



STRATEGIC PLAN (2023 - 2024)

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

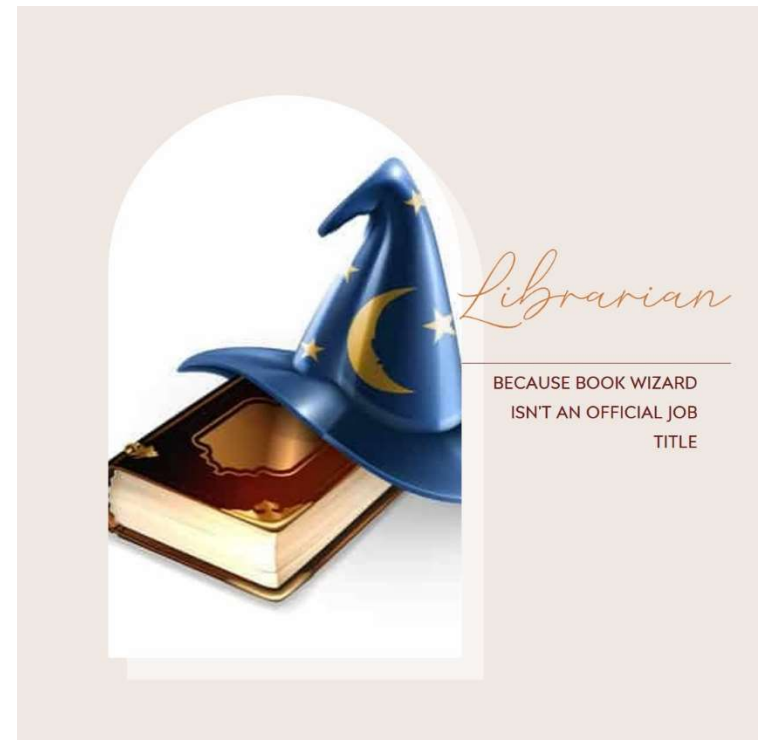
Open Shelf is a dynamic, multimedia publication with diverse content and broad popular appeal. It is about the people, places, services, and resources that impact libraries and related organizations.



PRIORITY 1

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

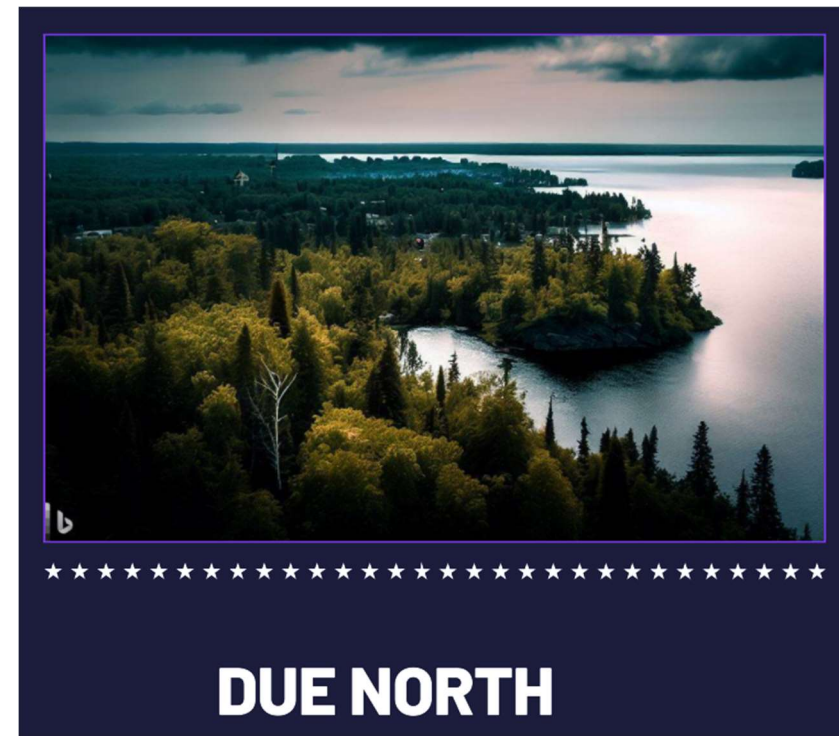
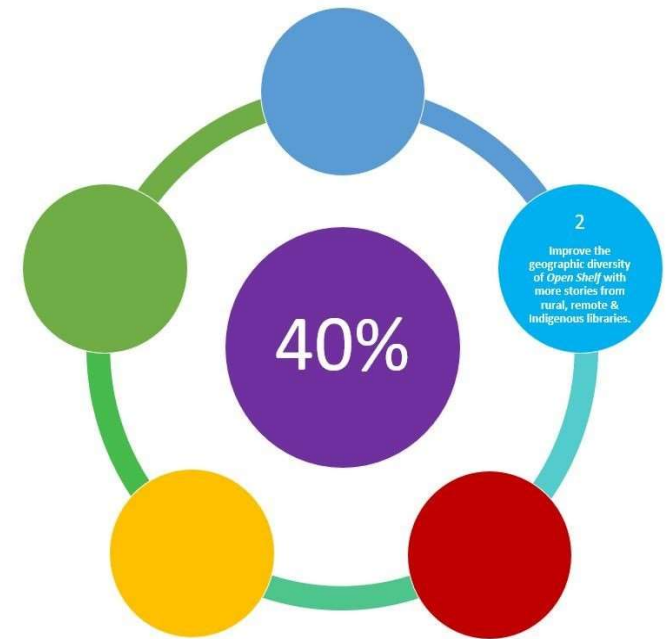
- ✓ Publish feature articles or column installments written by and for students and new information professionals by the date of magazine re-launch in the summer of 2023.
- ✓ Publish feature articles about professionals in non-traditional libraries by summer 2023.
- ✓ Publish feature articles about library technicians by summer 2023.
- ✓ Create a promotion for Forest of Reading that runs at least three times per year.



