

**AGENDA ITEM #4**

**Subject: FOPL OMD Project 2018-9**

**Date: June 3, 2018**

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

**Prepared for: FOPL BoD, June 8, 2018**

Now is not the time to let up on social media pressure on the provincial government at all. The OpenMediaDesk has been one of our best tools and now needs to expand its political influence envelope as well as measure its impact.

Our relationship with Brendan Howley and his firm has continued successfully for many years and he does provide a number of pieces of data and advice to FOPL regularly without charging.

To accomplish the new report we will need to renew the contract and funding through Oct. 31, 2018 and approve and budget for completion in 2019 budget.

This will have an impact of:

July $7000

August $7000

September $7000

October $7000

Attached is the renewal proposal with full details. Brendan will be joining us at the BoD meeting and doing a presentation and Q&A.

**Motion:**

That FOPL renew phase three of our contract for the OMD through June 2019. Fiscally we approve the budgeting of OMD through Oct. 31, 2018.

Moved:

Seconded:

Passed/ Failed

FOPL OpenMediaDesk

*a proposal for year 3*

*July 2018-July 2019*

executive summary only

*prepared by Brendan Howley*

*30 May 2018*

executive summary

There are four objectives for Year Three:

*objective 1: grow an intelligent FOPL network province-wide for advocacy and impacts intelligence*

Recruit and teach 60 systems in 12 cohorts through July 2019, yielding a total reach for the project on July 01 2019 of 120+ library systems since Day One of the project.

*rationale:*

The FOPL OMD recruitment was rationalized in January via direct recruitment/enrolment via the Icebox Logic website.

*impact:*

An ecosystem-wide rollout—with 100% capacity in each cohort since January—will double the OMD footprint, not just in top- and mid-tier PLs which have not yet enrolled (Windsor, Mississauga, Ottawa, Newmarket, more) because of internal issues but in the northern and rural PLs, whose staff have been historically the most positively affected by the program. The participant ‘confidence-based learning’ efficacy (can B teach A what B’s just learned *confidently?)* continues to exceed 93% for every cohort.

*objective 2:*

Post-pilot, take the Library Digital Impact Index (LDII) system-wide: this index is a summary, with actionable intelligence line items, share via push email reports to all participating member libraries by September 15 2018.

This deadline is mission critical to objective 3 (municipal election advocacy) but also simultaneously establishes an ‘industry standard’ for digital performance both within participating member libraries and across the entire FOPL OMD network.

*rationale:*

There is at present no means of either gathering or contextualizing the data around the social return on investment of FOPL member libraries—or any library system, worldwide, for that matter. FOPL will have a unique window on which community dialogue/partnerships and programs are most effective in driving increased library usage. LDII is an affordable, sustainable solution to a badly antiquated PL data reporting system.

*impact:*

Two-fold:

First, FOPL member libraries will no longer have to prepare monthly reports for the CEO/board; the reports will be pushed monthly, the second Friday of every month, to OMD-indoctrinated staff. Ongoing ‘office hours’—open consultations direct with Brendan and other participating peers every Thursday @10am on Zoom—‘close the learning loop,’ sharing how best to implement the next steps the data guidance/actionable intelligence suggests.

Second, FOPL will have an ecosystem-wide purview into all LDII data. This has three immediate benefits: first, FOPL can now disseminate, direct, via participating FOPL member social media networks, FOPL communications of all stripes (political advocacy, brand benefit awareness (social ROI), new offerings, library-centric news of the day, grow relationships with community partners and leverage those relationships).

Second, FOPL can measure the impact/efficacy of these communications in near-real-time, if desired. A monthly push-email report to the FOPL board on the 15th of every month will contextualize the ongoing LDII data in brief.

Third, the impact intelligence is of immediate and long-term political value in ongoing lobbying/funding conversations regarding the future of Ontario’s libraries in a rapidly evolving economy.

*objective 3:*

At present there is no real-time FOPL newsfeed reaching member library communities: communications rarely reach directly to cardholder/taxpayer/voters directly. We propose to build on extant successes and syndicate FOPL storytelling across the entire FOPL social media network.

