Action, Communication and Budget Multiyear Plan – OCLC EMEA Regional Council
2010 - 2013: "Membership Matters!"

Context

In 2009, the new Global council was established with a new structure (global and regional reach) and new opportunities after two years of planning, transition and changes. Year 1 (July 09 – June 10) was a formative year that focused on OCLC as a co-operative and collaborative membership organization with an expanded definition of OCLC Membership. During 2009 – 2010 the Global Council set a broad strategic focus based on theme of "Membership, Communication & Engagement" – aimed at promoting OCLC as a co-operative membership (improved understanding at global level) supporting 3 Regional Councils in their set-up phase and initial programmes; providing appropriate platforms so that GC delegates have an understanding of membership issues and needs as identified by the Regional Councils; providing increased opportunities for OCLC members to provide have a voice and vote about activities and issues related to the OCLC Global Council (i.e. influence the agenda in a meaningful way).

In year 2, the EMEARC is proposing a multi-year (rolling plan) Action Plan (July 2010 – June 2013), including the membership communications plan, that will provide a foundation for continuity (short to medium term) and is linked to budget estimates planning/provision. The Action Plan will be reviewed annually to ensure it is aligned with the goals/objectives and financial parameters set by OCLC Global Council. The EMEARC theme is "Membership Matters!" with the focus in Year 2 (July 2010 – June 2011) on greater outreach across this diverse region (estimated12 sub-regions); broaden its base and level of membership participation; ensure membership inclusivity; strengthen OCLC member engagement via good communication plans; and give input to OCLC about what services are needed by member organisation in the OCLC co-operative.

Years 3 – 4 (July 2011 – June 2013) will focus on consolidating communication and engagement across the EMEARC sub-regions to raise awareness about "benefit" of a membership organisation and improve understanding at both Global and Regional level of the diversity and unique challenges of EMEA members.

Goals
Milestones (short term) Year 2

1. **Multiyear Action Plan** (including communication plan) with budget estimates due by GC Ecxo Meeting (25 October 2010) that takes EMEARC through Years 2 – 4 with focus on action and implementation to communicate and engage members and customers across diverse sub-regions. Budget for Year 3 (July 2011 – June 2012) proposal to be submitted to GC by March 2011, for approval April 2011.

2. **Sub-regional meetings**
   Central Europe Road shows October 2010 - OCLC EMEA staff programme to include membership, products and services
   South African Road shows 14- 17 February 2011 – Programme to include membership, products and services (OCLC EMEA Staff and Chair)
3. **EMEA RC Annual Meeting** 2 – 3 March 2011, in Frankfurt – "Breaking down barriers to knowledge"

4. **2011 Elections** (GC delegates – starting 1 July 2011)
   - Increased participation in nomination and voting processes (improved inclusivity) – promotional materials in 4 languages of the region;
   - EMEA Regional Council to be more representative of diversity within the region – Exco to be proactive in soliciting nominations across sub-regions.
   - Nominating Committee calls for nominations by 1 November 2010; Finalise candidate slate by January 2011

- Call for nominations in eNews – 4 languages – English, Dutch, German, French
- Introduce candidates at Annual meeting 3 March 2011
- Voting for delegates in second part March 2011; Results to be announced by 1 April 2011
- Implement electronic voting system for 2011 elections

Medium Term – Years 3 – 4 (July 2011 – June 2013)

1. Review and align action plan, communication plan and budget proposals with approved GC – FY 2011, 2012 and 2013

2. Evaluate, cost and agree venues for 2012 and 2013 Annual RC meetings

3. Annual meeting draft programme for 2012 meeting – finalise and promote by September 2011

4. Sub-regional meetings – identify, cost, finalise and promote sub-regional meetings for July 2011 – June 2013
   July 2011 – June 2012: Lebanon
                             Gulf States
   July 2012 – June 2013: North Africa
   July 2013 – June 2014: Southern Europe

5. 2012 Delegate Elections
   Appoint nominating committee – Sept 2011
   Call for nominations and finalise slate – November to March 2012
   Multi-lingual nomination and voting process available
   Electronic voting – March 2012

6. Budget for Year 2013 to be submitted in March 2012 for approval by GC April 2012.

ACTION PLAN

Focus Area/Regional focus area	Key Actions	Target Group/Audience	Desired outcomes	Time frame	Who
1. Set strategic direction with regional focus that promotes membership participation and engagement across EMEA sub-regions	Compile a multiyear Action Plan with budget estimates (short & medium milestones/goals) including communications strategy with budget estimates. Focus of EMEARC Action Plan assists members gain better understanding of diversity of region, unique challenges and needs of sub-regions.	EMEARC Exco and members GC Exco and members	Achieve continuity across RC leadership changes with multi-term plan and budget framework. Cost effective and sustainable annual RC programmes determined by agreed priorities with equitable spread across sub-regions. Extend benefits of membership organization to sub-regions in terms of agreed 5year programme. Inclusiveness characterizes region and sub-regions; diverse representation on EMEA RC; respect among RC members for culture, language and diversity; RC engagement and communication is a quality experience.	Draft for EMEARC Exco – 20 Oct GC Exco agenda discussion – 25 Oct	GT, RG and JL, RvC EMEARC Chair
	Build a strong identity for EMEA within Global Council	GC Delegates and Council BoT	- be influential on GC agenda - active participation - voting and nomination process is widely contested and high level of participation		EMEARC delegates 2010/2011

