

HoOPLA

TERMS OF REFERENCE

Mandate:

HoOPLA describes the decisions and activities of the Ontario Public Library Association (OPLA) leadership, explains OPLA programs and events, and provides news of interest to Ontario public library staff and supporters. It also provides an opportunity for OPLA members from public libraries and related government and non-profit agencies to share best practices, news, events, and staff updates.

Responsibilities/Objectives:**Editor:**

- The main responsibility of the editor is soliciting the articles and ensuring the articles are the appropriate length and style.
- Communicates with contributors and authors regarding acceptance and rejection of submissions, as well as ensuring photos and graphics are received in the proper format
- Edits submitted articles for consistency, length, content, and journalistic style, assigns articles to different sections of the publication, and formats the articles in the agreed format for the OLA Marketing and Communications department.
- Reports and submits recommendations for changes in editorial and publication policy to OPLA Liaison.
- Discusses issues and makes recommendations for the content, publication, and distribution of HoOPLA

OLA Marketing and Communications department:

- Prepares issues for electronic distribution and coordinates with the HoOPLA Editor on the publication of the issues through the email marketing service (sends as a draft to the Editor for review and approval before it is sent to OPLA members).
- For the Winter Issue, completes the design and layout of the printed issue.

OPLA Council President and / or Liaison:

- Responsible for reviewing and approving each HoOPLA edition prior to distribution.
- The OPLA President contributes a message to each issue.
- OPLA Liaison, in consultation with OLA Marketing and Communications department and Editor, provides an annual report to OPLA Council.
- Responsibility for content lies with OPLA Council.

Deliverables:

HoOPLA is published three times a year (Spring, Summer, and Fall) electronically through OLA's email marketing service to current OPLA members.

Composition:

The Editorial Board of HoOPLA consists of:

- Editor
- OLA Marketing and Communications department
- OPLA Council President
- OPLA Council Liaison

Qualifications

- Familiarity with public library world (current issues, trends and challenges)
- Strong editing and writing skills are an asset
- Knowledge or past experience working with publications

Resources and budget:

Resources for HoOPLA include:

- Administrative support: Design and layout from OLA staff
- Financial resources for the electronic issues sent through the e-marketing service

Timelines

Communication between meetings occurs via email. Meeting minutes are taken and prepared by the Editor. Meeting minutes are archived by OLA Staff.

This is the general timeline for creating one issue of the magazine.

- Editor sends reminder notification of deadline to all OPLA members at least two weeks before deadline through OLA's e-marketing platform.
- Near deadline, the Editor reports any issues with the current content, for example, inadequate or controversial content, to the editorial board.
- Editor does preliminary reading and copyedit of all pieces, edits and cuts each down to appropriate length as necessary.
- Editor sends to the OPLA President for approval approximately one week after deadline.
- After approval, the Editor sends final draft in a Word document, as well as accompanying images and graphics, to the OLA Marketing and Communications department
- Within one week, the OLA Marketing and Communications department prepares initial draft for the Editor's review
- The Editor will make any edits accordingly and relay those edits to the OLA Marketing and Communications department.

- Approximately two weeks after deadline, the OLA Marketing and Communications Coordinator distributes to members.
- The past issue is archived on the HoOPLA webpage and on the OLA internal document server.
- The Editorial Board to prepare report and recommendations annually for June Board meeting.

Type of Committee:

- Standing Committee** (responsible for a specific program or function)
- Task Forces** (time-limited tasks on a specific topic)
- Action Groups** (development of a limited program or activity)

Term of Appointment/Recruitment:

The Editor, a current OPLA member, holds a term of five years with the first year overlapping with the previous editor, and the last year overlapping with the new editor. Recruitment for a new Editor will begin in the fall of the current Editor's fourth year. The terms of the incoming and outgoing Editors should overlap by a year for advisory and knowledge sharing. A call for applications for a new Editor will be sent to all OLA and OPLA members through OLA's email marketing service, social media, and other communication platforms.

