

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

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 (CLA) 	<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"> 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