

e-Book Advocacy Campaign Academic Libraries Roles & Responsibilities – Phase One

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