Represent OCLC and Americas Regional Council as an Ambassador

We are a worldwide library cooperative, owned, governed and sustained by members since 1967. Our public purpose is a statement of commitment to each other—that we will work together to improve access to the information held in libraries around the globe, and find ways to reduce costs for libraries through collaboration.
Represent OCLC and ARC as an Ambassador

OCLC’s member leadership is currently focused on strengthening the cooperative community and increasing general awareness of the ARC. As an ARC Ambassador, your role is to support these objectives by making contributions in three key areas:

- **Regional Focus**—We are promoting membership participation and engagement across ARC sub-regions.
- **Focus on the Cooperative**—We are focusing on the cooperative nature of OCLC as a membership organization.
- **Engage Members**—We are engaging OCLC ARC members by keeping them current on opportunities to participate at regional and global levels.

We look forward to having you help us share information available to members throughout the Americas by acting as an ARC Ambassador. This kit is full of tips and materials for you to use.

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**Ambassador Program overview**

The Ambassador program was developed in 2010 jointly by the ARC Communications and Executive Committees. Ambassadors are OCLC Global Council delegates and OCLC members in the Americas Region who have agreed to:

1. Represent the Americas Regional Council and OCLC at library community meetings
2. Share their OCLC experiences and insights with other members
3. Facilitate member-to-member communications between OCLC and the membership.

**What is the ARC?—PowerPoint presentation and talking points**

This short presentation is a good starting point for those new to the ARC. It is a comprehensive look at who the ARC is, what its goals are and how OCLC members in the Americas Region can get involved. *OCLC will provide you with talking points on the latest news and innovations from the cooperative.*

Here are a few places you might consider sharing this presentation on the ARC:

- **Start with your staff:** Consider presenting this PowerPoint at your next staff or team meeting.
- **Reach out at regional associations, conferences or other informal groups:** If you have an upcoming speaking engagement or serve on a committee of a local chapter of your library association, why not give a brief overview of how people can expand their network and participate in the ARC?
- **Alumni or current MLS students:** Is your library connected to an MLS/MLIS program? If so, share the ARC as a resource for these up-and-coming library professionals.
- **Engage the leadership at your library; stakeholders in your library’s future:** Libraries are faced with many similar challenges and opportunities. When your library is heads-down due to a crisis or busy celebrating a recent success, think about how you can leverage the ARC for positive change for your library and others throughout the region. This presentation may also be useful when you need to talk to senior leadership or other constituencies about your library’s role in the ARC and the value of membership in the OCLC cooperative.
- **Involve ARC Executive Committee Members and Global Council Delegates:** Consider inviting a member of the ARC Executive Committee or a Global Council Delegate to come speak at your next library gathering or at an upcoming event.
Use ARC brochures and business cards at conferences and events, plus more ways to spread the word about ARC activities

ARC brochures
We have created a short brochure that introduces the ARC to members. This is a great leave-behind when you present the ARC PowerPoint. You can download the PDF here: www.oclc.org/services/brochures/214034usb_americas_regional_council.pdf

ARC business cards
Carry a few ARC business cards with you. This is an easy way for you to connect people to membership-related resources, like the ARC Web pages on the OCLC site. They also show how to subscribe to OCLC Abstracts, the weekly membership publication for members.

ARC Ambassador badges
Attending a conference? Wear your ARC Ambassador badge to let people know that you’re in the loop when it comes to news from the cooperative.

Connect your website to the cooperative
• Consider placing the OCLC logo or the Americas Regional Council logo on your library’s website. You can find guidelines and graphics online here: www.oclc.org/about/styleguide/logos.htm
• Post links to upcoming ARC activities on your internal employee website or intranet.
• You can include this text that talks about your library’s membership in the OCLC cooperative:

  Our library is a member of the OCLC Americas Regional Council. OCLC is a nonprofit, member-owned library cooperative working to lower library costs and advance the causes of information literacy and lifelong education.

Spread the word; start the discussion
Keep colleagues current on ARC initiatives:
• Share ARC Member Update e-mails with your colleagues
• ARC Member Meetings
  – Share agendas and links to register for upcoming meetings.
  – Share links to view live-streaming video of ARC meetings for those who can’t attend in-person.
  – Send links after the meeting for people to view important discussions that took place at an ARC Member Meeting.
• Forward quarterly ARC messages to your professional networks, colleagues and staff
  – The ARC Chair will send out specific topics/questions, accompanied by talking points, if appropriate.
  – Ambassadors will post updates or questions, and solicit feedback from their professional networks, listservs, blogs, twitter.
  – Ambassadors will gather feedback and give to the ARC Chair/OCLC staff.
• Don’t miss the boat—get on the ARC!
  – When election time rolls around, rally behind colleagues, submit your nominations and help fellow members understand that they have a voice in the future direction of the cooperative.
  – Remind people who can vote when the voting deadline is and who to contact for help.

Add an ARC signature to your e-mail
When you add some specific ARC information to your e-mail signature, you have a way to share your enthusiasm every time you send an e-mail. Consider adding a line of text below your current e-mail signature that simply says, “OCLC Americas Regional Council Member.”

Do you blog? Like to write?
• Write an article for OCLC Abstracts or the membership section of the OCLC website, or start a conversation about the ARC on a local listserv. Send submissions to the editor of OCLC Abstracts by e-mailing abstracts@oclc.org.
The OCLC Global Council has adopted the “Shared Values and Membership Principles of the OCLC Cooperative.”

See the entire document at: www.oclc.org/us/en/membership/values_principles.pdf

The “Shared Values” document provides a framework that helps OCLC members, employees and leadership work together with a better understanding of both the “whys” and “hows” of our shared cooperative.

Our shared values provide the “whys”

- Cooperative engagement
- Economy of scale
- Excellence
- Inclusivity
- Innovation and research
- Open communication
- Respect
- Sharing
- Sustainability
- Trust

Our principles are the “hows”

- Work together to achieve mutually beneficial goals
- Share collections, metadata, best practices and expertise
- Communicate honestly and openly with one another
- Promote internationally accepted standards
- Provide feedback to OCLC on products and services
- Enhance access to information resources
- Participate in OCLC governance
- Promote the use of OCLC records

Whenever you advance our shared values or promote these principles, you are acting as an ARC Ambassador. We also need your help in holding the organization accountable to these values and principles. Your observations, ideas, critiques and enthusiasm are what will help OCLC become more like the cooperative you envision.

Resources for members

Learn more about the ARC, its role in OCLC and the cooperative’s governance and what membership means to the cooperative:

- How OCLC governance works: www.oclc.org/membership/governance/
- Membership reports: www.oclc.org/us/en/reports/
- OCLC Research: www.oclc.org/research/
- OCLC Presentation Center: www.oclc.org/community/presentations

Keep in touch with OCLC

OCLC offers a number of options for getting in touch with staff who can answer your questions, and staying up-to-date on the latest trends and developments in the library community.

- Product and Service Support: See www.oclc.org/us/en/supportandtraining for details, e-mail us at support@oclc.org or call 1-800-848-5800.
- Member Services helps you expand regional connections with other members while learning how OCLC can better meet your library’s needs. Contact Member Services at memberservices@oclc.org for a referral to your regional Member Services Consultant.
- Blogs: www.oclc.org/community/talk/blogs
- Sign up for OCLC Abstracts and other e-mail publications: www.oclc.org/us/en/email/subscribe.htm
- Listservs: https://www3.oclc.org/app/listserv
- OCLC Speakers Bureau: www.oclc.org/speakers
- Follow us on Twitter: http://twitter.com/oclc