



AGENDA ITEM DOC5

Subject: FOPL Executive Director Update based on 2017-18 Goals
Date: August 29, 2018
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Prepared for: FOPL Board Meeting, Sept. 14, 2018

Once again, I am reporting my activities based on the 2017/18 ED Goals aligned with our approved (Nov. 18, 2016) FOPL Strategic Plan 2016-2020.

My top priorities and time commitment in 2017-18 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 BIG Stuff:

Details in other report on statistics, government relations, OMD,

1. FUNDING: FOPL/OLA 2018/9 revised Provincial Budget "ASK" – in development
2. Library Day at Queen's Park, MPP videos, Mayoral videos, etc. and lots of follow through- Achieved
3. Municipal and Library Board resolutions and thanks supporting the "ASK"- Achieved 45 resolutions and more to come
4. Library Board Legacy Year Planning – July-August 2018 - DONE
5. Provincial Election Toolkit (June 7) – Achieved & released
6. Municipal Election (Oct. 20) Toolkit planning
7. Leadership Summit planning for Autumn 2018 – Postponed
8. AMO, ROMA, OSUM, conference meetings achieved
9. Meeting held with leadership team at AMO and AMCTO
10. Meetings held with OMA, OHS, and other cultural institutions.
11. Meeting held with leadership team at Ontario Trillium Foundation (OTF)
12. GLAM summit (ONN, OMA, OHS, SOLS, etc.) coordination presence. – Booked by me at OMA Oct Conference
13. Lobbying for First Nation Public Libraries, Ontario Digital Libraries, Public Library Program Funding Review, Community Hubs, Middle Years, in process of realignment. The Culture Strategy consultations are over now.
14. ORION broadband Pilot Initiative in the north – In process
15. Updated Peer Measurements & Statistics for Ontario Public Libraries 2018 (2016 data) – Achieved
16. Updated Peer Measurements & Statistics for Ontario Public Libraries 2018 (2017 data) – delivery in September (Earliest ever!)
17. Working on the concept of an Ontario Digital Public Library – there is interest with the new Minister
18. Art in Your Wallet Book! – at the designer and will be ready for post-election distribution
19. Did member surveys on PLA Regulation 976 and the provincial Tagline for OPLW etc. – Achieved
20. Worked with OLA and our government relations Counsel PA to realign our plans with the new government's priorities.

The ED was guided by the Board's 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 and municipal elections.
- FOPL office operations have been modernized.
- The Open Media Desk (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 First Nations and the North.
- We continue to provide HR capacity improvements through LearnHQ, webinars, Symposia, and our social media / blog activities.

Summary:

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

First Quarter Strategic Activities and Initiatives 2016-2020 (with some history for new board members)

- **Addressing the community's needs with respect to the Public Library Funding Review under the Culture Strategy**
 - **We received \$80 million in additional, sustainable (3 year) funding for public libraries. This includes a doubling of the PLOG and \$28 million for an Ontario Digital Public Library and \$1 million for FN libraries.**
 - We hired a professional lobbying firm, 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 planning for 2018's AMO, Library Day at QP as well as the elections.
 - We were successful in supporting the CELA funding renewal along with CELA. We sent a letter of support for the 2018 budget and it was funded.
 - We were successful in getting the connectivity funding restored in partnership with others in 2017.
 - We have been consulted on the Ontario Digital Public Library initiative.
 - We had a successful Library Day at Queen's Park on Nov. 23, 2017.
 - Stephen did a survey using SurveyMonkey about Regulation 976 with great feedback which we have shared with the Ministry. They were delighted.
 - We had a joint 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. More will occur around the PLOG and the ODPL.
 - FOPL had two attendees (including our Chair) at all PLPFR consultations (Community Hubs & Leadership/innovation as well as Standards and Measurements and Digital Services.)
 - Attended and spoke at two 2018 Provincial Budget consultations.
 - Wrote and submitted a Budget 2018 "ASK" to the Minister of Finance.
 - We have been very successful in gaining support from Municipal Councils across Ontario as well as library boards supporting the "ASK". Additionally we have done well in a campaign of thank you's for the budget commitment.
 - 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 was made available to our libraries in September 2017 for technology programs.
 - The Indigenous Libraries review by external consultants was released and FOPL was widely referenced. We expect this to be released in the spring of 2018 with additional funding for FN libraries and salaries.

