

Minutes
Executive Council Meeting
April 10, 2015 from 12:00 pm – 1:30 pm Eastern Time
Teleconference
Approved June 2, 2015

Present: Marie DeYoung, President and Chair
Sandra Singh, Vice-President
Michael Ridley, Treasurer
Jim Bennett, Councillor-at-Large
Peggy D'Orsay, Councillor-at-Large
Valoree McKay, Executive Director

Regrets: Pilar Martinez, Past President
Jane Schmidt, Councillor-at-Large

Recording Secretary: Agnieszka Arkuszewski, Executive Assistant

1. Call to Order

The business meeting was called to order at 12:04 pm Eastern time. President DeYoung welcomed everyone to the meeting. She noted that she would have to leave the meeting at 2:20 pm and asked Vice President Singh if she would agree to take over the role of Chair at that time. Ms. Singh agreed.

2. Declaration(s) of conflict of interest

None were declared.

3. Approval of the Agenda (Doc # EC 15-04-001)

There were no additions to the agenda.

MOTION 27-15: THAT the agenda be approved as distributed.

Moved: Jim Bennett Seconded: Michael Ridley

CARRIED

Unanimous

4. Approval of Consent Agenda (Doc # EC 15-04-002, -003, -004, -005, -006, -007, -008, -009, -010, -011)

The consent agenda was motioned to be approved.

MOTION 28-15: THAT the consent agenda be approved.

4a. Approval of the minutes of January 31, 2015

4b. Approval of the minutes of March 6, 2015

4c. Ratification of the Closed Electronic Vote March 2015

4d. Ratification of Electronic Votes for March 2015

4e. Approval of Funding for Research Grant Award 2015

4f. EC Councillor-at-Large Election Update

4g. Awards Update

4h. Approval of Reconstitution of the Nomination Committee

4i. YCW Report: 2015 Review Meeting and Aggregate Results

Moved: Sandra Singh Seconded: Michael Ridley
CARRIED
Unanimous

The electronic motions that were ratified were as follows:

MOTION 23:15: THAT CLA allocate \$3500 to help fund project management activities associated with the Future of CLA initiative.
Move: Sandra Singh Second: Michael Ridley
CARRIED
Unanimous

MOTION 24:15: THAT CLA approve the e-Book Task Force Recommendations.
Move: Pilar Martinez Second: Michael Ridley
CARRIED
Unanimous

The e-Book Task Force recommendations are appended to the minutes (Appendix A)

MOTION 25:15: THAT CLA support the TPL/OPL advocacy initiative entitled "Fair Pricing for Libraries", that CLA provide its logo for use on the campaign materials and website, and that CLA provide a quote for the press release.
Move: Pilar Martinez Second: Michael Ridley
CARRIED
Unanimous

MOTION 26:15: THAT Executive Council approve a \$16,000 budget for the in-person April 24/25 Future CLA Working Group meeting in Toronto, source of funds to be the reserves.
Move: Sandra Singh Second: Michael Ridley
CARRIED
Unanimous

5. Review of Action List (Doc # EC 15-04-012)

The updated Action List was distributed at the meeting; Executive Council was therefore not expected to review it or discuss it in detail. The Executive Director stated that there was nothing of particular note that needed to be discussed however she did ask Executive Council to review the list and provide updates. She also requested that EC review the older items that were on the list from prior to January 2014 and identify if they were still relevant or if they could be removed from the list. This will be discussed at the June 2015 Executive Council Meeting and the Executive Director will identify specific questions for discussion at that meeting.

ACTION: Executive Director to identify particular, older, action items for review and discussion at the June 2015 Executive Council Meeting to determine relevance and status.

ACTION: Executive Council to review Action List and provide status updates on their actions to the Executive Director.

6. Conference 2016- Halifax (Doc # EC 15-04-013)

The Executive Council deliberated on the options for conference in 2016 and the recommendation presented by the Executive Director for consideration. There was a general consensus that there was risk in continuing with conference in a similar format in Halifax and there was risk in cancelling Halifax and moving it to Ottawa with a completely new format. Some members of Executive Council believed that moving the conference to Ottawa may in fact be a great opportunity for CLA that would align with the direction currently being pursued for CLA's future. Full cancellation was eliminated as an option as the penalty fees were too costly.

