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DIVISIONAL NEWS (OCULA)

CALL FOR APPLICATIONS: Editorial Team, OCULA online publications

The Ontario College & University Library Association (OCULA) is accepting applications for two volunteer positions:

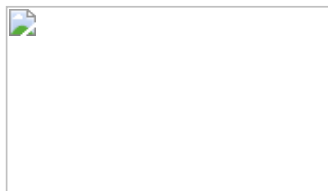
- **Deputy Editor, OCULA online publications:** The deputy editor assists the editor-in-chief, who is responsible for all OCULA online publications. These publications are including, but not limited to, the online newsletter and the website.
- **Junior Editor, OCULA online publications:** The junior editor is the OCULA webmaster. In addition, the junior editor assists the deputy editor and the editor-in-chief, who are responsible for all OCULA online publications. These publications are including, but not limited to, the online newsletter and the website.

[Click here for more information on these opportunities.](#)

DIVISIONAL NEWS (OPLA)

New Resources: Marketing Your Digital Content

Last fall, [Toronto Public Library \(TPL\)](#) and [Ottawa Public Library \(OPL\)](#) ran campaigns to raise awareness with library users and non-users that libraries have lots of digital content available to borrow, free with your library card. The campaigns include some or all of the following elements: an in-branch promotional piece; transit ads; social media ads for Facebook, Twitter and Google; social media promotion; as well as a contest on Twitter and Instagram.



TPL and OPL are happy to share their campaign toolkit with you in a format that you can customize for your own market and your own offerings. We all benefit as more people learn about digital content at the library and borrowing rates continue to increase.

[Access these free resources on the OLA website.](#)

Choosing an Effective Board available English & French

Choosing new board members for library boards can be challenging. To guide you through this process, OLBA is happy to provide you with *Choosing an Effective Library Board*.

Your board can use this document to learn the legal requirements for selecting board members, the characteristics of an effective board, and much more.

Download *Choosing an Effective Library Board*: [FRENCH](#) [ENGLISH](#)



Super Conference Travel Bursaries **deadline extended to Jan. 9**

OLBA is offering bursaries, which include registration, to public library board members living in