



STRATEGIC PLAN (2019 — 2022)

YEAR 1 PROGRESS REPORT

VISION

Open Shelf is a home for the familiar, a challenge to the conventional, and a colourful perspective on the opportunities before us.

MISSION

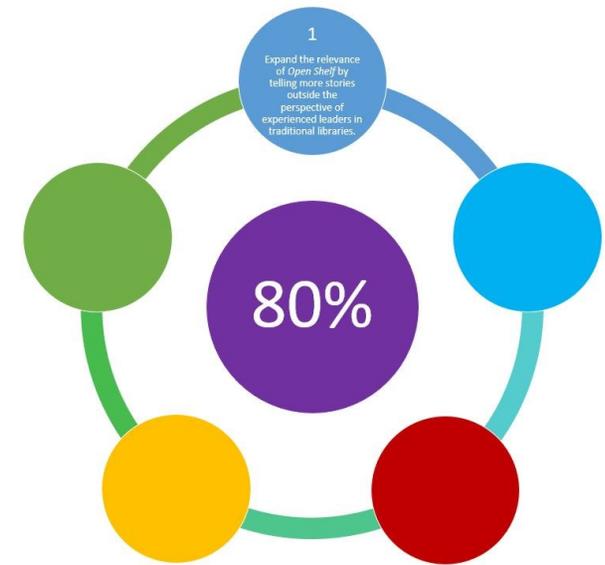
Open Shelf is a dynamic, multimedia publication with diverse content and broad popular appeal. It is about the people, places, services, and resources that impact libraries and related organizations.



PRIORITY 1

EXPAND THE RELEVANCE OF OPEN SHELF BY TELLING MORE STORIES OUTSIDE THE PERSPECTIVE OF EXPERIENCED LEADERS IN TRADITIONAL LIBRARIES.

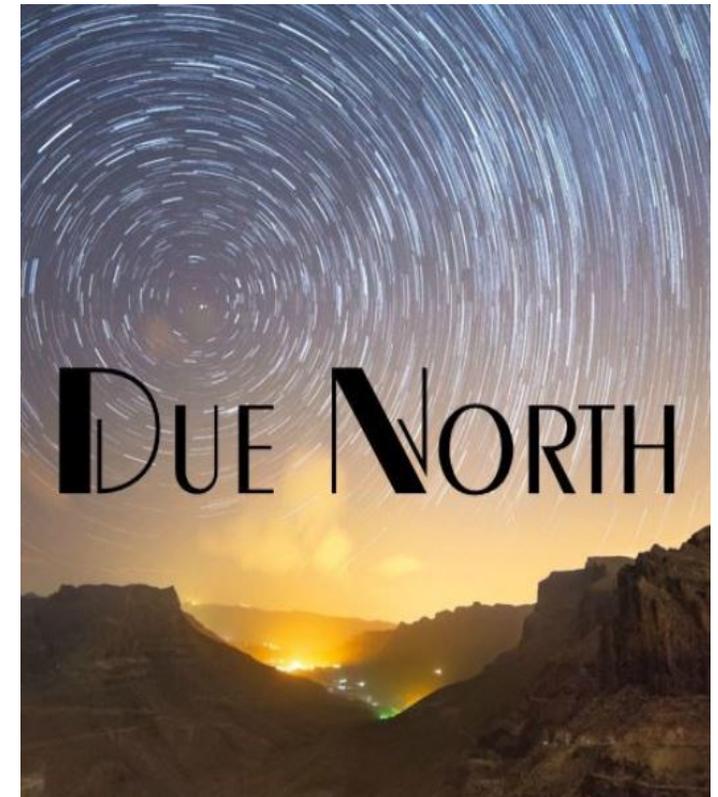
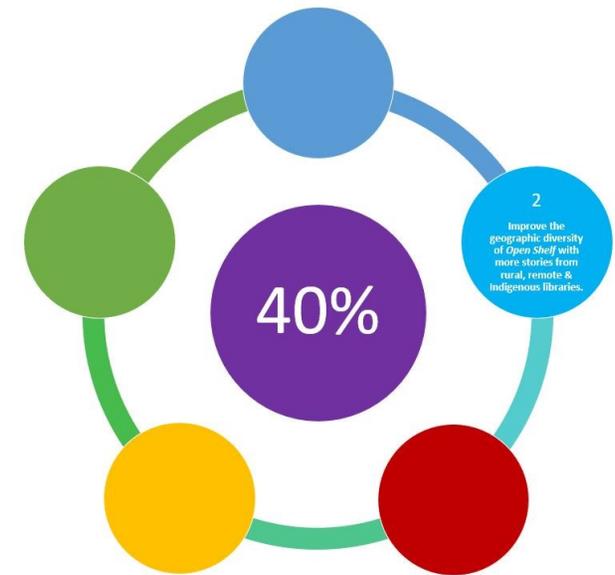
- ✓ Publish 2 feature articles or column installments written by and for students and new information professionals by February 2020.
- ✓ Publish 2 feature articles about professionals in non-traditional libraries by February 2020.
- ✓ Publish 2 feature articles about library technicians by February 2020.
- ✓ Create a promotion for writing collaborations that runs at least 5 times per year.
- ⇒ Publish the Canvas[s]OLA promotion and a more general call, in the OLITA newsletter for a guest *Open Shelf* editor from OLITA.
- ✓ Create a link in *Open Shelf* to the [Future Careers](#) page on the OLA website.