PRIORITY 2

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

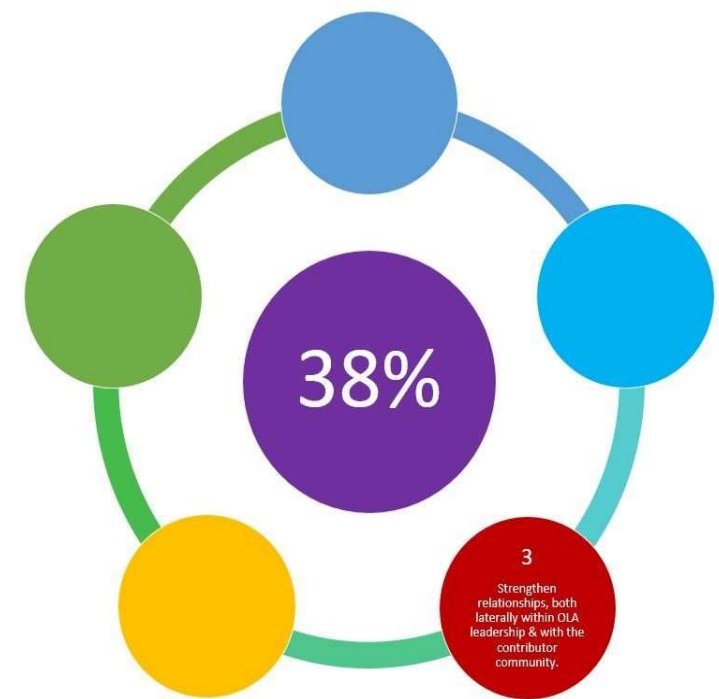
- ✓ Identify the top three barriers that prevent library workers in rural, remote & Indigenous communities from regularly sharing their voices & stories to *Open Shelf*.
- ✓ Identify the top three incentives that would encourage library workers in rural, remote, and Indigenous communities to share their voices & stories to *Open Shelf* regularly.
- ✓ 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 one feature article or one column for at least three issues of *Open Shelf* per year.
- ✓ Strengthen and maximize partnerships with at least one other organization and/or association in rural, remote, and Indigenous communities to grow networking opportunities.



