



**Peterborough
Public Library**

To: Peterborough Public Library Board of Trustees

From: Jennifer Jones, Acting Library Manager/CEO

Meeting Date: March 28, 2017

Subject: Report PPL17-021
Library Association Memberships - Update

Purpose

A report to inform the Board of the option to renew its membership to the Federation of Ontario Public Libraries (FOPL).

Recommendations

That the Library Board approve the recommendations outlined in Report PPL17-021 dated March 28, 2017, of the acting Library Manager/CEO, as follows:

- a) That Report PPL17-020 be received for information; and,
- b) That the library's FOPL membership not be renewed at this time.

Budget and Financial Implications

There are no budget or financial implications resulting from the approval of the recommendations of this report.

Background

The motion to renew the Library's Federation of Ontario Public Libraries (FOPL) membership for \$3,000 was deferred from the January 24, 2017 meeting to provide the opportunity to further investigate membership in FOPL.

A summary of the FOPL Executive Director's Report presented at the annual general meeting is provide (Appendix A) to provide some background on FOPL's work and goals. Their main purpose is presented as providing One Voice to Ontario Public Libraries.

The Board had also requested a copy of FOPL's financial statements. See Appendix B.

As an AMPLO member, the library has an associate membership in FOPL which provides us with access to the information produced by FOPL. This associate membership would not permit the library to vote at the annual meeting or on any FOPL issues, but we would still be informed of any work that FOPL is doing as it is presented at the AMPLO meetings. A representative from FOPL also presents annually at the OLA Super Conference and provides status updates on their blog.

At this time, I find the \$3,000 membership fee could be better spent elsewhere in the library operating budget. Should the fee decrease or should we find value in having a vote or more direct access to FOPL information, the Library would be able to rejoin FOPL at a future time.

Submitted by,

Jennifer Jones
Acting Library Manager/CEO

Contact Name:
Jennifer Jones
Phone: 705- 745-5382 Ex. 2370
Fax: 705-745-8958
E-mail: jjones@peterborough.ca

Attachments

Appendix A: AGM 2016 2017 Annual report
Appendix B: Treasurer's report

Appendix A:**Subject: FOPL Executive Director's Report****Date: Feb. 2, 2017****Prepared by: Stephen Abram Executive Director****Prepared for: FOPL Board and AGM**

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

ONE VOICE FOR ONTARIO PUBLIC LIBRARIES

I have served you as the Executive Director of FOPL since June 2013 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 has been a very important year in the progress of Ontario's public libraries and FOPL is there for you. **Indeed the province's Public Library Funding Review is a great opportunity for our community to communicate with our provincial funders and to use the data and stories and positions we have collected, analyzed and reported that show the value and impact of the public library sector in Ontario.**

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.

FOPL has provided leadership and allied with everyone in our sector to respond to the Culture Strategy Public Library Funding Review that is taking place into 2017. Now more than ever before – FOPL membership is vital and the groundwork we've done in recent years is about to play a key role including:

- Our most important priority in 2016-17 is the **Public Library Funding Review**. This Fall FOPL has gotten support from all library Ontario associations and agencies (OLA, OPLA, OLBA, SOLS, OLS-North, FOPL, CELUPL, AMPLO, ARUPLO, and CULC) for our joint submission. This important document is attached and provides a launching pint for our discussions with the province over the coming year. Please note that

- Wednesday Feb. 1, 2017 at 1 pm we will have a Ministerial Session on the Culture Strategy and PLFR as well as initiating our discussions based on our papers. We are speaking with **One Voice**.
- FOPL's 2016 **longitudinal analysis of the Ontario Public Library Statistics** that the Ministry of Culture collects from you was updated and released. FOPL has committed to update these analyses in 2017 for members with the release of the 2015 data and we have started to offer a popular custom reports service to all members (at cost) to help with your planning, strategy, and municipal relationship goals.
 - Our **major 2015 public opinion poll about our public libraries** with a wide sample of Ontarians that we have employed to inform all levels of government about our sector's critical role and impact in Ontario.
 - FOPL was at the table in consultations with the provincial government on key issues to public libraries. We made submissions 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.
 - FOPL has participated in the Provincial 2017 **Budget Consultations** over the years and provided written commentary as well as advice. We again made a presentation to the Minister of Finance in January 2017 and we discussed e-resource funding, CELA funding, connectivity funding, and the PLOG (primarily) as well as FN Library funding. We're very hopeful that the 2017 or 2018 budgets will see a sea change in provincial government support. That's what FOPL is here for and that's why I am the registered lobbyist for our sector.
 - We received funding from the Ontario Culture Development Fund to increase and enhance the **sustainability of trustee and board training in Ontario**. The 5 LearnHQ models are now in full release and bi-weekly announcements are delivered to members and boards through 2016-2017. This was done as an OLA/OLBA partnership with OLBA and their Learning by Design efforts on LearnHQ.
 - FOPL is intimately involved in the **Libraries 2025 Summit** and this was a resounding success and laid the groundwork for our next strategic initiatives. The website has been released and your goals are driving our activities.
 - The FOPL Board has adopted a new Strategic Plan and aligned it with my annual goals and contract. This will be a key focus for 2017 and our continued execution of our plan(s).
 - **OLA Super Conference:** All of our sessions from FOPL were accepted by the OLA Super Conference planning committee and will be delivered in the 2017 OLA Super Conference 2017.
 - **Public Library Awards:** The executive director was involved with the Ministry of Culture public library awards committee. The short list was announced by

the Minister during Ontario Public Library Week and the awards will be given at OLA Super Conference 2017 during the OPLA Gala Thursday night!