PRIORITY 2

IMPROVE THE GEOGRAPHIC DIVERSITY OF *OPEN SHELF* WITH MORE STORIES FROM RURAL, REMOTE AND INDIGENOUS LIBRARIES.

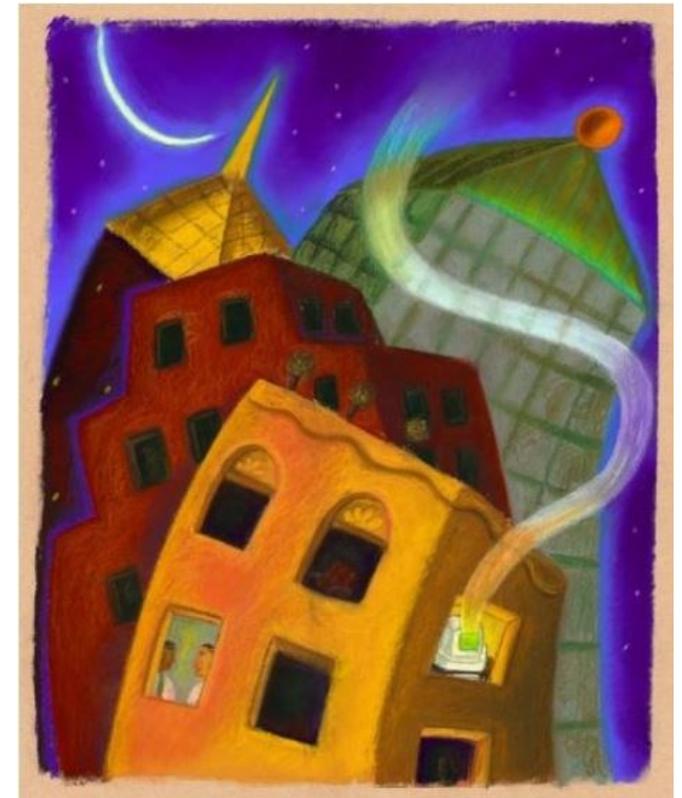
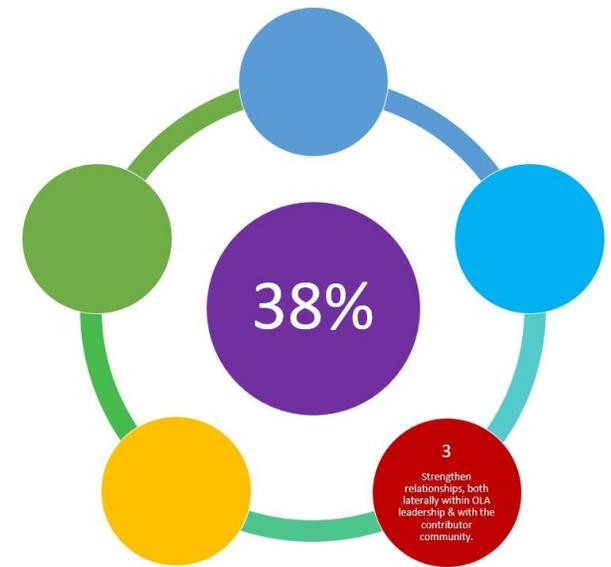
- ⇒ Identify the top 3 barriers that prevent library workers in rural, remote & Indigenous communities from regularly sharing their voices & stories to *Open Shelf*.
- ⇒ Identify the top 3 incentives that would encourage library workers in rural, remote and Indigenous communities to regularly share their voices & stories to *Open Shelf*.
- ✓ Reach out and have conversations through library committee meetings, one-on-ones and other means.
- ✓ Recruit at least one individual from each area who will engage others in writing at least 1 feature article or 1 column for at least 6 to 8 issues of *Open Shelf* per year.
- ⇒ Strengthen and maximize partnerships with at least 1 other organization and/or associations in rural, remote and Indigenous communities to grow networking opportunities for all.



