Ensuring Robust Communications and Member Engagement for the OCLC Cooperative

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GC Communications TF Charge

To articulate the role the GC should take in advancing the public purpose of OCLC with key governance groups and the membership by:

- Defining GC constituencies and how the GC might/should work with them
- Identifying current means of communication between GC and these groups
- Developing a strategic initiative to enhance online communication
- Presenting a broad outline to the GC at its April Meeting
- Making recommendations on next steps
Bodies of communication within and around OCLC

Members

Americas Regional Council

Europe, Middle East & Africa Regional Council

Asia Pacific Regional Council

Executive Committee

Global Council

Task forces

Working Groups

Board of Trustees

OCLC Management and Staff

Senior leadership

Marketing

Member Svcs

Research

Sales

Partners

Networks

Vendors

Distributors

Consortia

Other

Note to Andy: can we use comment boxes to show the layers
Discussion: Bodies of Communication

- Are all the bodies with which the GC might interact represented?
Members: all the institutions in the cooperative and their staff

Americas Regional Council
Who: All the staff of member libraries in Canada, the United States and Latin America

Europe, Middle East & Africa Regional Council
All the staff of member libraries in Europe, the Middle East and Africa

Asia Pacific Regional Council
All the staff of member libraries in Asia and Australia and New Zealand

Global Council: 48 Member Delegates on Global Council who are elected by the Regional Councils and represent OCLC member libraries in their respective areas around the world.

Board of Trustees
15 members from libraries as well as experts in business, finance, and law. Six trustees are elected from OCLC Global Council.

OCLC Management and Staff
- Senior leadership
- Marketing
- Member Svcs
- Research
- Sales
- Other

Partners
Networks
Vendors
Distributors
Consortia
Discussion: Description of Bodies

- Are all the groups properly identified and defined?
  - What working groups exist in the regions and elsewhere?
  - Identify partners, consortia, vendors through which OCLC communications might occur
- What defines a member and who are the members with whom the GC might interact: individuals, libraries?
Purpose and roles of bodies

Members

Americas Regional Council
Purpose and role: inform the business?

Europe, Middle East & Africa Regional Council
Purpose and role: inform the business?

Asia Pacific Regional Council
Purpose and role: inform the business?

Global Council: Purpose and role: ?? Member concerns?

Executive Committee
Definition of Executive Committee

Task forces
Definition of task forces

Working Groups
Definition of working groups

Board of Trustees
15 members from libraries as well as experts in business, finance, and law. Six trustees are elected from OCLC Global Council.

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Discussion: Purpose and Roles

- Do you clearly understand the roles and purpose of the GC and the groups with which it is presumed to interact?
  - Members, Regional Councils, GC, Trustees, OCLC
  - Partners, vendors, networks, consortia
- What communication does / should GC enter into with the members, regional councils, the Board, OCLC, the Trustees as determined by its mandate?
- Where does GC need to strengthen these communications?
Members

Asia Pacific Regional Council

- Task forces
- Monthly e-newsletters
- Monthly meetings
- Partner update emails

Americas Regional Council

- Product/subject updates
- Listservs
- Abstracts, NextSpace
- Nominations
- Live meetings
- ARC M2M site
- Voting

Europe, Middle East & Africa Regional Council

- Nominations
- Live meetings
- Voting

Global Council

- Reports
- Webinars
- Task forces
- Working Groups

Board of Trustees

OCLC Management and Staff

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Current communication situation

Forecasting: OCLC Research with partners
Discussion: Current Communications

- Does the current slide correctly define existing communication channels and relationships.
- What is the current frequency and depth of communication between and among these groups?
- What communications would you like to see that are not currently happening?
Discussion: Communication Opportunities

• What can / needs to be done to improve communications among these groups?
  • How can existing communications tools be used more effectively?
  • Are new communications tools required?

• Why would a member reach out to GC, a regional council or OCLC staff?