Membership Strategies and Successes in the Regional Councils: Updates from Asia Pacific, EMEA and the Americas Regional Council Chairs

Gwenda Thomas
EMEA Regional Council Chair
Agenda for today

- EMEA Regional Council in 2011 — membership update
- Multiyear Action Plan — fulfilling our global & regional charge
- 3 Regional Focus Areas — desired outcomes & success stories
- Milestones summary
EMEARC Delegates and OCLC EMEA Staff
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<thead>
<tr>
<th>Delegate</th>
<th>Country</th>
<th>Term Expires</th>
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<tr>
<td>Raymond Berard</td>
<td>France</td>
<td>June 2011</td>
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<td>Gwenda Thomas</td>
<td>South Africa</td>
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<td>Henriette de Kok</td>
<td>Netherlands</td>
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<td>Simon Bains</td>
<td>UK</td>
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<td>Lluis Anglada</td>
<td>Spain</td>
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<td>Berndt Dugall</td>
<td>Germany</td>
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<td>Rupert Schaab</td>
<td>Germany</td>
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<td>Anja Smit</td>
<td>Netherlands</td>
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<td>Robin Green</td>
<td>UK</td>
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<td>Poul Erlandsen</td>
<td>Denmark</td>
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OCLC EMEA Regional Council
Roles & Responsibilities

• 2,000 institutions qualifying as members vote to elect Delegates who represent EMEA at Global Council

• Promote & share information about the cooperative within the region

• Participate in governance structures at global & regional level

• Debate & prioritise themes for GC

• Increase dialogue with OCLC Management & Strategic Leadership Team & Board of Trustees
EMEARC: Fulfilling our charge globally & regionally

• How to fulfill a charge across what is a geographically widely dispersed region with approximately 12 sub-regions

• How best to recognise, respect & incorporate political, geographical, cultural and language differences

• Disseminate information in 4 languages (English, Dutch, French & German)
2010-2013: EMEARC Action Plan & Communications — High-level Goals

• Theme: “Membership matters!”

• Multi-year action plan incorporating communications strategies (2010-2013)

• Central focus: OCLC as membership cooperative

• Support range of activities across sub-regions

• Build a strong identity for EMEA within Global Council through active Committee & Task Force involvement
Communications Plan

- Communications: Strengthen OCLC Membership engagement via good communications plan
- Focus on the cooperative nature of OCLC as a membership organisation
- Emphasis on meaningful communications & engagement with, between & among the membership
Regional Focus Area 1: Take the OCLC cooperative to the members

• Desired outcomes:
  - Improved understanding of unique challenges, conditions & context of sub-regions
  - EMEARC delegate representation & annual meeting programme content reflect diversity & different interests of the region and/or sub-regions
  - EMEARC engagement & communications are quality experiences
So...how successful were we?

- **EMEARC Annual Meetings have achieved:**
  - Proactive programme mix with delegate contributions, industry leaders & OCLC management
  - Sharing GC & RC work with regional members
  - Sharing RC work with OCLC leadership
  - Building awareness of pro bono activities, new/free features & services
  - Engaging break-out sessions with members
2nd EMEA REGIONAL COUNCIL ANNUAL MEETING
2-3 MARCH 2011 in FRANKFURT
2011 Annual Meeting programme: Breaking Down Barriers to Knowledge

• Innovation theme interwoven throughout content

• Innovation Master Classes (pre-meeting workshops)

• Keynote speakers from industry

• Topical themes such as WBMS, mobile technology and its impact on users & libraries

• Engaging with & hearing representatives of the OCLC Strategic Leadership Team & Board of Trustees

• Breakout sessions: WorldCat Quality, Cost-sharing & OCLC Research
Success story...EMEARC sub-regional meetings 2010-2011

- Membership sessions are identified to link into specific regional events, e.g., road-shows, conferences, exhibitions & customer days

- 2011 Membership events are available on the website [www.oclc.org](http://www.oclc.org) (links to EMEARC Annual Plan)

- Active engagement of distributors in logistics and support in identified sub-regions
Sub-regional achievements in 2010

- IFLA/WLIC “Membership matters: An update on EMEARC”
  — Janet Lees, Raymond Berard, GC President & senior OCLC staff

