



Subject: 2014 Executive Director's Report
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FOPL has been very active this year. The membership investments in research, marketing and advocacy on a collaborative basis are showing fruit at costs that would be unaffordable to individual library systems. The return on investment for your membership in FOPL has never been stronger!

Our major accomplishments were in ten areas:

- **Fundraising**
- **A Day at Queen's Park (Nov. 26, 2014) and Election Follow-through**
- **Culture Development Fund Library Board Training**
- **FOPL Statistics Project based on Ontario Ministry of Culture Data Collection**
- **Branding and Marketing Research**
- **Ontario-wide Public Opinion Poll on public library perceptions and usage**
- **Libraries 2025 Summit Planning Team**
- **Canadian Anti-Spam Legislation Legal Opinion and Template Library Policy**
- **Webinars, Symposia and Training**
- **Library Association and Agency Cooperation and Coordination**

1. Fundraising

The good news is that we are batting 1000 in 2014 having received every grant we applied for. We received funding from SLA and OLS-North to complete the 2020 branding study and distributed these results. We received funding from the Culture Development Fund in partnership with OLA and OLBA to build advanced e-training and beyond for Ontario library board members. In January 2015 we have confirmed another grant from the Ministry of Culture to continue our work on the analysis of the Ontario Public Library statistics collection. We consulted with the Ministry on the 3 year, \$10 million Ontario Library Capacity Fund to support innovation in public libraries. Let's hope our grantsmanship success continues in 2015 with the OLCF and beyond.

Membership grew at FOPL this year and we make good progress with the members' investments in our efforts on their behalf.

2. Library Day at Queen's Park (Nov. 26, 2014) and Election Follow-through

FOPL sent formal congratulatory letters to appropriate MPPs and letters on the appointments to key cabinet portfolios for Minister and parliamentary assistants. We have met with many of them as the Legislature came into session.

Impact Public Affairs (Toronto Office) and Huw Williams was engaged by OLA and FOPL to organize a Day at Queen's Park on Nov. 25-6, 2014 with targeted meetings with the new government and senior civil servants. Impact Public Affairs Ottawa operations organized the very successful Day on the Hill in Ottawa for CLA that focused the messaging, trained the 'librarian' and 'trustee' participants in lobbying/advocacy and resulted in hundreds of touch-points in 2 days. We achieved great results in our first foray into this new majority provincial government. We were recognized in the Legislature by 'our' Minister Michael Coteau and met with dozens of MPPs, parliamentary assistants and cabinet ministers and continue to do so throughout early 2015. We are planning to do this again – hopefully during Ontario Public Library Week in 2015.

FOPL partnered with OLA on this project and we led the charge on public library advocacy as OLA focused more on school libraries and the college sector. We are continuing to cooperate on lobbying efforts on behalf of our sector throughout 2015.

3. Culture Development Fund Board Training

This project continues the OLA/OLBA '*Leadership by Design*' and '*One Place to Look*' brands with continuous e-learning opportunities for Boards based on the 4 year cycle of board development developed collaboratively by the FOPL and OLBA boards.

The FOPL and OLBA boards met jointly to plan and prioritize this training. (Further information in the added materials following.)

We have engaged an instructional designer who has done good work for SOLS on our platform, the new LearnHQ e-learning system at SOLS.

We will launch the initial phase at Trustee Boot Camp at OLA Super Conference and release the first module(s) by April 2015.

4. FOPL Statistics Project based on Ontario Ministry of Culture Data Collection

We have released over a dozen reports on the performance of Ontario's public libraries from 1999-2010. In early 2015 we will be able to release an update with 2011-2013 data included.

The Ministry agreed to provide additional funding in January for FOPL to continue this project and begin the development of the FOPL Index of Community Engagement, to update the data, and to make some comparisons to the public libraries in US states and Canadian provinces.