- Released 2018 (2016 data) Ontario Public Library Statistics Report to all members in Jan. 2018, mere months after the data release. Members continue to use these data well.
- We were successful in lobbying the province to tighten up the stats collection schedule, promote special reports, and introduce on demand monthly reports. This will make our sector's stats much timelier.
- Submitted and wrote documents for the Community Hubs secretariat. Meet regularly with Karen Pitrie and her staff. She has been provided with more information.
- Attended the 2017 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 placed 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 as well as attending as an advisor to ORION on May 1, 2018 at their conference.
- 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.
- 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 FN Sponsorships and Non-member campaign in November. We have added new members!
 - We have the largest FOPL membership base ever. We are following up with a very few non-renewals and talking to them directly. Two notable ones are Lambton County Library System (no CEO at present) Waterloo PL, and London Public Library.
 - Moved FOPL offices to TRL into temporary accommodations. Phones, Fax, and Mail are working better now. We hear that we may not move back to NYCL.
 - Finished successful 2017 Audit of FOPL with a very clean audit.
 - We have implemented direct deposit for payroll through ADP and now are very timely.
 - All AR/AP is now at the FOPL offices.
 - Updated and renewed SAGE accounting software. Helen updated her skills at the 2 day SAGE course in Toronto.
 - Transferred all banking and VISA management to FOPL Offices
 - Transferred all files to FOPL offices from NYCL.
 - Bought a new laptop to ensure that we can VPN into TPL systems and SAGE.
 - Wrote Board discussion document on committees and task force alignment with strategic planning activities and initiated all meetings. Advised CELUPL on their process to renew their mandate as well as budget issues.
- **Managing the OMD project and the marketing campaigns.**

- Our contract was up at the end of June and approved for renewal. We have great feedback from the cohorts and now must look at a movement forward and changing the structure to a more self-managed approach for sustainability. We have implemented many new cohorts of OMD training. I recruited broadly.
- OPLW is planned and the new Minister is invited. We are continuing to mine the tagline we designed last year. I did a three year review of the tagline in the spring/summer period and it was endorsed to continue in Ontario and nationally.
- 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 board members and it is great! We expect to have it published in time for the municipal elections.
- 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 have added quite a few more in autumn 2017 and early 2018. We added upgraded sessions for experts.
- We have done 3 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 throughout 2018!
- 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, secured a booth at the AMO conference in Aug. 2018. Joint planning with SOLS and OLS-North, & OLA. We also partnered with ARUPLO for ROMA.
- We are building measurements and measureable success as well as an LDRI platform.
- We have completed many special custom statistical peer reports:

- **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,
- Decided the nature of our lobbying efforts for a Queens Park and local MPP constituent week strategy in the autumn.

- **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 as well as active Twitter and Facebook presences.
- Enhanced the LearnHQ Trustee Training modules and met with SOLS to target usability enhancements to LearnHQ.
- Continue to offer symposia in partnership with the iSchool at Toronto.
- I attended the Community-Led Libraries ThinkTank.
- Participated and spoke at the Annual Institute of the Library as Place.
- I attended the Project Outcomes workshop.
- I attended the Marketing Think Tank.
- I attended the LACBAC GLAM Summit and made many connections with the culture sector.
- I attended the Ministry event on diversity in the culture sector and had long talks with Minister Vernile on her third day on the job.
- I attended the Maker workshop in Vaughan.

- I attended PLA and learned many tips for lobbying and promotion.