It was agreed that moving the conference to Ottawa would be the best solution as it would complement the budget situation and may provide CLA with new opportunities. Following this discussion a motion was proposed.

MOTION 29-15: TO adopt the recommendation to cancel the 2016 Conference in Halifax and move it to Ottawa.

***Moved: Mike Ridley Seconded: Peggy D'Orsay
CARRIED***

Executive Council agreed to jump ahead in the agenda as they were ahead of schedule and guest Huw Williams from IMPACT who was joining the meeting for item 7 had not yet connected to the call.

8. Future of CLA Working Group Update

The Vice-President provided an overview of the work undertaken and completed by the Future CLA Working Group to date. She informed Executive Council that the Working Group had struck a smaller group to brainstorm ideas on the areas of governance, membership and finance. It was reported that Rebecca Jones had agreed to facilitate the April 24 meeting of the Working Group in Toronto.

ACTION: Vice-President to send out notes to Executive Council and Working Group from meeting with Rebecca Jones.

Further updates were provided related to the hiring of a Project Coordinator which has not been found yet. There has been difficulty in identifying someone due to constraints of the budget for this role and finding an individual willing to agree to such payment. Some kind of secondment is being considered. Vice-President Singh stated that members of the Working Group had agreed to put out a call to the members of CULC and CARL to see any of their members were interested and able to release a staff member on a part time basis to assist with this.

Other EC members mentioned that the conversation was very positive and constructive all across the country.

ACTION: President to speak to Susan Haigh, President of CARL, to see if she can put out a call to members about secondment of one of their staff for project coordination.

EC discussed the importance of the Working Group being given enough information about the challenges currently facing the organization and the work that will need to be done so that the group will gain a better understanding about where the Future CLA is heading. EC members agreed that providing information to the Stakeholder Group about the CLA's current challenges elucidates the

purpose of the revitalization of the current organization and the importance of sustaining a national organization.

Executive Council then discussed the meeting scheduled for Monday April 13, 2015 to further discuss and reflect on the Future of CLA concept paper.

9. Non-Member Survey (Carried forward from March 6, 2015 Agenda) (Doc # EC 15-03-008)

The Executive Director provided a brief overview of the process and reminder of the times frames around the non-member survey conducted by The Portage Group on CLA's behalf. It was noted that the list of non-members was taken from the CLA database which means that the list contains a large amount of past and lapsed members of CLA. Executive Council commented on the various opportunities that this data suggests and stated that it provides an optimistic view of what can be done for the Future CLA.

MOTION 30-15: THAT the report from the non-members survey dated January 2015 be shared with the Future CLA Working Group.

Moved: Mike Ridley

Seconded: Jim Bennett

CARRIED

Unanimous

Huw Williams and Kalene DeBaeremaeker from IMPACT joined the conversation at 12:40pm EST

ACTION: Vice President Singh to ask the Working Group if and how the report of the non-member survey is shared with the various memberships and the community-at-large.

7. Federal Election Plan 2015 (Doc # 15-04-014, -015, -016, -017)

When the two IMPACT members Huw Williams and Kalene joined the conversation, this section of the Agenda resumed.

The President thanked Mr. Williams and Ms. DeBaeremaeker for joining the meeting and for the devotion of their time.

Mr. Williams began to speak about the general sphere of relations between the Government and associations and how they have evolved. He mentioned that there are more groups becoming active and expressing concern to Parliament. He stated that all candidates are all on high alert and listening due to the upcoming election and if the advocacy is done right there is large potential the association voice can be heard by all candidates. He believes using social media, the community and membership for leverage to engage the candidates in dialogue about Library issues is the best approach. Timing is key, as well as being concise and clear with the message(s) when presented to the candidates as they will not remember the details, only that it's important. Once the election is over, CLA can follow up on the details of the issues brought forward.

Mr. Williams also emphasized that the outreach will be undertaken via a series of media events, op-eds, campaigns, and social media to drive the message to the public. While doing so, it is important that the message CLA forms is strong, is delivered appropriately and that we tie CLA issues into the priorities of the candidates.

