

# 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**



**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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