

FOLA Strategic Plan 2002-2006

OUR MISSION:

To be a recognised and respected voice in the library world

SHORT TERM GOALS 2002-2004

1. **To be an acknowledged voice for Friends in public policy issues and to provide leadership for advocacy to FOL groups to become more proactive community voices.**

STRATEGY

Lobbying

GOALS

FOLA Committee members to chair local FOL meetings to discuss advocacy issues
FOLA Advocacy brochure sent to all FOLA/FOL/Councils

2. **To be less dependent on the present Executive Director**

STRATEGY

Broaden management skills within structure, in particular, FOLA Committee

GOALS

Executive Director to list specific responsibilities
Committee to take-up specific responsibilities (assign to members of committee)

3. **To establish a stronger financial basis**

STRATEGY

Increase membership
Media campaigns
Sponsorship
Partnerships

GOALS

Mail out to non-FOLA libraries (Benefits package 'Why belong to FOLA')
FOLA Committee 'Achievement Report' sent annually to Councils, FOL groups and Libraries

4. **To have representation on consultative committees concerned with library issues**

STRATEGY

To be on mailing list of appropriate State Library bodies
To have formal link with Australian Library & Information Association

GOALS

ALIA representative appointed to FOLA Committee
FOLA representative (preferably an ALIA member) appointed to liaise with ALIA
Development of FOLA web site
Local Government to be targeted

CONTINUED OVERLEAF

Friends of Libraries



Australia

5. To have media space in relevant publications

STRATEGY

Recruitment of volunteers experienced in media

GOALS

FOL groups to routinely report activities in local media

Encourage FOL groups to appoint media person

Compile a 'FOLA Media File' from issues in local media

6. To designate events for awards and major 'PR' opportunities

STRATEGY

Use Baker & Taylor Awards

Liaise with ALIA

GOALS

'Form letter' to be sent to potential sponsors with personal follow-up immediately

Establish activities/exposure for Library Week, Australia Day or other



LONG TERM GOALS 2002-2006

1. To establish a section on 'Friends' within Library School curricula

STRATEGY

Contact all Library Schools

Contact ALIA

GOALS

'Form letter' and follow-up with Library Schools in Australia

2. To establish formal contacts with similar FOL organizations worldwide

STRATEGY

Establish formal protocols of communication using the internet, email, and publications

GOALS

Establish regular contact/exchange with overseas bodies

3. To be represented at key library and local government conferences

STRATEGY

Communicate with key relevant Library Association bodies/groups

Communicate with key Local Government Associations

Provide FOLA 'PR' packages for such bodies and conferences

GOALS

Have active participation (speakers panel) at Conferences

Aggressively target local government/ Councils

Abbreviated overview of FOLA Strategic Plan 2002-2006 adopted by FOLA in October 2002

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