Mr. Williams and EC members further discussed the proposed approaches and the potential impact and/or risk of dulling of CLA's efforts given the onslaught of such activity during an election. Mr. Williams stated that he is not recommending this approach to all of his clients however he feels it is the best approach for CLA due the fact that the library community has a huge, untapped potential with the public. He feels that CLA needs to be out there in the public eye with their messages at this time. There is a risk in the approach; if the community does not engage and activate then the association could look anemic: he suggested we monitor the approach and adjust as needed.

To involve the CLA community in this process it was suggested that the list of issues be presented to the membership via a survey asking them what they feel are the most important issues to bring forward to the candidates and if there are any missing from the list.

ACTION: IMPACT to provide questions for survey that will be posed to CLA membership in regards to what the community would like CLA to argue to the Government.

Huw Williams and Kalene DeBaeremaeker left the conversation at 1:15pm EST.

Executive Council discussed the proposed approach and all agreed that this was the correct approach for the 2015 Federal Election. It was noted that this is included the fees currently paid to IMPACT.

They then discussed the proposal to create a microsite with widgets allowing members to send messages to their MPs directly from the site that could then be made available to the provincial and territorial associations for provincial elections. Executive Council agreed upon a budget of no more than \$5,000 for the microsite as proposed by IMPACT.

MOTION 31-15: THAT a budget not to exceed \$5000 be approved for the design, development and implementation of a microsite with widget(s) to be used for the CLA's 2015 Federal Election platform and for provincial and territorial elections in the future.

Moved: Mike Ridley

Seconded: Jim Bennett

CARRIED

Unanimous

ACTION: President and Executive Director to discuss with IMPACT the concept of a Federal Election Task Force and/or some other approach for involving CLA members and providing timely feedback.

Due to the fact that the President had to depart the meeting early, she provided her report next.

13. Update from President

The President spoke briefly about Conference 2015. She is pleased with how it is a strategically focused program. She will be working with the Executive Director and Ann Clemensen to ensure that the Conference remains focused on a higher level.

10. Financial Update (Doc # EC 15-04-018)

The Treasurer provided an overall summary of the financial position of CLA as at February 28, 2015. Within this summary, the Treasurer discussed three major points:

- Financial Statement & Balance Sheet: a deficit is still projected for 2015 and real initiative is being taken to eliminate it without using the reserves to cover it as was done in the past. CLA is however in good financial position overall.
- Face-to-Face Meeting in Ottawa: the Treasurer reported that he was traveling to Ottawa to meet with Executive Director and Financial Officer in Ottawa on April 13 and 14, 2015 to further discuss the projected deficit and the 2015 budget and to start developing a 2016 budget. In addition, he wants to also take a look at a budget that would be made for the hypothetical Future CLA organization structure.

The President left the conversation at 1:21pm EST and the Vice President took over the role of Chair of the meeting.

Two pieces that are problematic are the sublease and the wind up costs. He reported that the negotiations for the sublease, occupancy in December 2015, had fallen through due to a change of situation on the end of the potential sub-lease. The Executive Director continues to work on this and noted a viewing was scheduled the week of April 20th. He also noted that the approved change to the investment portfolio had not been implemented as there was concern after looking further into the finances that we might require more fluidity and that this was being investigated.

ACTION: Treasurer to provide report after the April 13, 2015 meeting.

Vice-President thanked the Treasurer and all those involved in preparing the financial statements.

Further discussion took place related to membership and what these numbers look like for the future. The Treasurer stated that, based on the data, renewals are on target however the institutional memberships have been stronger than expected.

The audit is still in progress and the Treasurer stated it should be done in the next few weeks.

11. Code of Conduct Task Force Update

There was nothing new to report on this matter. It is anticipated that a draft will be available for distribution to the membership in early May and that it will be ready for announcement and implementation at the 2015 National Conference and Trade Show.

ACTION: The Treasurer will send a draft for review and approval for distribution to EC by email.

12. Conference 2015 (Doc # 15-04-019, -020)

The Executive Director stated that the planning for the 2015 National Conference and Trade Show is going well. The AGM package has been worked on and would be distributed to members no later than May 15, 2015 as required in the Bylaws. She noted that in order to ensure quorum and to engage those members who cannot be present at the AGM, the intent was to have a remote voting capability in place. A system had been chosen and was being tested.

