



REPORT TO THE LIBRARY BOARD

MEETING DATE: NOVEMBER 28, 2013

Session:	Public Session
Subject:	LPL Strategic Plan 2014-2016: Progress Report # 5
Prepared By:	Strategic Plan Steering Committee (Josh Morgan, Scott Courtice, Gloria Leckie, Anne Baker, Ellen Hobin, Susanna Hubbard Krimmer, Barb Jessop, Margaret Wilkinson)
Presented By:	Susanna Hubbard Krimmer
Purpose of Report:	For Receipt <input checked="" type="checkbox"/>

RECOMMENDATION:

It is recommended that the Library Board receive this report.

ISSUE/OPPORTUNITY

The purpose of this report is to provide the fifth progress report on the strategic planning process to-date.

COMMUNITY ENGAGEMENT INITIATIVES

PROGRESS

Community Camp

A successful Community Camp event facilitated by Overlap Associates was held October 28, 2013, 7-9 p.m. at the London Convention Centre. Participants were welcomed at the door by LPL staff members and formally welcomed by Josh Morgan, Board Chair. Participants viewed a video created by Overlap Associates in collaboration with Ellen Hobin and members of the marketing and communications team that showed patrons discussing their experiences. Participants were assigned key themes identified by earlier engagement activities relating to *Library Space is Community Place* to discuss in group

breakout sessions and then develop their visions in a visual way. Most participants had pre-registered and seven attendees registered at the door. Although total attendance was less than had been anticipated due to some “no-shows” by those who had previously registered, the event was attended by a diverse range of Londoners who were engaged throughout the process. At the end of the event, many participants reported to Josh Morgan, Board Chair and LPL staff members in attendance that they felt that their attendance was worthwhile, they enjoyed the process and were pleased to have attended.

Staff Development Day

This year’s Staff Development Day, which took place on November 1, 2013 focused on strategic planning. The goals were to provide staff with information on the progress of the 2014-2016 Strategic Plan to date and to begin to obtain staff input. The LPL Research Team’s findings and some key themes identified by Overlap Associates relating to community engagement initiatives were presented. The video of patrons discussing their library experiences was also viewed by all LPL staff. Eighteen staff groups, each led by two LPL facilitators, spent time brainstorming in a structured way to generate ideas through idea abstraction. Each group was assigned an opportunity informed by the community engagement and research activities already completed and developed a prototype shared with all LPL staff. Staff also had an opportunity to share their thoughts through notes on the Hudson’s Bay Passageway wall. All of this staff input was collected and will be collated for next steps which will include staff evaluation of their experience at this planning session and further staff engagement around themes, priorities and actions.

Interviews

A series of in-depth 1:1 interviews with subject experts from a variety of fields such as technology, innovation, and architecture / design, identified by the CEO and Administration members of the Steering Committee, were conducted by Overlap Associates to better understand how to help LPL prioritize community needs and opportunities.

COMMUNICATION

Library communication about the LPL Strategic Plan planning process continued during October and into November.

Marketing and Promotion

Josh Morgan, Board Chair and Susanna Hubbard Krimmer, CEO and Chief Librarian presented at Western University’s Government Alumni Society Annual Conference on November 8, 2013. The theme of the conference was “The Creative Spark – Public Service Innovation”. Their presentation on the Library’s process and research findings for the development of its new Strategic Plan was enthusiastically received and helped to promote the Library’s strategic planning process to another important audience.

Media Coverage

Library Board Chair, Josh Morgan and Ellen Hobin, Manager, Communications have continued to avail themselves of opportunities to increase public awareness of the Library's strategic planning process. Positive coverage about the process and events included:

- CTV reporters covered the Community Camp in person and also visited the Central Branch to speak with Library users. This segment was aired on the Channel 9 local news on October 28th.
- The Londoner, November 14th: Photo and article about the strategic planning process.

Next Steps

Overlap Associates will provide a final, written report to the Steering Committee on their work and findings related to the entire community engagement phase that this firm was engaged to undertake. They will also present their report and findings to the Library Board at its November 28th Board meeting. With the close of the Community Engagement phase of the planning process, the next step will be Board confirmation of the themes. Identification of key initiatives, goals and actions can then be prioritized and the Plan developed.