

**AGENDA ITEM DOC3**

**Subject: FOPL Executive Director Update based on 2017-18 Goals**

**Date: May 25, 2019**

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

**Prepared for: FOPL Board Meeting, June 7, 2019**

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 were:

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

**Things have changed with the new provincial budget the lobbying required to deal with a plethora of initiatives by this PC government. It is time for the Board to review the goals for 2019.**

**Here are the activities and accomplishments of the past quarter since our AGM in January and other continuing activities. More ongoing activities can be read in our last meeting’s ED report of the March 22, 2019 meeting.**

**To be frank, it has been a very difficult quarter, driven by the provincial budget.**

* **For the 2019-2020 budget, we (in alliance with OLA and using the services of Counsel Public Affairs) provided a full briefing, briefing ASK paper, attended and presented at multiple budget consultations, and attended meeting prior to and after the budget. The ED attended the Budget Lock-Up.**

**Follow-Through:**

1. I have attended two meeting with the Minister and his political staff.
2. I have met with senior staff at the Ministry 12 times in the past 2 months.
3. I, OLA, and Counsel are in almost daily communications with the Ministry and the Minster’s office.
4. We have a briefing on the OLS agencies (more verbally in our meeting)
5. We have a full analysis of ILL and the truth behind the numbers.
6. Our policy until the Ministry announces its decision is to remain (as FOPL and OLS) as a place to approach for conversations and feedback. This could change on a dime.
7. We have supported (quietly) several local initiatives (CEOs, Boards and grassroots) with data, information and conversations as well as encouragement.
8. Municipal and Library Board resolutions and thanks supporting the “ASK”- Achieved over 45 resolutions supporting ending. We also have a collection of dozens of Board and Council motions asking for the return of ILLO funding.

* We have a number of issues blowing up for libraries at the provincial level. I will report on these verbally at the BoD meeting and include a few docs for you. These include:
  + Regional Consultations and Report
  + Municipal Downloading
  + Development Charges Review
  + Library Day at Queen’s Park
* Our Art in Your Wallet Book continues to sell and be distributed to opinion leaders, trustees, and more.
* The ED attended and presented at three Library Board Training events as well as attending and talking to several Boards. This is the first year of their four-year mandate and we are working strongly to ensure a good board launch following through on the OLA Super Conference Boot Camp.
* A new Advocacy Toolkit was developed in cooperation with OLA and released the week of May 27th.
* We have booked booths at AMO (August), AMCTO (June) and also exhibited at ROMA. Other conferences are on hold due to the SOLS/OLS North cuts.
* Attended several GLAM Summits and regular meetings held with OMA, OHS, OAAG, and other cultural institutions to achieve GLAM sector alliance.
* Lobbying for First Nation Public Libraries, Ontario Digital Libraries, Public Library Program Funding Review, Community Hubs, School GSN, Middle Years are still in process of realignment and progress.
* Partnered with ORION on a broadband Pilot Initiative in the north – In process – expect $100 million broadband announcement in Thunder Bay. We have a plan of action for improving broadband in Ontario and especially First Nations and the North. The main Yonge (Sudbury to Thunder Bay) broadband connection should be complete by the end of August.
* Still working on the concept of an Ontario Digital Public Library – Content in the Pipes. There is interest with the Minister.
* Delivered on the OMD marketing and branding plan and engaged our members and communities at an increasingly higher level. 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. One soundbite is that one election video received 15,000 hits at a single library system. Another system redeveloped them to appear on their screens in the library in continuous loop. OMD is building sustainable e-learning for the project as a legacy. OMD introduced the OMD News Room to source great content on value and impact for our members.
* We continue to provide HR capacity improvements through LearnHQ, webinars, Symposia, and our social media / blog activities.
* Accomplished two surveys of high potential leadership candidates in libraries and CEOs expectations. The HR Working Group will do the analysis and gapping insights. We have a New CEOs PeerHQ group as well. This is critical since over 1/3 have changed in the past 24 months!
* 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.
* Our OMD contract is up at the end of June. 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. Our OMD project is on track for sustainability. Excitingly we had the majority of libraries covered as measured by population impact by the end of May. We added upgraded sessions for experts and are doing a new program in beta test. OMD has built a sustainable e-learning for the project as a legacy.
* OMD introduced the OMD News Room to source great content on value and impact for our members. We have launched the eOMD app and will promote over the summer.
* We are promoting a $10K/month Google AdWords grant to members. FOPL will participate too.
* We have built a LDii of measurements in an OMD LDRI platform.
* We continue to use our social media presences and blog to communicate with our members.
* We have an active blog on FOPL.ca as well as active Twitter and Facebook presences.
* Continue to offer symposia in partnership with the iSchool at Toronto. The next two are on strategic planning and cybersecurity.
* I attended the Community-Led Libraries ThinkTank.
* I will participate and speak at the Annual Institute of the Library as Place in Ottawa in July
* I will attend the Marketing Think Tank this summer
* I attended the LACBAC GLAM Summits and made many connections with the culture sector.
* I attended the public library adult programs workshop in Vaughan.