She reported that Ann Clemensen continues to work on securing sponsors and exhibitors for conference and the awards. Ms. Michael Vonn, Policy Director for the BCCLA since 2004 had been confirmed as the closing speaker. EC spoke about the importance of advertising this keynote speaker and ensuring that her credentials are brought to the community to highlight the importance of the conclusion speech the Conference in Ottawa.

ACTION: Executive Director to ensure that this session is included in promotions and featured as a highlight.

14. Update from Executive Director

The Executive Director reported that conference, the AGM, the elections for Councillor-at-Large and the Future of CLA work had been her focus. She had successfully hired an Executive Assistant. The Executive Director did note that the majority of the work completed on the Future of the CLA was done by the Vice-President, whom she thanked, and she expressed regret that she was not able to be more of assistance due to the other priorities and day to day management of the CLA.

15. Notice(s) of Motion

None were received.

16. Other Business

The Executive Director reported that the Shipping Tool had not been working again and was causing a variety of issues for the libraries over the course of the week. This is something that CLA has no control over however the community does not understand this and that CLA is the liaison between Canada Post and the Shipping Tool users. As a result the CLA office was trying to manage a challenge PR situation while dealing with a large volume of calls and inquiries.

17. Items Held/Proposed for Next EC Meeting

No other items.

18. Adjournment

MOTION 32-15: That the meeting be adjourned

Moved: Jim Bennett


Seconded: Michael Ridley

CARRIED

Unanimous

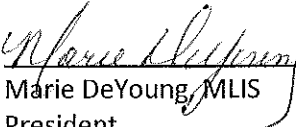
The meeting adjourned at 1:55 pm


Recorded by:


Agnieszka Arkuszewski
Executive Assistant

Date 17/08/2015

Approved:


Marie DeYoung, MLIS
President

Date Nov 19 '15 
Valoree McKay, CAE
Executive Director

Date 15 aug 2015

CLA e-Book Task Force Summary and Recommendations

Chaired by Pilar Martinez, CLA's e-Book Task Force included the membership of thirteen individuals that represent a broad range of sectors and geographic regions, including public libraries, academic libraries, consortia, and publishers. CLA Executive Director, Valoree McKay, was an ex-officio member of this task force.

The terms of reference mandated that the CLA e-Book Task Force:

1. Identify, collect, analyse and share information on what is currently being done with respect to e-books, as defined by the task force;
2. Develop recommendations on which existing overarching principles could be adopted by CLA as well as recommend which overarching principles that CLA could/should be develop;
3. Identify and recommend potential advocacy roles and strategies related to the above and to the e-book issues that face the library and information community.

Between October 27th, 2014 and February 3, 2015, the full group met via teleconference five times. Several cluster meetings including public library meetings, academic library meetings, meetings with Impact Affairs, and smaller group focused meetings to propose draft strategy and roles and responsibility documents were held throughout that same period.

The results of the Task Force's work are recommended for adoption and implementation of the following as attached:

1. Key Library Priorities for e-Content
2. Library e-Book Advocacy Initiatives
3. Academic Library e-Content Public Awareness and Advocacy Plans
4. Public Library e-Content Public Awareness and Advocacy Plans
5. eBook Advocacy Campaign Academic Libraries Roles & Responsibilities – Phase One
6. eBook Advocacy Campaign Public Libraries Roles & Responsibilities – Phase One

Furthermore, the Task Force recommended that CLA become a signatory to ReadersFirst, an initiative that is "dedicated to ensuring that library users have the same open, easy and free access to e-books that they have come to rely on with physical books." In collaboration with e-content distributors and library vendors, ReadersFirst works to streamline the process of accessing e-content to improve the end user experience. CLA is now a signatory to ReadersFirst.

Finally, the Task Force acknowledges the efforts and collaborative spirit demonstrated by Ottawa Public Library and Toronto Public Library, specifically Jennifer Stirling and Vickery Bowles, who generously shared their advocacy strategies, letters and other resources to kick-

start the work of the CLA task force.

Additionally, I would like to express my gratitude for the contributions and efforts of all task force members many of whom are exceptionally knowledgeable and passionate about the e-book landscape.

