

ONE VOICE FOR ONTARIO PUBLIC LIBRARIES

Peterborough Public Library
345 Aylmer Street North
Peterborough, ON
K9H 3V7

Dear Jennifer Zoethout, CEO:

It is that time of year when we renew our commitment to FOPL as the voice for Ontario's public libraries.

I have served you as the Executive Director of FOPL for over two years focusing our board's leadership on issues important to you. In that time it has brought me great satisfaction to work with our members and Board to represent the public libraries of Ontario and to meet your needs.

This letter is to ask for your continued support and membership as an investment in the success of public libraries in Ontario. Here's why:

In the past year, as a member, you've seen the strides we've made together. We have focused on the important issues identified by your board and members to move public libraries forward in our province. To that end we have:

- FOPL has undertaken and published the **longitudinal analysis of the Ontario Public Library Statistics** that the Ministry of Culture collects from you. We have been releasing these reports weekly to all members for the data 2000-2013 and offered three webinars (available as recording on the members only section of FOPL.ca).
- We undertook a **major public opinion poll about our public libraries** with a wide sample of Ontarians that updates (and enhances) the 2003, 2006, and 2010 polls. This was funded with your member dollars and will prove invaluable in our lobbying and strategy work in Ontario's public library systems. We offered several webinars, board talks, and conference / symposium presentations to distribute these insights into our users and how they've changed.
- FOPL was at the table in consultations with the provincial government on key issues to public libraries. We made a submission to the Premier's advisory council on **Community Hubs** and continue to participate in their discussions on public policy in this area. We were consulted and made submissions to the first **Ontario Culture Strategy** and look forward to displaying the role of public libraries in our provincial cultural fabric. We have also made submissions on your behalf in the **Municipal Act** consultations.

- We received funding from the Ontario Culture Development Fund to increase and enhance the **sustainability of trustee and board training in Ontario**. The first two e-learning modules will be released in the last quarter of 2015. This is an \$80,000 project that has been funded by the Ontario government through FOPL's efforts with our partners. Check out the training modules at LearnHQ. More are being released in 2016.
- Delivered a successful series of (free to members) recorded **webinars and teleconferences** throughout 2015, based on research and led by key leaders, to increase our skills and perspectives to influence the positioning of public libraries broadly and especially with respect to legal issues. These were recorded and are available to all members to view at their leisure.
- FOPL has again partnered with OLA to accomplish a full day of lobbying at Queen's Park and meetings with a wide variety of cabinet ministers, parliamentary assistants, and MPPs at **Library Day at Queen's Park**. We cooperated on our voice and messaging and look forward to this annual event in the Legislature.
- FOPL is intimately involved in the **Libraries 2025 Summit** planning for April 29-30, 2015 at the Royal York in Toronto with our partners SOLS, OLS-North and OLA. This event was a resounding success and laid the groundwork for our next strategic initiatives.

FOPL is focused on communicating the difference we make as library workers, leaders, and trustees for our communities and province and educating about the need for appropriate funding and support for public libraries to influence key decision makers.

In 2016 you can expect to see more strategic initiatives on your behalf:

- FOPL has submitted an **Ontario Library Capacity Fund** grant request to build a major 2-year marketing campaign to promote the value and impact of public libraries in Ontario. This is a very exciting initiative and we have our fingers crossed that this member priority is successful.
- In 2016 FOPL will test, with additional Ministry funding, a **FOPL Index of Community Engagement** that will create a new tool for comparing and contrasting library performance and efficiency/effectiveness and the ability to create cohorts of comparator systems. Testing this model will allow us to more accurately represent the full dynamic of public libraries beyond the circulation metric.
- Future **webinars, symposia, and summits** to provide strategic training and development opportunities with experts in copyright, strategic financial planning, justifying growth and new buildings and renovations, and innovative funding strategies for public libraries
- Sponsorship of initiatives for **FOPL member discounts** at the iSchool @ Toronto for symposia on employee engagement and organizational structures, e-learning and MOOC strategies for libraries, new measurements for library impact, and a Futures summit for library leaders and directors.
- **Assertive communications** to, in a non-partisan way, position libraries well and educate about our vital role in Ontario's social, cultural and economic fabric.

- We will continue to invest membership dollars and seek additional grants – including – we hope and pray - from the new \$10 million **Ontario Library Capacity Fund** – to do collaboratively what none of us can really do alone.

We have meet with like organizations, political leaders and civil servants and are expanding our reach into government and other partners. We are working cooperatively with other partner organizations such as OLA and its divisions, SOLS, OLS-North, AMPLO, ARUPLO, U of T, CULC, and others. We will strive to speak with ***one voice*** and with power. We are too important to our communities to do otherwise.

So, we need you. We need your support and membership. We need your trust and confidence that we can make a difference to enhance the success of the institutions and the province we care so deeply about.

Please renew your membership – not as a membership fee but as a collaborative investment in research and lobbying for your interests and those of your board and public libraries in Ontario. Attached is your invoice for 2016. We think we're delivering value for money and making a difference now and in the future. We need your voice on side!

It is clear that the more libraries we can represent, the stronger our important voice will be with the key audiences who influence our success, funding, and role in society. **Please renew today.**

Thank you for your support of FOPL over the years. I am always available to chat via e-mail or telephone at the contact information below. If I can be helpful in any way, please don't hesitate to call.

Sincerely,



Stephen Abram, MLS
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The Federation of Ontario Public Libraries is a non-profit with a mandate to benefit Ontario public libraries through advocacy, research, and marketing.

La Fédération des bibliothèques publiques de l'Ontario est un organisme à but non-lucratif. Elle a comme mandat, de répondre aux besoins de toutes les bibliothèques, en concentrant leurs efforts dans la recherche, en marketing et en agissant comme plaidoyer.

Federation of Ontario Public Libraries

c/o North York Central Library
5120 Yonge Street
Toronto, Ontario M2N 5N9
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Tel: (416) 395-5638

INVOICE

Invoice No.: 2016 - 152
Date: Nov 01, 2015

Sold to:

Peterborough Public Library
Attn: Jennifer Zoethout
345 Aylmer Street North
Peterborough, Ontario K9H 3V7

Ship to:

Peterborough Public Library
Attn: Jennifer Zoethout
345 Aylmer Street North
Peterborough, Ontario K9H 3V7

Business No.: 827291279RP0001

Federation of Ontario Public Libraries 2016 Membership Fees
for municipal population served Category:

Description	Amount
50,001 - 100,000	3,000.00

Payment due: January 16, 2016