Many of our efforts are built on a foundation of strong, co-operative and collaborative relationships with the other associations and agencies in our sector. We work closely and collaboratively with OLA, OPLA, OLBA, SOLS, OLS-North and CULC.

FOPL has written and submitted discussion papers and white papers to cabinet and the government this year on:

- Ontario's Culture Strategy
- Ontario Community Hubs Strategy
- Municipal Act Review Consultations
- CELA funding
- eResources funding and eBooks policies
- Connectivity Funding
- FN Strategy review consultations

Each of these papers referenced FOPL's work in building data and stories to support our agenda for provincial government public library support (among other targets):

- We release a free annual summary of public library statistics. (2015 will be ready about the time of OLA Super Conference) These are used extensively by members for strategic planning and dealing with municipalities as well.
- We support our members with a service for custom peer comparisons statistics reports at cost.
- We provide a free 2015 independent, full-scale public opinion report about public libraries in Ontario.
- We provide free info graphics and marketing materials on the impact of Ontario public libraries.
- We support and are growing an open media desk strategy throughout 2017 to influence public opinion and government policies. We're at almost at 2 dozen libraries involved now and moving towards most of our members in 2017.
- We developed a professional 3 year plan and tagline for Ontario public library marketing.
- We have done legal opinions on important issues like copyright and anti-spam legislation.
- We helped to coordinate the top priorities for Ontario's public libraries through Libraries 2020 and 2025 Summits.
- We introduced FN Library sponsorships by FOPL members of all First Nation reserve libraries to address issues identified in the Truth & Reconciliation Report. In 2017 ALL First Nation Libraries will be members of FOPL.
- We built and maintain a large e-learning course portal for library board members to increase their capacity for success.
- All FOPL members are now members of CFLA through our membership to lobby and influence national issues.

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 2017 you can expect to see many more strategic initiatives on your behalf and an increase in **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 to do collaboratively what none of us can really do alone. We are investing in building a very large public library marketing effort for an **Open Media Desk** to use social media skills and channels to inform the Ontario resident as well as opinion and political leaders about our value and impact. We are launching this in phases and expect to have about two dozen public library systems on board by OLA Super Conference.

We have met 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 OLBA/OPLA, SOLS, OLS-North, AMPLO, ARUPLO, U of T, CULC, and others like AMO and ROMA. We will strive to speak with **one voice** and with power. We are too important to our communities to do otherwise.

That just a few of the things FOPL has done on members' behalf in 2016. And we're growing a lot this year with many new members.

LOOKING FORWARD

Our dream about a major marketing push, province-wide, for public libraries in Ontario to promote our value and impact is within our grasp for 2017. How do we complement promoting our branches, collections and programs and do more local marketing with a collaborative push? Can we raise awareness, library usage, and the number of cardholders of public libraries in Ontario? How do we turn these dreams into a reality? We are focusing one of our key priorities in 2017 on promoting the value and impact of public libraries in Ontario.

- **Marketing Campaign:** We are now implementing a major province-wide marketing campaign on the value and impact of libraries in Ontario based on the research we accomplished in 2014-2016. Our timing and collaboration with members is critical. If you want to participate let me know!
- **Communicating Results:** Investing time and effort in making sure our members get value out of our research through press releases, tweets, blog postings, webinars, and meetings.
- **Lobbying:** We need to intensify our lobbying efforts with more ministries (sometimes opportunistically) as well as address funding issues, opportunities and threats (PLOG, e-books, hubs, culture, legislation, e-resources, AODA, etc.)

- **Webinars, Symposia and Training:** FOPL continues to offer free webinars to its members and archive them on the FOPL.ca website for viewing and listening at any time. There is a ten part series on influence and advocacy as well as sessions on Statistics and CASL.
- **Library Day at Queen's Park 2017 planning:** We worked closely with OLA and planning this large initiative as one of the lead organizations.

Each of these activities supports one or more of FOPL's strategic pillars. Members have input and priority access. Our association is led by a volunteer board equally balanced between library CEOs and board members. Progress is being made! Every member enjoyed a great return on investment for their investment in FOPL and the efforts of their FOPL staff and volunteer Board.

Thank you to the FOPL Board for their support and leadership in their volunteer roles supporting our entire community. We also think our great partner organizations OLA, SOLS, OLS-North, and CULC. We look forward to continue working with the Board, partners, and members! And we're just part-time!

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.

Cheers,

Stephen

Stephen Abram, Executive Director, FOPL

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