PRIORITY 3

STRENGTHEN RELATIONSHIPS, BOTH Laterally WITHIN
OLA LEADERSHIP AND WITH
THE CONTRIBUTOR COMMUNITY.

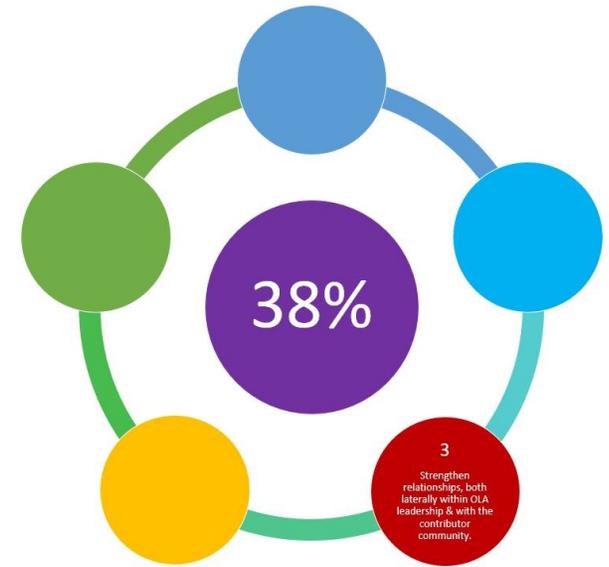
- ⇒ Establish a Steering Committee responsible for policy development, in addition to Story Committee responsible for generating story ideas and other content. Both committees will be established by February 2020.
- ✓ Invite the advocacy staff member to attend an editorial meeting and to contribute content to *Open Shelf*.
- ⇒ Invite at least 2 longer-term contributors to participate in editorial meetings and/or schedule an online/in-person meeting 3 times a year specifically for contributors and the editorial team.
- ✓ Submit a written report from the Editor-in-Chief to the OLA Board at 3 regular board meetings and have the Editor-in-Chief attend one meeting per year in person.



PRIORITY 3

(CONTINUED)

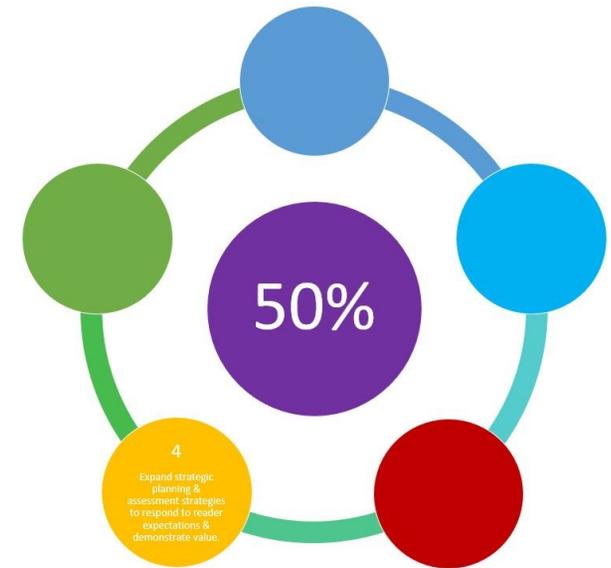
- ⇒ Report to OLA members at the annual general meeting.
- ⇒ Create a volunteer recognition program
- ✓ Establish the positions of OLA *Open Shelf* Board Liaisons to support and assist the editorial team.
- ⇒ Review social media presence; create a strategic plan (with a brand story) focused on a specific audience and determine the most effective use of (potential) platforms. Ensure this plan aligns with OLA's own marketing plan.



PRIORITY 4

EXPAND STRATEGIC PLANNING & ASSESSMENT STRATEGIES
TO RESPOND TO READER EXPECTATIONS &
DEMONSTRATE VALUE.

