

**Agenda Document Number 6**

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**Subject: Strategic Planning & Priorities Report**

**Prepared by: Stephen Abram, executive director**

**Prepared for: November 15, 2019 FOPL Board Meeting**

**Date of Preparation: November 12, 2019**

**SUBJECT: 2020+ Goals Discussion Document**

**At our September Board meeting the executive director was tasked with creating a revised set of goals for 2020+ given that our strategic plan is aging and the general consensus was that the strategic priorities were fine but that we needed to polish the annual goals.**

**“Vision:  One Voice for Ontario’s Public Libraries**

The purpose of the Federation is to support and advocate furthering Ontario public libraries and the communities they serve. In order to strengthen and improve the provision of public library service, the Federation will act in a cooperative manner with other affiliated library organizations to market public libraries’ value and collaboratively, coordinate opportunities to build people capacity within Ontario’s public libraries. To ensure sustainability, the Federation will increase organizational resiliency.”

**2016-2020 Goals**

1. **Advocacy & Influence**
2. **Marketing Public Library value and Impact**
3. **FOPL Organizational Resilience**
4. **People Capacity: Training & Development**

Here are the draft goals for 2020 for discussion by the board and amendment (and, ultimately adoption as overall direction to the executive director and Board for 2020+):

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| E is for Explore!: Math Quest | **Advocacy & Influence**  FOPL raison d’être is government relations. Our number one goal should be focused on this activity. We should not just focus on good relationships but on results. We also need to be scanning the Ontario environment for issues to prioritize and choose to address. |
| E is for Explore!: Math Quest | **Marketing Public Library value and Impact**  We are the ONLY place for all Ontario library metrics and can frame these in an impactful way. We need to move this from a HQ activity to involve more members using OMD and the Stats Report as well as other studies. |
| E is for Explore!: Math Quest | **People Capacity: Training & Development**  FOPL cannot do this alone and we must rely on building capacity in our membership. We need to focus on leadership training and being there on a situational basis too. |
| E is for Explore!: Math Quest | **FOPL Sustainability**  FOPL must review its finances – specifically membership costs – with an eye to sustainability and approaching member communications. |
| E is for Explore!: Math Quest | **Optional fifth goal at Board’s discretion** (not recommended) |

**Details:**

Although we don’t know what 2020 will bring in our sector (and from all fronts), we do need to remain flexible and use our resources wisely to make a difference in our sector. In large part this means:

* Empowering Our Members
* Informing Our Members
* Communicating with Our Members
* Maintaining Good Relationships with the Government

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| **Advocacy & Influence**   * Continue to partner with OLA (and involve other Ontario associations) to speak with one voice * Continue to work with our professional government relations counsel. * Continue to partner with CFLA to address national issues. * Continue to scan policy and legislation – Be at the Table! * Create a Government Relations priorities list. |
| **Marketing Public Library value and Impact** |
| * Bring the OMD project in house – as planned – and build on this success. * Publish and promote the analytics and Impact assessments we have through the statistics and metrics work we’ve done. * Use our social media effectively.   **People Capacity: Training & Development**   * Specifically build capacity ion 2020 to address local government and their DC/CBC bylaws. * Continue to offer influence support and training to our members. * Partner with SOLS/OLS-North on Learn HQ, Governance Hub and PeerHQ. |
| **FOPL Sustainability** |

* Address our pricing for membership since it has never been changed over the course of FOPL’s lifespan.

**Recommendation:**

It is recommended that the Federation of Ontario Public Libraries Board adopt these goals (as discussed and amended).