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Revised:

Replaces: N/A

**MOBIUS Strategic Plan Goal 7:
MOBIUS will communicate effectively with membership and other external constituencies**

Purpose of the plan: This policy is intended to outline steps for communications from the MOBIUS Board of Directors, Executive Director and employees to both internal and external stakeholders, as described in the Strategic Plan for 2012–2015.

Content of the plan:

Internal communication is intended for MOBIUS members. External communication is intended for the potential members and the library community in general. Development of a Communication Plan will fulfill year 1 tasks and milestones of the Strategic Plan for 2012-2015.

Tasks and Milestones

Year 1: July 1, 2012-June 30, 2013	Year 2: July 1, 2013-June 30-2014	Year 3: July 1, 2014-June 30, 2015
Develop a Mobius membership communications plan	Implement the MOBIUS membership communications plan	Evaluate the MOBIUS membership communications plan
Develop a MOBIUS communications plan for external constituencies	Implement the MOBIUS communications plan for external constituencies	Evaluate the MOBIUS communications plan for external constituencies

Membership Communication

MOBIUS Board of Directors:

The MOBIUS Board of Directors is responsible for scheduling MOBIUS Membership meetings for the fiscal year at the June Board Retreat, which typically follows the MOBIUS Annual Conference. MOBIUS Bylaws require a minimum of two annual meetings of the membership with one meeting designated as the annual meeting. The annual meeting shall be held during the MOBIUS Annual Conference for the purpose of electing new Directors and conducting such business as may properly be brought before the Membership. The President and Treasurer shall report on the activities and financial condition of MOBIUS at all membership meetings.

- MOBIUS members shall receive notification of meeting dates and times in accordance with *MOBIUS Bylaws Section 2:7 Notice of Meetings*.
- Preliminary Board agendas are posted to the MOBIUS website one week prior to the associated Board meeting and are available to anyone.
- A summary of each Board meeting shall be emailed to *MOBIUS-L* and *MOBIUS-USERS* by the President of the Board at least one week after each Board meeting.
- Board minutes are posted to the MOBIUS website after they are approved and are available to anyone.
- Board documents are posted to the MOBIUS website after the associated Board meeting and are only available to Board members with a login.
- The MOBIUS Group/Task Force Template, which includes communication expectations, as well as templates for Meeting Agenda & Minutes and Reports shall be utilized to ensure consistent and complete information is made available to designated constituents.

MOBIUS Executive Director:

The MOBIUS Executive Director is responsible for communicating to the membership all appropriate information concerning the operation of the MOBIUS Consortium Office. Announcements of new members, staff changes, new services, and new policies and procedures shall be announced to MOBIUS-L and MOBIUS-Users discussion lists in a timely manner.

The MOBIUS Executive Director is responsible for writing and disseminating the MOBIUS Annual Report. The report shall be posted to the MOBIUS web site and announced to the MOBIUS membership when available.

External Constituency Communication

MOBIUS Board of Directors:

The MOBIUS Board of Directors is responsible for communicating with external constituencies in concert with the MOBIUS Executive Director for the purpose of networking and negotiating with agencies and organizations to achieve the goals of the MOBIUS Strategic Plan. The President of the Board of Directors is the official spokesperson for the Board; this responsibility may be designated to another Board member only with permission from the President of the Board.

MOBIUS Executive Director:

The MOBIUS Executive Director is responsible for communicating with outside organizations and libraries all appropriate information that may pertain or interest them. Communication may be accomplished with discussion lists, such as the MLA Membership List, MOBIUS lists, Missouri Public Library Directors List, and through the MLA Newsletter, MO Info, or similar forums. The Executive Director shall attend organizational meetings and network with organizations and libraries as deemed appropriate for achieving the goals of the MOBIUS Strategic Plan.

Figure 1: Communications Planning Template

Communications Plan For:				
Overall Communication Objective:				
Audience	Communication Objectives	Message	Channel	Timing