

**AGENDA ITEM DOC#7**

**Subject: FOPL Executive Director Update based on 2016-17 Goals**

**Date: Oct. 31, 2017**

**Prepared by: Stephen Abram, FOPL Executive Director**

**Prepared for: FOPL BoD Meeting, Nov. 10, 2017**

Once again, I am reporting my activities based on the 2017 ED Goals agreed to in my 2016 Performance Management meeting with the Board. These goals align with our approved (Nov. 18, 2016) FOPL Strategic Plan 2016-2020.

My top priorities and time commitment (averaging three days weekly) in 2016-17 are:

1. Addressing the community’s needs with respect to the Public Library Program Funding Review under the Culture Strategy
2. Ensuring the stable and sustainable transfer of financial activities and other operational activities from TPL to the FOPL offices.
3. Managing the OMD project, Statistics, and the marketing campaigns.
4. Working closely with our partners to ensure “One Voice for Ontario’s Public Libraries” and success

The ED was guided by the Board’s new Strategic Plan.

* He aligned his goals with the new strategic plan and reported to the Board quarterly on progress made.
* The Vision Highlights include:
* PLPFR is well in hand and we are speaking with ONE VOICE. We have a discussion document and a long term strategy through to the budget and provincial election.
* FOPL office operations have been modernized and re-staffed.
* The OMD project is successfully changing the marketing culture of Ontario public libraries and providing a framework to influence our public and the government.
* We have aligned the Working Groups with FOPL strategic Plan as well as ED reporting and goals.
* We have a plan of action for improving broadband in Ontario and especially FN and the North.
* We continue to provide HR capacity improvements through LearnHQ, webinars, Symposia, and our social media / blog activities.

These four priorities comprise the Board direction to the Executive Director.

***Second Quarter Strategic Activities and Initiatives 2016-2020***

* **Addressing the community’s needs with respect to the Public Library Funding Review under the Culture Strategy**
* We hired a professional lobbying form, Counsel Public Relations, in partnership with OLA, and they are gaining many wins for us. Their advice is invaluable and we are doing great with them at AMO and planning for Library Day at QP as well as the 2018 Budget.
* We attended AMO, had a booth presence. Wellington Libraries provided shiny things like video, wireless and 3D printing which gained attention. We made a number of videos with mayors and councillors. I had many meetings with ministers including Minister McMahon and gained her commitment for an in person delegation. I also talked to the Premier, Brad Duguid, and Karen Petrie of community hubs. We gained support of an AMO council member to bring forward a motion to support library funding.
* We were successful in getting the CELA funding renewed along with CELA. We have sent a letter of support for the 2018 budget.
* We were successful in getting the connectivity funding restored in partnership with others.
* We have scheduled a Library Day at Queen’s Park on Nov. 23, 2017.
* We have booked a booth for ROMA in Toronto in January 2018 on SOLS’ and ARUPLO’s dollar.
* Gained endorsement from ALL public library associations and agencies for a Joint Discussion Paper as a written response to the Ontario Culture Strategy and the Public Library Program Funding Review [PLPFR].
* FOPL consulted with the Ministry of Culture on the process for the PLPFR consultations.
* FOPL had two attendees (including our Chair) at all consultations (Community Hubs & Leadership/innovation as well as Standards and Measurements and Digital Services.)
* Attended and spoke at two Provincial Budget consultations.
* Wrote and submitted a Budget 2017 request to the Minister of Finance.
* We were successful in gaining $1 million in #BudgetTalks funding and are advising the Ministry on this project over the summer.
* We were successful in an additional $2.0 million in funding. We were consulted on this and it will be available to our libraries in September 2017 for technology programs.
* The Indigenous Libraries review by external consultants is due to be released shortly.
* Released 2017 Ontario Public Library Statistics Report to all members in Jan. 20-17, mere months after the data release. (Prepared and submitted final grant report to the Ministry in April 2017). Members continue to use these data well.
* Submitted and wrote documents for the Community Hubs secretariat. Meet regularly with Karen Petrie and her staff. She has requested more information.
* Attended the Community Hubs Summit. Our program and speaker ideas were accepted. They indeed worried there would be too many librarians there! I gave a short talk and spoke often with Minister McMahon as well as other cabinet members and senior staff. I also got two other librarians on panel discussions.
* Working with ORION as an advisory group for libraries. We were successful in getting on the program at the ORION conference in May and I was on the opening keynote panel. Debating a $20+ million ask for broadband capital for small and rural areas. I am now advising the ORION CEO and key team members.
* We have initiated discussion on a pilot for high broadband with ORION using Thunder Bay Public Library as a northern partner. Our goal is to prove the viability of better broadband in the north and to moderate pricing for libraries and their communities.
* Submitted an ideas regarding broadband access to the #BudgetTalks. We won the online vote!
* Attended these Ministry sessions:
  + Ministry of Tourism, Culture and Sport’s library roundtable on Leadership & Innovation and Community Hubs
  + Ministry of Tourism, Culture and Sport’s library roundtable on Standards and Performance Measurement
  + Ministry of Tourism, Culture and Sport’s library roundtable on Digital Services
* Support First Nations libraries with national and provincial advocacy
  + Provided statistical analyses of the performance, value and impact of First Nations Libraries.
  + Engaged in Federal-provincial activities regarding funding opportunities and education/library issues to address weaknesses in the support for First Nation communities and learners.
  + Organized and promoted Twinning and Sponsorships for EVERY Ontario First Nation reserve public library.
  + Participated in the FN Consultations with the province. Provided data and documentation.
* **Ensuring the stable and sustainable transfer of financial activities and other operational activities from TPL to the FOPL offices.**
* Helen and I have initiated the member renewal cycle in October with Non-member campaign in November. FN sponsorships are planned for November.
* We have started the FOPL Board nomination process.
* We have the largest FOPL membership base ever. We are following up with a very few non-renewals and talking to them directly. Three notable ones are Kitchener PL (says they’ll return in 2018), Lambton County Library System (no CEO at present), and London Public Library (Susanna says she needs to protect funds during her rebuild of the main branch but she also reneged on her commitment to her local FN sponsorship of $50.00)
* Moved FOPL offices to TRL into temporary accommodations. Phones, Fax, and Mail are working better now. We do not know when we will move back to NYCL.
* Finished 2016 Audit of FOPL and implementing recommendations.
* We have started do direct deposit for 2-3 accounts including payroll.
* All AR/AP is now at the FOPL offices.
* Updated and renewed SAGE accounting software.
* Transferred all banking and VISA management to FOPL Offices
* Transferred all files to FOPL offices from NYCL after closure was extended.
* Wrote Board discussion document on committees and task force alignment with strategic planning activities.
* **Managing the OMD project and the marketing campaigns.**
* We have started two cohorts of OMD training. I recruited broadly as well as announced the plan at the Marketing Think Tank in August. See separate Board document. Our consultant attended the April Board meeting and reported on the project as well as answered questions.
* OPLW was planned and the Minister attended. We are continuing to mine the tagline we designed last year.
* We have made great progress on a book about library cards (Art in your Wallet) as a tool to leave behind in meetings and promote card ownership. Deborah Duce at Huntsville PL is leading this with one of her cardholders and it is great!
* Our OMD project is on track. Excitingly we had the majority of libraries covered as measured by population impact by the end of May. We are adding quite a few more in September.
* We have done two OMD satisfaction surveys with the member libraries and have had huge success.
* We WILL be ready to form a social media response to government funding activities in 2017/8!
* Released and empowered the “One Voice for Ontario’s Public Libraries” tagline and implemented the French and English reports on the website. Two websites are relevant to these activities: <http://www.ThinkAboutLibraries.ca> and <http://www.oplw.ca>