Respectfully submitted,

Pilar Martinez, CLA Past President

March 1, 2015

Key Library Priorities for e-Content

1. *Availability:* Commercially available e-content should be available from all publishers for lending by libraries at their time of publication. Libraries need continuous access to content to build core collections and ensure customer needs are met.
2. *Fairness and Flexibility:* A range of pricing options and terms need to be available to libraries to allow them to develop collections of different size, range and focus. (Licensing models should not be subject to unreasonable premiums and price increases, time and use restrictions that prevent libraries of all sizes from establishing diverse collections.)
3. *Access, Preservation and Research:* Libraries must be able to maintain digital access within license terms and the ability to copy a digital text for historical preservation purposes and/or print disabled accessibility, if required, such as in the case of orphan works, and text mining for research purposes (academic libraries.)
4. *Resource Sharing:* Resource sharing through mechanisms such as interlibrary loan, consortiums, and reciprocal borrowing, **need to be available** for e-content. For instance, interlibrary loan of monographs could be established based on the principle that 'one copy remains one copy', meaning that users of the lending library would not have access to the work if it is on interlibrary loan.
5. *Transferability:* Libraries need the ability to transfer content to another platform within the terms of the existing license to ensure libraries are not bound to a particular platform.
6. *Protection of Privacy:* Libraries and their users must be able to make informed decisions about the control and use of personal information including reading choices. Libraries seek the option to minimize the transmission of personal information that can be linked to individual users.

Last Updated: February 3, 2015

Library e-Book Advocacy Initiatives

Canadian Urban Libraries Council/Conseil des Bibliothèques Urbaines du Canada (CULC/CBUC)

<http://www.culc.ca/knowledge/ebooks/>

In November 2010, CULC/CBUC published the Vision Statement for Public Library Access to Portable and Downloadable eContent. The CULC/CBUC eContent task force formed, with a mandate to communicate with independent Canadian and multinational publishers, sharing the vision statement as a starting point for discussion of licensing and availability issues. The result of this work has been much greater public library access to e-content from all publishers, including multinational publishers. The work of the task force to improve access, discovery and publisher terms and conditions for Canadian e-books has continued through 2014 with independent Canadian publishers in collaboration with eBOUND Canada. The task force members are currently providing feedback to independent publishers, via eBOUND Canada, about working with existing technology platforms for better promotion and discovery of Canadian content with pricing and licensing models that meet the needs of libraries.

ReadersFirst

<http://readersfirst.org/>

ReadersFirst is an organization of nearly 300 libraries representing 200 million readers dedicated to ensuring that library users have the same open, easy and free access to e-books that they have come to rely on with physical books. The membership is primarily North American public libraries. ReadersFirst works with e-content distributors and library system vendors to streamline the process of obtaining e-content to improve the end user experience. The coalition hopes to give libraries the tools to make better decisions as well as provide vendors and other potential creators of e-book distribution, discovery, and download platforms the information to create products that fit libraries' needs and shared principles.

Current initiatives of ReadersFirst include discussions with vendors about using patron personal information to create separate accounts for products, rather than relying on library authentication and accounts, as well as work with NISO to initiate developing a standard for APIs between library content products and discovery layers/integrated library systems.

American Library Association (ALA) Working Group on Libraries and Digital Content

This working group advises ALA on opportunities and issues related to libraries and digital content and equitable access. They analyze and share information about options for expanding access and overcoming legal, technical and economic barriers, suggest training for libraries, serve as advocates, advise on efforts to increase public awareness and understanding, and assist in identifying strategies to influence decision makers. The working group forms subcommittees to address specific issues, such as accessibility, privacy or publisher/service provider relations, and reaches out to other organizations as appropriate. The group is composed of both public and academic library participants.

International Federation of Library Associations and Institutions (IFLA) eLending Working Group

The IFLA eLending working group was set up in 2011 and tasked with developing a set of principles that could guide library professionals as they grapple with the complicated process of negotiating e-book licenses with publishers and resellers across IFLA's 150 member countries. The principles were last

revised in August 2013. The working group continued in 2014-2015 with the mandate to keep a watching brief on issues affecting the international community and published an eLending Background Paper in July 2014. The group includes members of IFLA's governing board, representatives of library associations and national libraries, public and academic library representatives and consultants.

