

The Ohioana Library Association
Strategic Plan
Adopted - October 15, 2010

The mission of the Ohioana Library Association is to recognize and encourage the creative accomplishments of Ohioans; preserve and expand a permanent archive of books, sheet music, manuscripts, and other materials by Ohioans and about Ohio and Ohioans; and disseminate information about the work of Ohio writers, musicians, and other artists to researchers, schools, and the general public.

Priority Goals:

Goal I. Assure sufficient financial and human resources to sustain Ohioana's programs.

Objective A. Mobilize the board, staff, members, and other supporters to advocate for Ohioana programs and the continuation of funding from the Ohio General Assembly as we work to increase income from other sources.

-Charge the Legislative Affairs Committee with developing a plan that will outline actions to be taken to assure ongoing communication with the members of the state legislature and the board, staff, and other supporters.

Objective B. Recruit board members who will be able to assist in securing new and diverse supporters and funding partners.

Objective C. Secure new financial and/or in-kind support from individuals and organizations with the capacity to form ongoing partnerships with Ohioana. Retain and work to increase financial and/or in-kind support of current donors and partner organizations.

-Create a Financial Advisory Board charged with developing an aggressive campaign to secure ongoing major donor support to fund operational costs for Ohioana core programs.

Objective D. Develop and implement a legacy donors program.

Objective E. Provide sufficient resources to retain and attract personnel with the skills needed to implement Ohioana's programs.

Goal II. Continue and enhance the core programs. The core programs are collection and reference; educational outreach; and, public programming.

Objective A. Assess the effectiveness of each core program and its contribution in fulfilling Ohioana's mission.

- Increase the profitability of programs and services when feasible to generate increased income.

Objective B. Coordinate existing volunteers and develop an ongoing program of recruitment and retention of new volunteers.

Goal III. Expand awareness of Ohioana and its programs and resources.

Objective A. Develop and implement a marketing and communications plan for Ohio and nationally.

Objective B. Use internet communication technologies to expand the accessibility of Ohioana programs.

-Change the design platform of the Ohioana website to promote visibility for the organization, enhanced accessibility for users, and direct entry of information by staff.

Objective C. Expand the number of individual and organization members to reflect the population and geographic diversity of Ohio.

Objective D. Retain and expand partnerships with media and cultural organizations.