



Americas Asia Pacific  
Europe, Middle East and Africa

**GLOBAL COUNCIL  
YEAR ONE – 2009-2010  
ANNUAL PLAN**

**INTRODUCTION AND CONTEXT**

This is the new Global Council with a new structure and new opportunities! That is what the first year of OCLC Global Council and Regional Councils will provide. The past two years have been filled with planning, transition and change; now is the time for action and implementation. The OCLC Global Council needs to be a creative organization that supports and enhances the Regional Councils in this formative year while bringing to the cooperative the stability and confidence of our predecessor organizations. We have a great challenge to meet both of these important responsibilities in this initial year.

Global Council remains one of the two governance bodies representing the membership of the OCLC worldwide cooperative. The Global Council has the responsibility to support the OCLC mission of “Connecting people to knowledge through library cooperation” and to contribute to the vision “The world's libraries. Connected.” In addition Council must always strive to meet the OCLC purpose:

To establish, maintain and operate a computerized library network and to promote the evolution of library use, of libraries themselves, and of librarianship, and to provide processes and products for the benefit of library users and libraries, including such objectives as increasing availability of library resources to individual library patrons and reducing the rate of rise of library per-unit costs, all for the fundamental public purpose of furthering ease of access to and use of the ever-expanding body of worldwide scientific, literary and educational knowledge and information.

**MEMBERS AND MEMBERSHIP**

In order to meet these awesome responsibilities and to achieve a positive working year for the membership, the year will not have a single theme. We will focus on OCLC as a cooperative membership organization with emphasis on having meaningful communications and engagement with, between and among the membership. This will allow the Global and Regional Councils to think

strategically about membership services and support; it will allow Global Council to more clearly define the benefits and responsibilities of membership; it will allow the membership to have conversations with the OCLC Board of Trustees and OCLC management regarding the needs and desires of members; and it will allow Global Council to be a key communications conduit for the cooperative.

This will not be easy. For example, on July 1, 2009 the number of members who will be afforded rights as voting members is approximately 14,000. This is a significant number of member libraries but one that we can deal with through planning and communication. Members Council in its last meeting in May and the Board of Trustees in June 2009 approved an expanded definition of OCLC membership extending full privileges to more libraries and other cultural heritage institutions than ever before.

To identify OCLC products and services needed by member institutions globally in this difficult economic time, every region will be challenged to have meaningful engagement and communications with the members. In every region there will be geographic and language barriers to overcome. In every region there will be membership issues that are both similar and different from those encountered in other regions. The barriers present opportunities – opportunities to enhance membership participation and engagement to make OCLC a more inclusive cooperative. We members need to focus our sights on OCLC as a non-profit cooperative. We need to focus our discussions with OCLC as a partner with each and every member agency in order for all of us together to truly be “the leading global library cooperative helping libraries serve people by providing economical access to knowledge through innovation and collaboration.”

Within this framework and context we will be able to accomplish good things for the libraries and memory institutions. Not all these goals can be fully achieved in one year. We work in an ever-changing environment but in Year One we must set a course that strengthens our organization for the future. We must provide thoughtful and innovative ideas to OCLC staff and the Board of Trustees. We must be sure that by the end of this first year, we have made significant inroads towards helping each library become a more engaged and active member of OCLC.

**The objectives for this first year are:**

To support the activities of the Regional Councils.

To assure that the Global Council delegates on have an understanding of the membership issues and needs as identified by the Regional Councils.

In communications, emphasize and focus on the cooperative and collaborative nature of OCLC as a membership organization.

Review the “Principles of Cooperation,” the 2006 values discussion, and other pertinent OCLC documents to develop a proposal for specific values statements for the OCLC cooperative.

Focus appropriate discussion on the Report from the Review Board on Principles of Shared Data Creation & Stewardship and determine any further Global Council action needed.

Review the Small Libraries Advisory Committee report and recommend any Global Council action needed.

Carry out one in-person Global Council meeting in Dublin, Ohio in mid-April 2010 and two online meeting opportunities (October or November 2009 and February 2010).

**SPECIFIC ACTIVITIES for this first year will include:**

In collaboration with the regions, distribute an e-mailing to all members introducing them to the Regional Councils and the Global Council and the benefits of participating in OCLC.

Seek to engage at least 30% of the OCLC membership in a membership activity – e.g. Answering a survey, sharing an idea, participating in a meeting, attending a Global Council meeting, promoting the cooperative to other non members, voting in an election, etc.

Utilize the Global Council section of WebJunction to encourage and engage in discussion about issues facing the Council and OCLC.

Utilize online technology to provide updates on services.

Utilize online technology to support Global Council service group discussions.

Provide opportunities for OCLC members to provide input into activities and issues related to the OCLC Global Council.

Focus the April Global Council meeting on membership issues by region with a half-day session devoted to each region followed by an all-Council discussion of the identified issues and needs.

Provide an opportunity for all members to learn about OCLC by utilizing virtual technology with presentations by the Strategic Leadership Team, the Board of Trustees and Global Council.

Utilize the work that OCLC Research and Programs has done on the OCLC WorldMap (<http://www.oclc.org/research/projects/worldmap/default.htm>) prototype system “that provides an interactive visual tool for selecting and displaying international library holdings represented in WorldCat, and publishing, library, cultural heritage, and collection data” as well as WorldCat Registry (<http://www.oclc.org/registry/default.htm>) to inform discussions about the profile of the membership.

Formulate Task Groups as needed to carryout objectives (e.g. Task Force on Values).

#### **CONCLUSION**

This first year of the Regional Councils and the Global Council will be exciting. We are setting the course on our continuing journey for the global cooperative with more opportunities for membership involvement and participation. However, we must make it easy for the communication and engagement to happen and that will be our focus for the year. This year it is all about the Membership, Communications, and Engagement!