



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

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

7. Analyze the Risk of e-Content Advocacy

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