The Ministry reports that we will get the 2011 and 2012 data in January 2015 before Super Conference and 2013 about 2 months after that. This is great and our sector will be current for the first time in years.

We are planning a FOPL Summer Institute on Public Library Statistics in alliance with the iSchool at the University of Toronto. We need to teach and train the community in the usage of statistics, measurements and other evaluation tools I believe that that this project derives value for public libraries from the data we have provided for many years from our sector and underpins results that show the Ministry the strong impact of public libraries from the long-term investment in us.

5. 2020 Branding Project

With special funding from the Libraries 2020 project) FOPL engaged a consultant to study the branding, communication and marketing status of Ontario Public Libraries. We have received the Phase 1, 2, and Phase 3 reports and have distributed a final report to SOLS/OLS-North and our members.

The next phase, as recommended by the FOPL board and the project steering committee, is to repeat and update the public opinion polls done in 2000, 2006, and 2010. This contract will be signed in early 2015. This is an exciting development for a major FOPL project in 2015.

We dream about a major marketing push province-wide for public libraries in Ontario to promote our value and impact. How do we rise above promoting our branches, collections and programs and complement 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?

In 2014, we asked ourselves, “What do we need to know?” We need to know a lot before we make an investment in a province-wide marketing campaign and we made progress this year. For this project we:

- a. did a census of public library e-presences (websites, social media and social networking) This may be a critical channel for marketing libraries across our province.
- b. collected public library taglines from their websites. The word cloud below shows how we represent ourselves today.
- c. reviewed the research on major public library "value" branding campaigns in Canada and the U.S.

municipal departments as well as develop and better communicate our role in business and economic development.

Should you want to read the summary report, here's a link:

<http://www.slideshare.net/stephenabram1/fopl-finalbrandingstudyreport1>

For our next step, FOPL has issued an RFP to conduct a major Ontario-wide public opinion poll in early 2015 to gauge how things have changed from our 2003, 2006, and 2010 provincial polls about the views of the public about public libraries.

So, in 2015 we should have all the pieces of the pie we need to plan some initiatives around marketing – one of your goals expressed in the Libraries 2020 Vision. To this end we will have much of the research and information we need to plan for future needs. We will have:

- Data on Ontario public library performance over time
- Data on our marketing channels, market positioning, and preparedness for a 'push'
- Insights from stakeholders in libraries, boards and municipalities.
- A new public opinion poll of Ontarians attitudes towards public libraries and how they've changed from our 2003, 2006, and 2010 polls.

It's an exciting effort and we're getting there. We're trying to be strategic and plan well.

6. Libraries 2025 Summit Planning Team

The executive directors of FOPL, OLA, SOLS, OLS-N and CULC met to start envisioning a Libraries 2025 Summit to repeat the success of the 2020 Summit that eventually delivered \$18 million in additional public library funding. The date is this spring (April 29-30) and the hotel is the Royal York. There will likely be 300-350 people expected to attend this event. We have 5 themes that were facilitated by a broadly representative group of public libraries and planning is underway. Watch for more news in 2015 and save the date!

7. Anti- Canadian Anti-Spam Legislation Legal Opinion and Template Library Policy

FOPL contracted for a fulsome legal opinion on the impact of the new Canadian Anti-Spam Legislation on the public library sector. This was distributed to members followed by the template library board policy to serve as the model for the entire province. A webinar was offered to all members and recorded for use at any time.

8. 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. More are planned for 2015.

9. Library Association and Agency Cooperation and Coordination Meetings

We continue to make great progress on coordinating with the other associations and agencies in Ontario that support the needs of public libraries. OLA, SOLS, OLS-N, CULC and FOPL meet at least quarterly and we make sure to harness our energy and funds to ensure the biggest impact for our sector. We also communicate and coordinate AMPLO and ARUPLO. The executive director attends or sends reports to the SOLS Regional Trustee meetings

Progress is being made! Every member enjoyed a great return on investment for their contribution to FOPL and the efforts of their staff and volunteer Board.