European Bureau of Library, Information and Documentation Associations (EBLIDA)

Right to eRead

<http://www.eblida.org/e-read/home-campaign/>

EBLIDA's mission, together with its Europe-wide membership, is to raise awareness about the obstacles faced by libraries in the digital environment. The objective of their campaign, "*the right to e-read*" is to raise awareness among politicians, librarians and the general public, thereby enabling EBLIDA to work together to fulfill their goal: the provision of e-books by libraries all over Europe. EBLIDA has published a position paper that identifies problems with the transition from managing print collections to managing eContent, reviews and analyses several aspects of the current changes and makes two overarching recommendations: to move from the current unsatisfactory licensing offer to libraries to a regime of 'Mandatory Fair Licences;' and that the European Copyright Acquis be updated to deliver fair access to information for European libraries and their patrons. Right to eRead day, held on April 23, 2014 was a Europe-wide campaign to inform the public and policy-makers about the difficulties faced by libraries with regard to accessing e-books and digital content.

Australian Library and Information Association (ALIA)

<https://www.alia.org.au/advocacy-and-campaigns/advocacy-campaigns/ebooks-and-elending>

The Australian Library and Information Association is working to provide information for its members about e-book issues and to formulate a set of key principles to guide the procurement and use of e-books in Australian libraries. In September 2014, they released a report "The need for interlibrary lending in an e-book environment". Publications in 2013 and 2014 have included a comparison of e-books and eLending in Australian libraries, a landscape report that identifies worldwide initiatives related to library e-books, and an issue paper, as well as discussion papers on the future of collections and buy buttons in library catalogues. ALIA issued a draft position statement on e-books and e-lending in May 2013.

ARL e-Book Requirements

<http://www.arl.org/storage/documents/publications/arl-e-book-requirements-2012.pdf>

In 2012, ARL sent out an e-book RFP to a number of vendors. Contracts have been awarded to more than one vendor and the RFP is still in use by ARL. Most of the RFP is confidential, but Appendix C: ARL e-Book Requirements is public. The appendix lists e-book requirements and whether they are required or desirable. The appendix provides a great listing of what North American Academic Libraries consider to be important concerns in licensing e-books.

Royal Society of Canada Expert Panel Report, "The Future Now: Canada's Libraries, Archives, and Public Memory"

<https://rsc-src.ca/en/expert-panels/rsc-reports/future-now-canadas-libraries-archives-and-public-memory>

In November 2014 the Royal Society of Canada Expert Panel on the Status and Future of Canada's Libraries and Archives released their report. The report recommends more extensive collaboration between the various provincial and territorial library associations plus CLA, working in alliance with LAC as a partner for further e-book advocacy at federal and provincial levels.

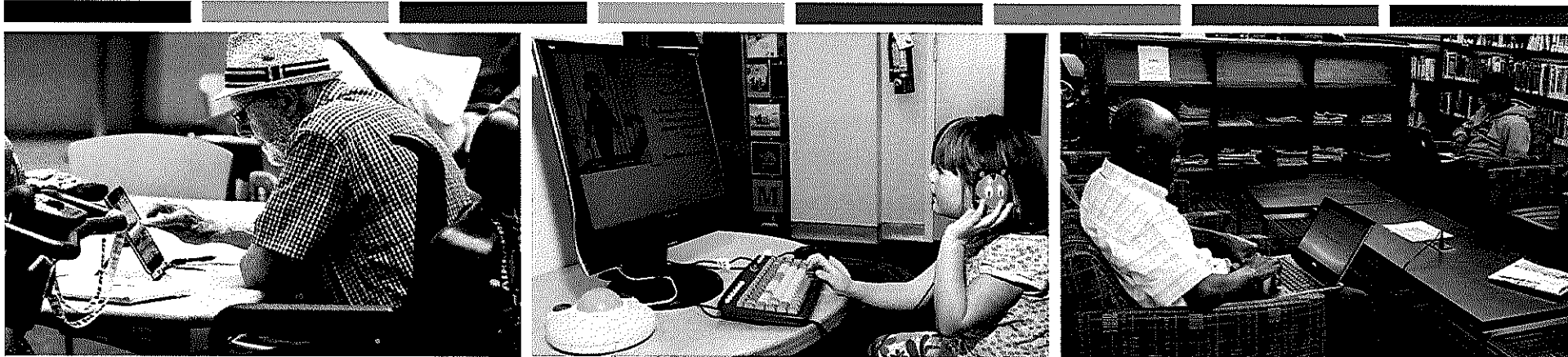
Academic and Public Library e-Content Public Awareness and Advocacy Plans are two separate PDF files.