PRIORITY 3

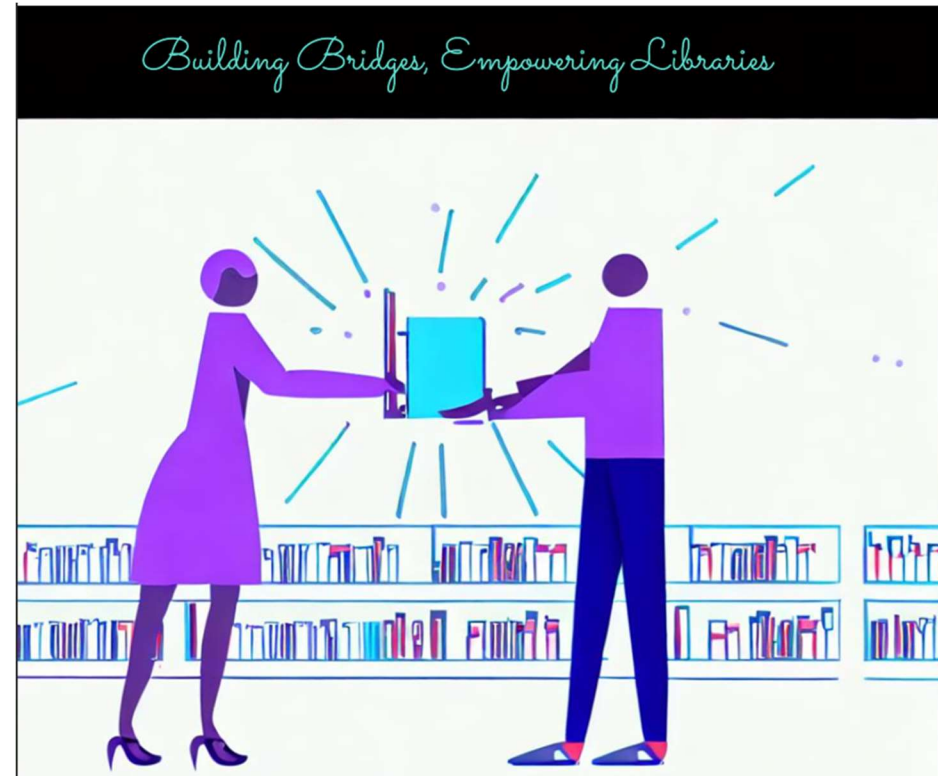
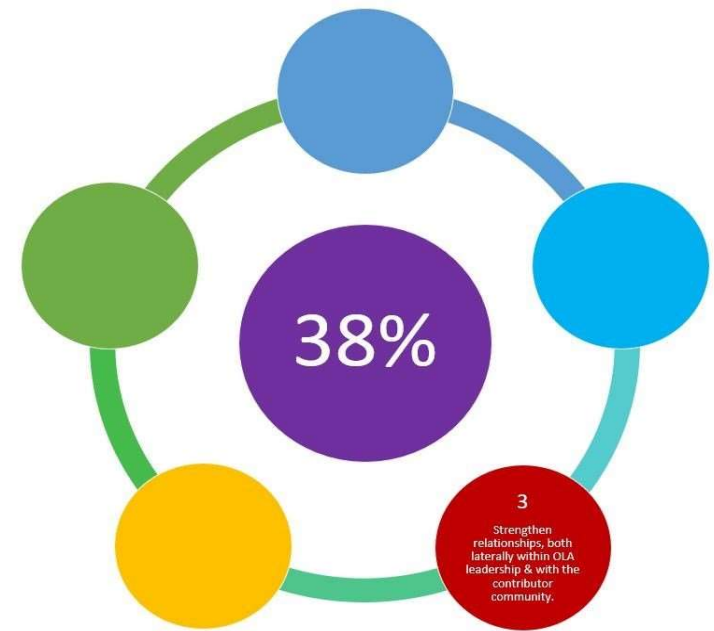
STRENGTHEN RELATIONSHIPS, BOTH
LATERALLY WITHIN OLA'S LEADERSHIP AND
THE CONTRIBUTOR COMMUNITY

- ✓ Establish a committee responsible for policy development and accountable for generating story ideas and other content. Both committees will be established by February 2024.
- ✓ Invite staff members to attend an editorial meeting and contribute content to *Open Shelf*.
- ✓ Invite at least two longer-term contributors to participate in editorial meetings and/or schedule an online/in-person meeting for contributors and the editorial team three times a year.
- ✓ Submit a written report from the Editor-in-Chief(s) to the OLA Board at regular board meetings and give the option for the Editor-in-Chief(s) to attend one meeting per year in person.