LDII-guided news streams for municipal/school board elections syndicate across entire network; FOPL can

extract weekly political intelligence from interactivities off LDII dashboards; media placements/radio, TV, print and within journalists’ twitter streams.

A two-month pilot using measurable video microcontent (>10 seconds’ duration) to promote community participation and sharing in September/October will act as ‘set-up’ pieces for election library advocacy resources/useful links/activism media: an open advocacy toolkit for activists to incite candidates to publicly align with FOPL needs/wants.

*rationale:*

The OMD/LDII election advocacy/intelligence/insights project addresses this opportunity to dialogue, via member library social media networks with both

* syndicated news direct from FOPL and
* library-centric news/views which establish member libraries as community thought-leaders on pressing non-partisan topic:
  + poverty-reduction
  + social isolation of seniors
  + assimilating New Canadians
  + and co-creating more livable, more prosperous communities (mompreneurship, reversing youth outmigration, attracting ‘lone wolf’ entrepreneurs)

to name but four salient issues. That public libraries are often first-responders in all these issues only amplifies the imperative to tell better, more results-oriented library stories designed to be shared by the PLs’ social media networks, directly into the communities the PLs serve.

*impact:*

A central FOPL ‘news hub’, purpose-built for the October municipal elections, targeting municipal/school board voters with clear advocacy journalism proving the value/social ROI of libraries *using the libraries’ own storytelling.*

Daily interactive posts/polls/video microcontent will be syndicated as ready-to-post content, pre-validated by OMD as highly-shareable by the targeted audiences will drive awareness both of library social value and the political importance to candidate politicians of library issues to *voters who actually vote.*

The FOPL ‘news hub’ will recast library advocacy issues as ‘top of the list’ considerations for both voters and politicians alike as they come to realize libraries’ role in growing community social capital.

*objective 4:*

Multiple FOPL stakeholders have asked if OMD/LDII might make possible a true ‘community insights/impacts’ strategic tool.

In fact, the OMD ‘story engine’ is in use as a strategic planning tool in some 15 participating libraries, in order to integrate communications from Day One in any community programming/event initiative as a marketing communications tool doubling as a strategic analysis tool.

Since December 2016, we have been designing and prototyping a pilot Cardholder Experience Index (CXI), to measure the social library of a library as a social business, based on many hours of conversations with participating library staff and their questions/insights around OMD.

*rationale:*

As a 360º score-card, CXI will measure those key experiences and influences which govern perceptions of library value in a given community—and across the ecosystem of FOPL participating libraries—a data framework to defend/advocate for library social ROI and provide the basis for future brand advocacy/lobbying/public policy decisions by all levels of government.

Our guiding inspiration: s/he who produces the data around impact/intelligence leads the evidence-based public policy conversation with all levels of government. CXI is based on proven cultural destination tourism best practices already in use in cities like Shanghai, Barcelona, Antwerp and Ottawa, to great financial success: this type of data framework has a direct impact on understanding user experience——and thus refining audience expectations by ever more closely listening to those very expectations.

Timeline: prototype CXI scorecard in pilot Nov 15 2018; first system-wide CXI report to FOPL board February 15 2019; pilot comprises 20 participating OMD systems (urban, suburban, rural/Northern).

*impact:*

This is the OMD/LDII legacy piece: CXI builds on real-time social media intelligence via LDII as ongoing ‘participatory social economy’ tool. Elements of this tool will be deployed by McMaster University in its ongoing study of Ontario’s Basic Income program in Lindsay, Ontario, beginning in September 2018, with a team of McMaster social science graduate students acting as ‘community intelligence analysts’ providing data rigour to the emerging CXI process.

This tool will provide monthly insights around policy-sensitive qualitative metrics derived from story analysis of community social networks on the issues already in process via LDII

* + poverty-reduction
  + social isolation of seniors
  + assimilating New Canadians
  + and co-creating more livable, more prosperous communities (mompreneurship, reversing youth outmigration, attracting ‘lone wolf’ entrepreneurs)

The impact of this codified community intelligence on political/social ROI conversations is but one clear benefit; equally importantly, libraries now are providers of impactful open data intelligence about the communities they serve, for the communities they serve

fee

$92K + HST