

November 2011

Federation's Recent Accomplishments

During the past year, the Federation can point to a number of deliverables that demonstrate the value of membership.

In terms of **advocacy** initiatives, we:

- Secured approximately 30 different face to face meetings with MPPs and senior bureaucrats to discuss our three top priorities, which are now on government's radar:
 - increasing the provincial Public Library Operating Grant (PLOG);
 - gaining access to government funding streams related to emergent/early literacy programming; and
 - obtaining Ontario public library infrastructure support.
- Reached 100% membership agreement on a funding model for PLOGs, which we eventually proposed to the Ontario government. While this funding model has not yet been accepted, public libraries received \$1.9 million in additional one time funding.
- Released to members a Provincial Elections Toolkit containing:
 - a letter to all candidates, describing the contribution that public libraries make to provincial priorities, and the key issues impacting public library services;
 - a provincial funding request fact sheet;
 - draft resolutions in support of public libraries, which municipal councils could pass;
 - a draft letter to the editor, which libraries could ask their local media to publish;
 - answers to frequently asked questions from the media;
 - sample questions to pose at All Candidates Meetings; and
 - a candidate survey questionnaire.
- Held a third reception for MPPs at Queen's Park on November 24, 2010. These receptions have been well attended and have provided an excellent forum to voice issues directly with policy makers.
- Organized a half day tour of Newmarket, Whitchurch-Stouffville, and Markham Public Libraries for Deputy Minister Steven Davidson and Assistant Deputy Minister Donna Ratchford.
- Facilitated several meetings with First Nations stakeholder groups to promote the need for new federal funding that would be designated specifically for First Nation public libraries

In terms of **marketing** initiatives, we:

- Developed an Annual Report on the State of Ontario Public Libraries, summarizing key issues that that public libraries are facing and what is needed to deal with those issues.
- Received our highest profile yet at the 2011 conference of the Association of Municipalities of Ontario (AMO) in London Ontario, by:
 - Staffing a booth in the exhibit hall for two days, allowing us to connect with hundreds of municipal councillors and provincial cabinet ministers;
 - Being represented by presenter Barbara Clubb, CEO of Ottawa Public Library at a session on how public libraries can help local governments create sustainable communities, the first time public libraries were part of the AMO program;
 - Working with London Public Library to host an Ice Cream Social for AMO delegates, which included tours of the library; and
 - Making three delegations to the Ministers of Tourism & Culture, Children & Youth Services, and Infrastructure.
- Presented at the annual conference of the Association of Municipal Managers, Clerks and Treasurers of Ontario (AMCTO) on the topic of public library – municipality partnerships.
- Took responsibility again for the theme, promotional material and provincial launch of Ontario Public Library Week, which is a key vehicle for raising the profile of our sector.

In terms of **research** initiatives, we:

- Retained Market Probe to update their research done in 2000 and 2005 on Ontarians' use of and attitudes toward public libraries. Research results were shared with members at the 2011 OLA Super Conference.
- Retained the firm of Monteith Brown to conduct a Capital Needs Analysis of Ontario public libraries in order to quantify their infrastructure obligation. Study results will be released at the OLA Super Conference in February 2012.
- Retained the University of Toronto's Ontario Institute for Studies in Education (OISE) to research the outcomes of preschool literacy programs delivered by public libraries. Study results are expected in late 2012.

In terms of **member services** initiatives, we:

- Oversaw the Ontario Public Library Guidelines Monitoring and Accreditation Council's development of new information technology guidelines, which were officially released at the 2011 OLA Super Conference.



- Launched the Federation's new website, which can be easily updated and allows integration of social media.
- Increased our membership rolls from 206 to 215 public and First Nations library boards, who in aggregate serve almost 80% of Ontario's population. This is remarkable, given how tight library budgets are in the current economic climate.