

Charter # 3: Shape policy and develop advocacy process

Purpose of Charter: Shape policy and develop public relations efforts to positively affect Indiana libraries.

Key Processes

Product/Expected Results:

- Action plans to proactively influence library policy for schools, public, special, and academic libraries.
- Public Relations plan to influence citizens to support libraries
- Plan to encourage decision makers to seek out libraries as information providers
- Measures for monitoring success

Authority:

- Can use office staff and facilities
- Can look to other organizations for examples
- Invite other experts to participate such as legislative advocates

Limitations: Don't fail to...

- Incorporate technology
- Include all groups and points of view represented in the Federation
- Avoid duplicating efforts of other ongoing efforts of the Federation
- Seek approval from the ILF Executive Board before launching plan
- Seek synergies across all associations
- Must look at other associations' strategies and plans

Monitoring:

- Submit written plan in electronic format to Board by December 1, 2007
- Implement plan immediately following Board approval
- Send quarterly progress reports in writing in advance of Board meeting. Reports are to be submitted on August 1, 2007, November 1, 2007, February 1, 2008, and May 1, 2008.

SAMPLE ACTION PLANS

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Actions: Proactively influence library policy for schools, public, special, and academic libraries

- Develop proactive plan to eliminate all unserved library districts in Indiana by 2010
- XXX
- XXXX

Actions: Public Relations plan to influence citizens to support libraries

- Develop plan in 2008 for implementation in 2009
- XXX
- XXXX

Actions: Plan to encourage decision makers to seek out libraries as information providers

- Develop plan in 2008 for implementation in 2009
- XXX
- XXXX

Metrics:

- XXXX
- XXXX