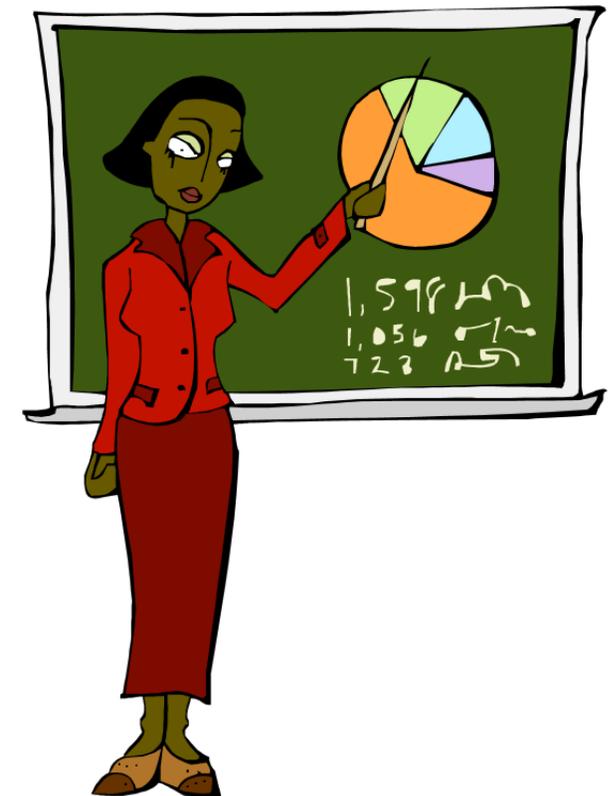
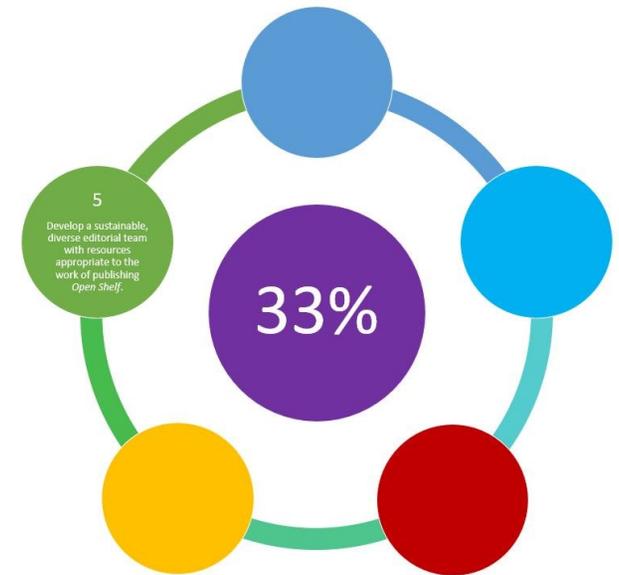
- ✓ Create a strategic planning working group to develop an annual planning process. Members to be drawn from contributors and editorial board members. This group will be established by March 2019 and be maintained in 2020-2022.
- ⇒ Develop metrics, including a readership survey and/or an open editorial session (or round table), for assessing the achievement of strategic goals. In particular, with OLA staff, use Google Analytics and other tools to assess readership.



PRIORITY 5

DEVELOP A SUSTAINABLE, DIVERSE EDITORIAL TEAM WITH RESOURCES APPROPRIATE TO THE WORK OF PUBLISHING *OPEN SHELF*.

- ✓ Revise one of the current digital editor positions and put out a call for candidates in September 2019. This call will appear in *Open Shelf* and will be shared via social media and word-of-mouth. The incumbent will be responsible for working with the Story Committee to identify new stories and contributors for future issues.
- ✓ Collaborate with OLA staff to set an appropriate budget for 2020-2022 and finalize the *Open Shelf* budget by September 2019.
- ⇒ Explore various options for visualizing data related to workflow and readership by March 2020.
- ⇒ Using the resources team members offer, continue to streamline the *Open Shelf* publishing process by December 2019.



PRIORITY 5

(CONTINUED)

- ⇒ Create an images guide to ensure articles are accompanied by images that are attractive to our social media platform(s).
- ⇒ Seek collaboration between metadata working group and social media team, to generate content for social media and feature the content of the *Open Shelf* site in new ways.