“A **Visit** Will Get You **Thinking**.”

or “Une **visite**: ça fait **réfléchir**.”

* FOPL coordinated a full meeting of FOPL, OLA, SOLS, OLS-North, CULC, and CFLA to coordinate Canadian Library Month and Ontario Public Library Week.
* In partnership, booked a booth at the AMO conference in July 2017. Joint planning with SOLS and OLS-North, OLA in process. We have a booth and are working with our lobbying firm
* Building measurements and measureable success as well as an LDRI platform.
* We have completed the following special custom statistical peer reports:
* Kawartha Lakes Public Library
* Aurora Public Library
* Pickering Public Library
* First Nation Public Libraries
* Barrie Public Library
* Newmarket Public Library
* St. Marys Public Library
* Caledon Public Library
* Wellington County Libraries
* Lambton County Library System (Sarnia)
* Kingston Frontenac Public Library
* Thunder Bay Public Library
* Gravenhurst Public Library
* Woodstock Public Library
* **Working closely with our partners to ensure “One Voice for Ontario’s Public Libraries” and success**
* Worked with all of SOLS, OLS-North, OLA, OPLA, OLBA, CULC, AMPLO, ARUPLO, CELUPL, etc. to create discussion papers around Culture, Community Hubs, Municipal Act, and PLPFR,
* Working with OLA on Queen’s Park Day 2017 and successfully issued an RFQ in April 2017 for a lobbying firm (Hired Counsel Public Affairs in June). This is the start of our planning for an Inter-ministerial summit at OLA Super Conference 2018.
* **People Capacity: Training & Development**

Provide Ontario’s Public Libraries with professional training and development

* We continue to use our social media presences and blog to communicate with our members.
* We send missives to all members on a regular basis.
* We have an active blog on FOPL.ca.
* We held a July symposium at the iSchool on the topic of “2020 & Beyond: Strategies & Practices for Library Impact” which was well reviewed.
* We delivered a 4th annual symposium at the iSchool on Oct. 2-3 on Statistics and new measurements.
* Enhanced the LearnHQ Trustee Training modules.
* We met with SOLS to target usability enhancements to LearnHQ.
* Starting a blog blitz in October leading up to Trustee Boot Camp in 2018.
* Added bi-weekly notices to keep our project top of mind.
* Reported on the grant to the CDF.
* Continue to offer symposia in partnership with the iSchool at Toronto.
* I attended, facilitated, and participated in the Community-Led Libraries ThinkTank.
* Participated and spoke at the Annual Institute of the Library as Place.
* I participated in the Marketing Think Tank at Innisfil PL.
* I attended the Project Outcomes workshop in Brampton.
* I attended the Marketing Think Tank in Innisfil.