e-Book Advocacy Campaign Academic Libraries Roles & Responsibilities – Phase One (February 4, 2015)

Sub-Campaign Area	Campaign Led By:	Supported By	Areas of Responsibility	Notes
Federal Advocacy Campaign Other Parties	<ul style="list-style-type: none"> Canadian Library Association 	<ul style="list-style-type: none"> University Libraries Applicable consortia 	<ul style="list-style-type: none"> CLA: Define and lead the strategy. Libraries: Reinforce the message – meet with key federal contacts and get the message out. 	Costs of Impact Consulting Lobbyist Actions For Federal efforts paid for by CLA
Provincial Advocacy Campaigns	<ul style="list-style-type: none"> OCUL in Ontario Other Provinces: Key Lead Libraries or Provincial Library Associations 	<ul style="list-style-type: none"> Canadian Library Association (CLA) Universities Applicable consortia Impact Consulting (Advocacy) 	<ul style="list-style-type: none"> OCUL and provincial consortium: define message and direct advocacy OCUL and provincial consortium: Engage other Universities OCUL and provincial consortium: Provide model and approach for other provinces to adopt/refine 	Costs of Impact Consulting Lobbyist Actions
Major Publisher Negotiations	<ul style="list-style-type: none"> OCUL/CRKN 	<ul style="list-style-type: none"> University licensing staff 	<ul style="list-style-type: none"> OCUL/CRKN: Define key library priorities CRKN: Define process for publisher meetings CRKN/University licensing staff: Negotiate with publishers 	Capitalizes on existing relationships and work done to date. Collaboration of these entities will ensure maximum exposure

e-Book Advocacy Campaign Public Libraries Roles & Responsibilities – Phase One (February 4, 2015)

Sub-Campaign Area	Campaign Led By:	Supported By	Areas of Responsibility	Notes
Federal Advocacy Campaign	<ul style="list-style-type: none"> Canadian Library Association 	<ul style="list-style-type: none"> Local Public Libraries Impact Consulting 	<ul style="list-style-type: none"> CLA: Define and lead the strategy. Libraries: Reinforce the message – meet with key federal contacts and get the message out. 	Costs of Impact Consulting Lobbyist Actions For Federal efforts paid for by CLA
Provincial Advocacy Campaigns	<ul style="list-style-type: none"> Ontario: OPL/TPL Other Provinces: Key Lead Libraries or Provincial Library Associations 	<ul style="list-style-type: none"> Canadian Library Association (CLA) Local Public Libraries Ontario Library Association (to confirm) Impact Consulting (Advocacy) Library Coalitions 	<ul style="list-style-type: none"> OPL/TPL: Define and lead the Ontario Strategy OPL/TPL: Engage other libraries and OLA OPL/TPL: Provide model and approach for other provinces to adopt/refine 	Costs of Impact Consulting Lobbyist Actions for Ontario plan split between OPL & TPL
Big Five Publisher Negotiations	<ul style="list-style-type: none"> Canadian Urban Libraries Council 	<ul style="list-style-type: none"> Canadian Library Association ALA Digital Content Working Group (US Counterpart) 	<ul style="list-style-type: none"> CLA: Define key library priorities CULC: Define process for publisher meetings CULC: Negotiate with publishers Work with ALA DCWG publisher committee to collaborate 	<p>Monitor ULC activities and keep informed on Canadian progress</p> <p>Capitalizes on existing relationships and work done to date. Collaboration of these entities will ensure maximum exposure</p>



Public Library e-Content Public Awareness and Advocacy Plans

CLA Canadian Library
Association
Association canadienne
des bibliothèques

Strategy: Awareness & Advocacy

1. Promote Awareness of library e-Content Availability & Challenges

- Release e-Content promotional campaign materials across Canada in English & French
- CLA to promote to Provincial Library Associations

2. Engage Impact Consulting to Scope & Initiate Advocacy Plan

- Utilize CLA's existing relationship to help inform plan and provide feedback on deliverables.

