



Global Council Communications Task Force
10 February 2011

Sponsor: Global Council
Start: 1 March 2011
End: 30 June 2011

Charge

This charge convenes a Communications Task Force to draft a proposal for a strategic communications initiative that will advance the public purpose of OCLC through the creation and implementation of a more robust communications infrastructure. The purpose of a communications infrastructure is to support OCLC governance groups in achieving their missions, facilitate a dynamic, interactive and flourishing online community among all OCLC stakeholders and enable a shared vision of collaborative endeavors between and among members and OCLC, working in a virtual, shared environment for the benefit of the full community. The Task Force will convey its report and recommendations to the Global Council Executive Committee for review and presentation to the full Global Council. Subsequently, the Global Council will convey its recommendations to the Regional Councils, the OCLC Board of Trustees and the OCLC Strategic Leadership Team.

The Task Force will focus its attention toward the following activities:

- Identify Global Council stakeholder groups and relationships,
- Create a map of the current communications landscape including paths, means and the substance/content of communications between and among these groups, and
- Develop a proposal for a strategic communications initiative.

Need for Task Force

During the 2010 October Meeting in Dublin of the OCLC Global Council Executive Committee, the committee raised concerns about communication with the large number of Members and potential Members of OCLC worldwide. Executive Committee members noted the importance of strengthening communication between and among the key governance groups, the various councils and OCLC management together with the need to understand the mutually-informing role of the Global Council with other governance bodies, including the Board of Trustees, Senior Leadership Team, and Regional Councils. The new governance structure encompassing a Global Council and Regional Councils along with the rapidly-expanding globalization of OCLC requires new and expanded means to ensure correct, consistent and candid communication in an open environment between and among the various groups and individuals.

By common consent, the GC Executive Committee determined to form a Global Council Communications Task Force to study and assess current communications and to recommend ways and means for strengthening that local, regional and global communication. Indeed, the GC Communications Task Force is charged to prepare a report on the current status of communication among the identified

groups and to develop a proposal for a strategic communications initiative that would ensure all OCLC Members around the world including libraries, archives, museums and similar cultural heritage organizations:

- Understand the OCLC cooperative as an innovative forum for the broad and open discussion of issues, policies, services and emerging trends with within and without the cooperative
- Are aware of the roles of the various governance groups including the Board, Global and regional councils and their roles in gathering input and concerns from the membership
- Engage with the Global and Regional Councils by participating in the regional elections, meetings, committees, and communication in an interactive, online community, and
- Engage in collaborative endeavors with OCLC and/or members in a virtual, shared environment.

Meetings

- March 1 – June 2011. The Task Force is expected to meet periodically via conference calls.
- 11-13 April 2011. The Task Force will meet at the Global Council annual meeting.

Updates and reports

- The Task Force will host a discussion at the Global Council Annual Meeting April 2011.
- The Task Force will share a draft report with other governance bodies including the Regional Councils, BoT, and SLT prior to submitting its final report and recommendations.
- The Communications Task Force will submit its report and recommendations to the Global Council Executive Committee by 1 June 2011, which the GC EC will share with the OCLC Board of Trustees and the OCLC Senior Leadership Team.
- The Communications Task Force will present its report and recommendations to the Global Council in June 2011.

Membership

Co-chairs:

- William Maes, Dalhousie University, Canada, ARC
- Robin Green, University of Warwick, UK, EMEARC

Delegates

- Beverly Obert, Rolling Prairies Library System, US, ARC
- Hsueh-hua Chen, National Taiwan University, APRC
- Simon Bains, University of Edinburgh, EMEARC
- Jennifer Younger, President, Global Council (ex officio)

OCLC Staff

- Kate Gaylord, Director of Communications and New Media
- Janet Lees, Community Liaison
- George Needham, Vice President, Global and Regional Councils