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
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

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Abbreviated overview of FOLA Strategic Plan 2002-2006
adopted by FOLA in October 2002

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