3. Participate in directed Provincial Government Advocacy

- Support the work of provincial campaigns led by libraries/provincial associations
- Impact to develop list of key provincial agencies for follow up / engagement

4. Participate in directed Federal Government Advocacy

- Establish key contacts for advocacy in federal government in ministries and agencies
- Establish meetings and directed engagement of local MPs
- Establish key contacts for advocacy in other parties (Liberal, NDP) given the imminent election

5. Engage key stakeholders to participate in Advocacy

- Engage Library Organizations and Partners
 - Provincial Library Associations & Regional Coalitions
 - CULC
 - US Partners (ALA Digital Content Working Group, NYPL, Readers First, ULC)
- Engage Other Key Stakeholder Groups – to be defined by Impact Consulting

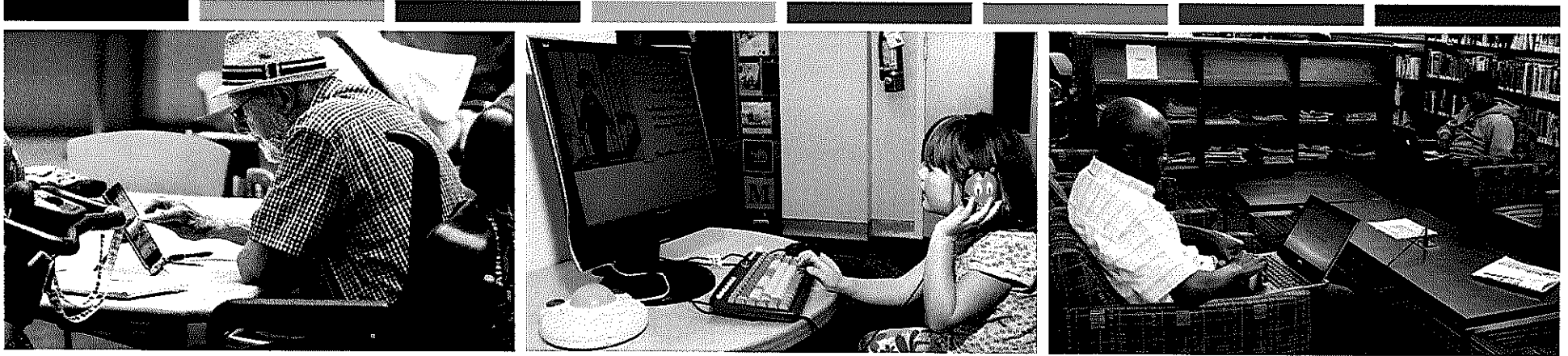
6. Engage Publishers to directly lobby for change

- Work through CULC to negotiate with CPC – Big 5
- Work through US partners to participate in their publisher advocacy documents

Strategy: Awareness & Advocacy

7. Analyze the Risk of e-Content Advocacy

- Impact Consulting to develop risk management assessment and mitigation plans for activities
- Manage risk throughout project



Academic Library e-Content Public Awareness and Advocacy Plans

Strategy: Awareness & Advocacy

1. Promote Awareness of library e-Content Availability & Challenges

- Engage faculty, staff, and students on e-content issues
- Identify areas of need and provide content and services in these areas

2. Engage Impact Consulting to Scope & Initiate Advocacy Plan

- Utilize CLA's existing relationship to help inform plan and provide feedback on deliverables.

3. Participate in directed Provincial Government Advocacy

- Support the work of provincial campaigns led by libraries/provincial associations
- Impact to develop list of key provincial agencies for follow up / engagement

4. Participate in directed Federal Government Advocacy

- Establish key contacts for advocacy in federal government in ministries and agencies
- Establish meetings and directed engagement of local MPs
- Establish key contacts for advocacy in other parties (Liberal, NDP) given the imminent election

Strategy: Awareness & Advocacy

- 5. Engage key stakeholders to participate in Advocacy**
 - Engage provincial and federal consortial groups
 - Engage Other Key Stakeholder Groups – to be defined by Impact Consulting

- 6. Engage Trade Publishers to directly lobby for change**
 - Work through CRKN and other consortia (OCLS, CAUL)
 - Work through US partners to participate in their publisher advocacy documents
 - Not STM

Strategy: Awareness & Advocacy

7. Analyze the Risk of e-Content Advocacy

- Impact Consulting to develop risk management assessment and mitigation plans for activities
- Manage risk throughout project