OCLE EMEA (Europe, Middle East & Africa) Multiyear Plan – Years 2 - 4

Focus Area/Regional focus area	Key Actions	Target Group/Audience	Desired outcomes	Time frame	Who
2. Emphasize and focus on the collaborative and co-operative nature of OCLC as a membership organization.	Design a cost-effective communication plan to increase communication and engagement with OCLC membership and OCLC leadership.	2000 OCLC members 7000 customer libraries (Currently do not meet criteria for membership)	Improved understanding of unique challenges, conditions and context of sub-regions within EMEA RC Cost-effective membership drives	November 2010	EMEA Staff EMEARC Exco
Take the OCLC collaborative to the EMEARC members - share GC and RC work with regional members - share RC work with GC - share RC work with OCLC leadership	Identify and prioritise sub-regions within EMEA - with timelines for meetings Identify EMEA events to promote OCLC as membership organization.	Within these Audiences: • potential for collaborative work. • high level of collaboration exists (shared cataloguing, sharing resources, sharing knowledge, contribute digital content) • low level of contribution (holdings not current)	EMEA delegates to be used at RC events to promote collaborative nature of OCLC as a membership organization (rather than external speakers). Builds awareness of pro-bono activities of OCLC. Identify, cost and evaluate venues. Proactive and engaging programme content.	November 2010	RvC F Leslie
	Plan and present annual RC meetings 2011 - 2013 - Set objectives for meeting - Proactive and engaging programme content - Mix of external speakers (mindful of costs), member delegates and OCLC staff Identify Plan sub-regions for future programmes 2010 - Central Europe - South Africa - Southern Africa 2011 – Lebanon and Gulf States 2012 – North African (Tunisia, Libya, Morocco, Algeria) 2013 – Southern Europe (Italy, Portugal and Greece)		• Engage distributors in logistics and support in identified sub-regions. • Programme content that addresses membership, products and services. • Programme content that reflects diversity and disparate needs of region/sub-region(s) • Programme content - Library type - activity focused - geographic • Define message and channels of delivery appropriate to sub-region(s) • Research and evaluate venues, local delegates for programme, cost-effective infrastructure		EMEA Staff EMEARC Exco 2011 – 2013 Conference organizing committees

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3. Increase diversity in EMEA RC representation	Facilitate high participation in voting process – convenience, reminders, instructions of what to do.	EMEARC members	Reduce language as a barrier to nomination and election process.	Nov 2010– March 2011	Nominating Committee & JL (OCLC)
			Investigate & implement electronic voting system with assistance ARC colleagues.	October 2010	J Lees & R Green
	Call for nominations in eNews in 4 languages and via EMEA website		Informed members about process for nomination and experience of interest focus.	November 2010 December	Nominating Committee & JL
	Notify EMEA candidates	EMEA Exco candidates	A representative group of nominees representing diversity of the region		JL on behalf of OCLC
	EMEARC candidate announcement via website, email, OCLC co-op News.	EMEARC members	Wide coverage of nominees across region	January 2011	EMEA and Dublin marketing staff (new website)
	Introduce candidates to EMEARC members.	EMEARC Members & customers	2011 EMEARC Meeting – Frankfurt	2-3 March 2011	EMEARC Exco
	Voting package via e-mail; electronic voting procedure	EMEA member Directors/Voting representative	Voting materials (Letter, list of candidates, url to ballot, password and unique ID to access ballot) available in 4 languages	Voting to take place 2nd half March.	
	Announcement of results	EMEAR RC members & Customers	EMEARC delegate announcement via website, email, OCLC co-op News.	1 April 2011	EMEA and Dublin marketing staff (new website
4. Engage OCLC membership in membership activities.	• Define collaborative nature in EMEA RC context and identify mechanisms to get more involvement	EMEARC Members	Advise OCLC leadership on emerging issues and matters in our regions.	Nov 2010+	EMEA office RC Chair & Exco, Sabinet
	• Provide forums and vehicles (electronic survey) articulate ideas to RC Exco/delegates		Annual RC meetings 2011 – in progress 2010 – 2011 Sub-regional meetings 2011 - 2012 Sub-regional – in progress		GT/JL GT/JL GT/JL