Thank you to our 2014 Board for their support and leadership in a volunteer role supporting our entire community. My personal thanks to FOPL's executive assistant Monica Mixemong for her great work. We look forward to working with the 2015 Board and members!

Monica and I are only committed to FOPL work for about 12 days per month each so progress isn't as fast as we'd like but we are making progress.

As always, I'm just at the end of the phone or e-mail if you have any questions, comments, or suggestions.

Cheers,

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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.

Strengthening Public Library Board Performance: A Four Year Learning Cycle

The Ontario Library Association and the Federation of Ontario Public Libraries have received a Cultural Development Fund Grant, funded by the Government of Ontario. Both organizations are also providing funds to this project as well (which is required under the grant). The two-year grant is for \$50,000, which must be matched by OLA and FOPL.

This project will strengthen public library board performance and effectiveness across Ontario by creating tools to increase capabilities in the areas of; board recruitment, municipal engagement and strategic and financial planning. This is a two year (April 2014 – March 2016) province-wide strategy. It will be managed by OLA, in partnership with the Federation of Ontario Public Libraries with support and involvement from the Southern Ontario Library Service and Ontario Library Service North. The objective is to create a 4-year learning cycle for board development that is aligned with the key annual cyclical components or situational events of the Board life cycle.

A team of OLBA and FOPL members will advise and participate in the project. A joint meeting of FOPL and OLBA boards with guests from OLA, OPLA, SOLS, and OLS-North was used to set priorities for the 5 major modules funded by the project. We are currently mapping and gapping our resources to this and designing the learning template and design. The themes are:

- Orientation: Board Effectiveness
- Orientation: Understanding Your Community
- Assessment
- Strategic Planning
- Legacy and Succession Planning

Our timeline for this project is:

1. We have already reviewed the new LearnHQ online learning management system (LMS) that has been created by SOLS. This was one of the priorities of the Project 2020 funding and will be launched at OLA Super Conference 2015. In short, this will be a central place which allows for the searching of all contouring education events targeted to Ontario public libraries (additional library sectors are welcome and more will be added). The LMS will have a calendar, performance management system, career planning modules, a mentoring community, and many more advanced features. It is anticipated that the learning modules will be made freely available on LearnHQ. This project must be scalable, sustainable, complex, and fill current gaps and must develop content suitable for all sizes of libraries (rural, urban, large, small) (Note the interface is in French and English but the content would need to be translated for each module and this is not funded at this point although some content is available in both official languages.)

2. We have built this project to build on the good work, over many years, of our community (FOPL, OLA, OLBA, OPLA, SOLS, OLS-North, the Ministry, etc.) with Leadership by Design and One Place to Look. We have a treasure trove of documents and have done an initial Assessment of existing resources and identifying resource and training gaps. This excellent content used to build and will be referenced in the online learning modules as well as linked to the archival library and in-person sessions.
3. We let a contract to a learning and instructional designer in December 2014. The instructional designer has deep knowledge of LearnHQ.
4. Shelagh Paterson and Stephen Abram are met with our Ministry (CDF) funding person in early January to ensure we have the project and financial management reporting in hand.
5. We will soft-launch the concept at Trustee Boot Camp after OLS Super Conference on Saturday Jan. 31, 2015. We hope to have the architecture and content and a prototype to show on that day.
6. We expect to have one or two modules released by April 2015 that can be taken as courses by new and returning library board members as well as referenced or used as discussion objects in board meetings as ongoing learning and professional development. We plan to have monthly communications to all boards and CEOs.
7. Additional modules will come out of 2015-2016 to encompass the entire 4-year cycle of library board development.

In all this is an exciting development and our sector is leading on the advancement of non-profit board member development. We have committed to the Ministry to share this project – when completed – with other sectors they influence (culture, museums, galleries, sports organizations, etc.)

Key contacts:

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