- Central Europe Road-show to Belarus, Ukraine, Macedonia, Slovenia & Slovakia
  — Rein van Charldorp

- OCLC Customer Contact Days: Netherlands & UK
  — OCLC EMEA staff and Robin Green
Sub-regional achievements in 2010 supported by OCLC staff & distributors

- CBS Partners Meeting — Raymond Berard
- GBVVerbundkonferenz — Berndt Dugall
- Sabinet Client Conference (Kruger National Park) — Gwenda Thomas
Understanding the unique challenges, conditions & context of sub-regions
Searching for new members
Programme content that reflects diversity of the sub-regions
2011 Sub-regional activities supported by distributors and OCLC Staff

• Journées ABES 17-18 May — Raymond Berard

• German Informationstag 12 May — Berndt Dugall & Rupert Schaab

• South African Road-show 15-18 February (4 centers)
EMEARC Road-show in South Africa
1st stop: Grahamstown — Eastern Cape
Stop 2: Cape Town – Western Cape
Stop 3: Durban – KwaZulu Natal
Regional Focus Area 2: Increase diversity in EMEARC representation

- **Desired outcomes:**
  - Representative group of nominees representing diversity of region
  - High participation in electronic voting process
  - Candidates meet the EMEARC membership
  - Multilingual nomination & election processes available
So...what worked and what can be improved?

- Call for nominations in eNews in 4 languages & via the EMEA website & listservs in member countries
- Electronic voting system and procedures implemented
- 2011 Nominees meeting the members

Going forward...

- Improved participation in the nomination process
- Improved representation across institution type & 12 sub-regions
EMEA Regional Council 2011+

- Results of 2011 elections for delegate positions
  - To be announced at Global Council

- EMEARC portfolios 2011-2013
  - Chair Robin Green 2011-2012
  - Chair-elect to be announced 2011-2012
  - Secretary to be announced 2011-2013
Regional Focus Area 3: Engage OCLC membership in cooperative activities

- **Desired outcomes:**
  - Broaden opportunities to promote more membership engagement & involvement
  - Influential on GC agendas—advise OCLC leadership on issues and matters in the region & globally
  - Increased communication to & among members
  - Increased awareness and participation in respect of pro bono activities, services & products
So...how successful were we?

- **Broaden opportunities for membership engagement**
  - Successful 2010 & 2011 EMEARC Annual Meetings
    - 2010: 130 delegates from 24 countries
    - 2011: 200 delegates from 26 countries
  - A range of successful sub-regional meetings across 2010-2011 with 2012-2013 plans in progress
  - Improved reach achieved in 2011 nomination & election process
Successes cont’d…

- **Influential on the Global Council (GC) agenda**
  - GC Exco: EMEARC Chair, Chair-elect & Community Liaison participate in monthly meetings; EMEARC report tabled
  - GC: 10 EMEARC delegates attend; RC update session; Committee & TF participation
  - OCLC webinars: GC Meetings and specialist sessions
Successes cont’d…

- GC Committees & Task Forces: high level of EMEARC delegate participation
  - Joint BoT & GC Membership Committee: Poul Erlandsen
  - GC Nominating Committee: Robin Green & Poul Erlandsen
  - GC TF on shared costs: 2011 Anja Smit, Lluis Anglada, Saad Azzahari
And to continue with influencing agendas

- OCLC/National Libraries Workgroup: Raymond Bérard
- Revision of the “Guidelines for contribution to WorldCat”: Henriette de Kok
- 2010 Record Use Policy Council: Raymond Bérard
- GC Communications TF
  Co-Chair: Robin Green
  EMEARC representative: Simon Bains
Improved membership communications

- **Increased communication to & among members**
  - EMEARC Communications Plan
  - Regular updating of EMEARC website
  - Promotional materials: Brochure, member sticker & notelets
  - EMEARC Membership Directory update
  - Sub-regional listservs
Conclusion: Milestones achieved

- Multiyear action plan is being successfully implemented
- Sub-regional meetings are taking the cooperative to the membership
- EMEARC Annual meetings are well-supported
- Multilingual and online nomination & election procedures
- Improved visibility, understanding & participation globally and regionally
Thank you on behalf of the EMEARC Chair & Executive Committee!