	about needs and desires of members with respect to products/services		2012 – 2013 Sub-regional – in progress	Nov 2010-March 2011 Nov 2011-March 2010 Nov 2012-2013	RC Exco OCLC marketing staff
	• Develop and implement a member communications web site or interactive pages on the [new] OCLC website		Increase communication between members Active delegates contributing to meetings.		RC Exco & Nominating Committees
	• Voting in an election (GC & RC).	EMEARC Members & customers, non-participating institutions	Participating in election process – nominating, voting, and making themselves available as nominees.	Annual	EMEARC Exco EMEA Staff
			Proxy or alternate delegates participate as required	Annual	
			Regional – nominate delegates, voting. .		
Furthering access to the world's Information Reduce costs of libraries Continue to build and strengthen the collaborative.	• Promoting co-op to non-members, low-participating members			Annual	EMEARC Exco EMEARC Chair and JL
	• Ensure elected delegates engage/attend GC and EMEARC meetings, volunteer for committees and Task Force Teams, participate in debates, vote		• Global engagement in GC, Committees, TF, BOT • Be influential on GC agendas.		
	• Design appropriate mechanisms for region to share knowledge & share resources at substantial cost		• Maintain EMEA membership growth – based on EMEA member contributions and sharing. • Monitor participation levels in collaborative activities. • Revise levels of participation (3 metrics) on a regular basis – annual. • Monitor engagement and participation at 3 levels. • Individual institutions (metrics credits)		
	• Identify and promote activities in sub-region that carry out OCLC's public purpose (members sharing, contributing, sharing inputs to OCLC activities)			2011	

• Promote pro bono activities - DDC maintenance - Research and innovation office/reports - Contribution to LIS sector through advocacy e.g. IFLA sponsorship			2011+	
Staff development and training - OCLC specialist webinairs - Jay Jordan/IFLA Fellowships - Regional webinairs based on needs and requirements articulated by delegates – investigate vehicles to deliver training and promote via eNews		EMEA – promote the fellowship programme EMEA Exco encourages candidates to apply. EMEA delegates serve on selection panel.	2009 2010 2011 (tbd)	G Thomas & J Lees 2009-2010
Promote opportunities for memory institutions to participate in the collaborative		RC Meeting programme – speakers. RC sub-regional meetings - speakers Include in EMEARC Annual meeting programme and sub-regional roadshows.	2011+	Programme organisers

Appendix 1 - FY 2011 OCLC EMEA Events Calendar

Event	Region	Date
OCLC Sommerfest	Oberhaching, DE	01.07.2010
OLIB Customer Conference	Sheffield, UK	14.-15.07.2010
Health Libraries Group Conference 2010	Manchester, UK	29.-31.07.2010
76th World Library Information Congress (IFLA)	Gothenburg, SWE	10-15.08.2010
BIS-Kongress in Lausanne	Lausanne, CH	01.-04.09.2010
GBV-Verbundkonferenz 2010	Berlin, DE	08.-09.09.2010
NAG Conference	Glasgow, UK	08.-09.09.2010
CBS-Partnermeeting	Konstanz, DE	14.-15.09.2010
CILIP/OCLC Executive Briefing	London, UK	15.09.2010
CILIP LMS Suppliers Showcase	Manchester, UK	22.09.2010
Informatie aan Zee	Oostende, BE	September 2010
BSZ-Kolloquium	Stuttgart, DE	September 2010
9th Nordic ILL Conference	Espoo, FIN	04.-06.10.2010
Sabinet Client Conference	Kruger Park, SA	06-08.10.2010
Public Library Authorities Conference 2010	Leeds, UK	20.-22.10.2010
11. Bibliotheken Summit	Weimar, DE	27.-28.10.2010
LMS Showcase	London, UK	05.11.2010
Customer Contact Day	Utrecht, NL	06.10.2010
Internet Librarian International	London, UK	14.-15.10.2010
NVB Day	Amsterdam. NL	10.11.2010
Online Information Show	London, UK	30.11 – 2.12.2010
Southern Africa SCESCAL Conference	Gaberone	06-09.12.2010
Digitaal Erfgoed Nederland	Rotterdam, NL	07.-08.12.2010
EDUCA	Helsinki, FIN	29.-30.01.2011
EMEA Regional Council	Frankfurt, DE	02-03.03.2011
JISC Conference 2011	Liverpool, UK	14.-15.03.2011
Det 72. norske Bibliotekmote	Hamar, NOR	16.-19.03.2011
BIBSYS Brukermøte 2010	Hamar, NOR	19.03.2011
UCISA 2011	Edinburgh, UK	23.-25.03.2011
UKSG 34th Annual Conference	Harrogate, UK	04.-06.04.2011

Global Council	Dublin, OH, USA	11-14.04.2011
3. Swiss OCLC Informationstag	Zürich, CH	April 2011
RLG Partnership European Meeting	Oxford, UK	April 2011
Infoforum	Prague, CZ	May 2011
Journées ABES	France	May 2011
ABF	France	May 2011
ELAG Conference	Prague, CZ	08.-11.06.2011
INULS 2011	Dublin, IRE	24.-25.06.2011
Interlend	UK	t.b.d.
100th Deutscher Bibliothekartag	Berline, DE	07-10.06.2011
5. German OCLC Informationstag	t.b.d.	June 2011
CILIP Conference	UK	June 2011
40th LIBER Annual Conference	Barcelona, ESP	29.6-02.07.2011
CoFHE Meeting	Glyndwr, UK	15.-17.07.2011

Denotes major event