PRIORITY 3 (CONTINUED)

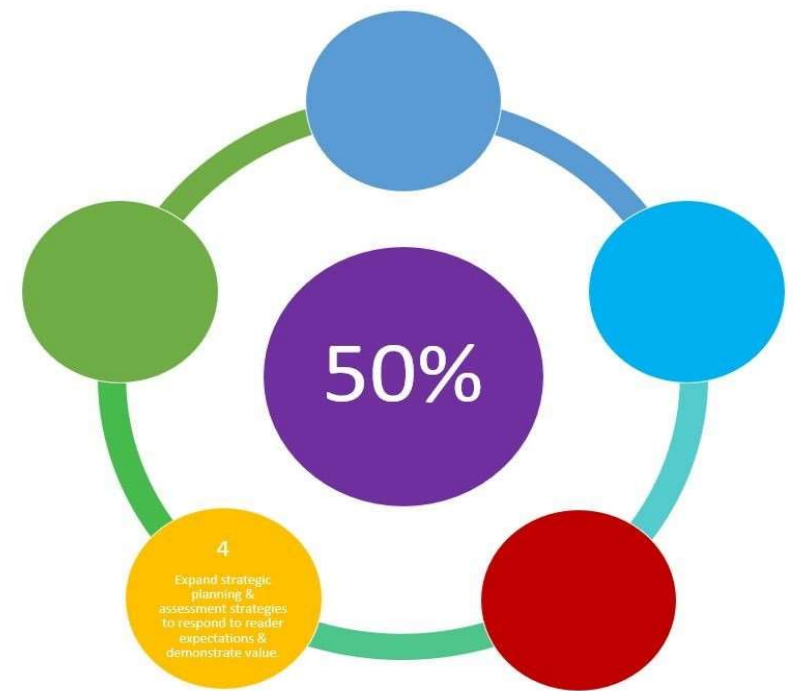
- ✓ Report to OLA members at the annual general meeting.
- ✓ Create a volunteer recognition program.
- ✓ Establish the OLA Open Shelf Board Liaisons positions to support and assist the editorial team.
- ✓ Review social media presence; create a strategic plan (with a brand story) focused on a specific audience and determine the most effective use of (potential) platforms. Ensure this plan aligns with OLA's 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 are to be drawn from contributors and editorial board members.
- ✓ Develop metrics, including a readership survey and/or an open editorial session (or round table), to assess strategic goals' achievement. Have OLA staff use Google Analytics and other tools to evaluate readership.



PRIORITY 5

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

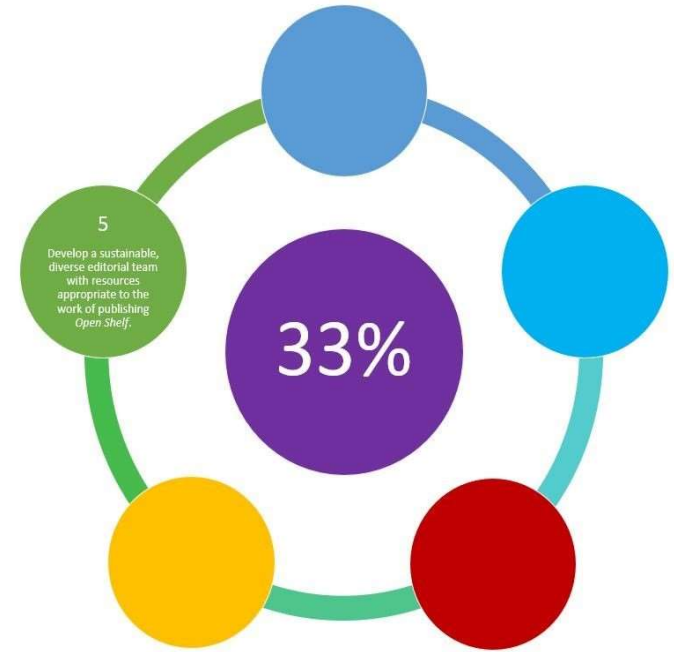
- ✓ Revise the current magazine volunteer positions and put out a call for candidates in subsequent issues. This call will appear on the *Open Shelf* and be shared via social media and word-of-mouth. The incumbent will work with the current committee to identify new stories and contributors for future issues.
- ✓ Collaborate with OLA staff to set an appropriate budget for 2023 - 2024 and finalize the *Open Shelf* budget by September 2023.
- ✓ Explore various options for visualizing data related to workflow and readership by March 2024.
- ✓ Using the resources team members offer, continue streamlining the *Open Shelf* publishing process by December 2023.



PRIORITY 5

(CONTINUED)

- ✓ Create an images guide to ensure attractive images accompany articles on our social media platform(s).
- ✓ Seek collaboration between the 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.



DIVERSITY UNITES,
KNOWLEDGE EMPOWERS:
JOIN OUR LIBRARY
ASSOCIATION'S VOLUNTEER
OPPORTUNITY METADATA
PROJECT!