

## **OCLC EMEA Regional Council**

### **Action Plan for 2011 -2012: “Reaching Out”**

The Action Plan for 2011-2012 continues the emphasis of previous years in seeking to build awareness within the Region of the still-new community of Members which together form the Europe, Middle East and Africa Regional Council within the OCLC global cooperative. In early 2011 Global Council established a Communications Task Force to develop proposals that would increase understanding of and engagement with the cooperative. A key area of activity this year will be to begin to act on those recommendations of the Task Force that are relevant to the EMEA Region.

#### **Theme 1: Regional Focus**

*Set a strategic direction with regional focus that promotes membership participation and engagement across EMEA sub-regions.*

- 1.1 Prepare and implement an Action Plan for the 2011-2012 year within the ‘2010 - 2013: Membership Matters’ multiyear Regional Council plan, targeting 2011-2012 activities around the concept of reaching out to Members.
- 1.2 Build a strong identity for the EMEA Regional Council (EMEARC) within Global Council
  - Delegates will represent EMEARC at Global Council meetings and on Global Council Committees and Task Forces
  - EMEARC activities will be reported regularly to Global Council and OCLC

#### **Theme 2: Focus on the cooperative**

*Emphasize and focus on the cooperative nature of OCLC as a membership organization: take the cooperative to EMEARC Members by sharing information on Global and Regional Council activities and communicating EMEARC activity to Global Council and the OCLC leadership.*

- 2.1 Organize and run the annual EMEA Regional Council Member meeting (to be held on 28 and 29 February 2012 in Birmingham, UK).
- 2.2 Seek to build on the success of previous Member meetings by identifying a venue for the 2013 Member meeting that will encourage new participants to attend and engage with the cooperative.
- 2.3 Provide a Sub-Regional Membership engagement programme.
  - Deliver a Membership engagement programme in Lebanon and the Gulf States during 2011-2012
  - Plan for a programme in Spain and other Southern European countries in 2012-2013
  - Assess the feasibility of a North African programme in 2013-2014.
- 2.4 Identify relevant events to promote the Regional Council and OCLC as a membership community.

### **Theme 3: Engage Members**

*Engage OCLC Members in membership activities by increasing the exposure of Members to information about the Regional Council and the cooperative and their opportunities to contribute.*

- 3.1 Implement the revised Regional Council Bylaws to increase geographical and organizational diversity in EMEA Regional Council representation, co-opting Member representatives to the EMEARC Executive Committee as necessary during the transition period to ensure early involvement.
- 3.2 Promote and administer the nomination and election of EMEARC Delegates to Global Council, reviewing existing mechanisms to ensure a robust process.
- 3.3 Create a EMEARC Communications Group to design and oversee communication initiatives that will increase contact with Members. The Chair of the Communications Group will lead EMEARC involvement in Global Council communications activities.
- 3.4 Produce and make available a Membership Directory to improve awareness of OCLC Members and Membership within the Region.
- 3.5 Reach out to Members by assigning a member of the EMEARC Executive Committee to each country in the Region with the aim of achieving initial personal contact with Members in every country during 2011-2012.
- 3.6 Establish an EMEARC presence within appropriate social media tools to raise awareness of the Regional Council and the cooperative with different audiences and to gain feedback on issues around the cooperative.