlap with the library sector such as knowledge management associations or prospect researchers.

1.2 Develop and implement tools (i.e. a partnership framework, a memorandum of understanding) to clarify and formalize partnerships (examples can be found through the Ontario Non Profit Organization and the Canadian Society of Association Executives).

1.3 Identify 'embedded librarian' or 'librarian in residence" opportunity for members who can provide expertise to aligned organizations (examples include research expertise for start ups, user experience expertise).

Goal 2. Engage with those new to the library and information sector and early career members.

2.1 Investigate and develop training modules on leadership and/or new management positions.

2.2 Create a scorecard for membership recruitment and retention to track success. Tie the scorecard to incentives and rewards (example: milestone attendance at events such as the Annual Institute or the Super Conference; discounts, 'points', rewards.)

2.3 Explore options for new grads to get involved with OLA. Examples include promoting and providing professional development resources to new graduates by:

- a) Recognizing that they may not have access to certain resources if they are job-seekers
- b) Matching members with areas of need in the library sector, such as supports for northern, rural, and small types of libraries
- c) Research opportunities (marketing library research expertise as a resource in support of start-ups to support business case development)

Goal 3. Expand and nurture communities of practice and develop improved platforms to support communities of practice.

- 3.1 Implement a digital/virtual platform that supports communities of practice.
- 3.2 Align the catalogue of EI webinars with communities of practice to support learning.

Priority 2. Influencing Policy and Demonstrating Value

Goal 1. Grow and focus OLA's advocacy and government relations strategy on targeted goals and define measures for assessing progress and success.

- 1.1 Distribute toolkit to membership.
- 1.2 Develop advocacy-related merchandise from The Library Marketplace to include with the toolkit.

Goal 2. Grow and inspire a network of library advocates at local and provincial levels.

- 2.1 Develop mechanisms to broaden a community of advocates.

Goal 3. Expand the development and sharing of advocacy resources, tools, and strategies for member use at the local community level.

Priority 3. Building Evaluation and Research Capacity

Goal 1. Develop an evaluation and research strategy that supports best practices and assesses the value of libraries.

- 1.1 Inspire and support a community of practice consisting of members interested in evaluation and research.
- 1.2 Annually create a research agenda based on the priorities of members.

Goal 2. Build member capacity in areas of measurement and performance evaluation.

2.1 Develop training areas of measurement and evaluation, collaborating with other organizations where possible.

2.2 Embed measurements in at least 5 of 10 OLA educational programs.

Goal 3. Integrate evaluation and research across all of OLA services.

Priority 4. Addressing the Unique Needs of Rural, Remote, and Indigenous Communities

Goal 1. Identify the needs and requirements of rural, northern, and remote communities.

1.1 Pilot and evaluate projects that are identified through initial conversations and survey results. Create a cross sector sub-committee of divisional councils to advise on projects and initiatives.

Goal 2. Strengthen and maximize partnerships with other organizations and associations to minimize duplication of effort and maximize resources to these communities.

Goal 3. Create a plan to focus greater support and service access for libraries of all types in smaller, rural, or remote communities, including Ontario's Indigenous communities.

3.1 Expand on OLA's current programs and services and how they might better recognize and accommodate the context of smaller, rural and remote library operations.

3.2 Design incentives, accommodations, and supports to improve access to OLA's programs.

3.3 Plan for remote participation using technology for member engagement (for example, streaming programs and speakers).

3.4 Deliver an OLA program in northern Ontario in partnership with other organizations. Examples: STEM, First Nation Friendship Centers).

Priority 5. Our Enablers to Success

Our People

1.1 Enhance and promote an organizational culture that is strongly rooted in OLA's vision, mission, and values.

Technology

2.1 Implement recommendations based on the evaluation of our current association management system (AMS).

Fundraising

3.1 Evaluate engagement with donors.

- a. Frequency on contact with donors
- b. Phone calls, meetings, emails, etc.
- c. Asks made/online performance metrics

3.2 Implement fundraising policies and procedures.