



REPORT TO THE LIBRARY BOARD
Meeting date: January 28th, 2010

Session:	Public Session
Subject:	LPL Strategic Alliances: Assumptions and Guiding Principles
Prepared By:	Senior Team
Presented By:	Susanna Hubbard Krimmer
Purpose of Report:	For Decision: Approval <input checked="" type="checkbox"/>

Recommendation:

It is recommended that the **London Public Library (LPL) Strategic Alliances Policy: Assumptions and Guiding Principles** be approved by the Library Board. Following this approval, staff will draft a recommended policy and processes to bring to the Board for approval at its meeting of March 25th, 2010.

Issue/Opportunity

The purpose of this report is to aid the Library Board in setting appropriate policy to govern strategic alliances between London Public Library (LPL) and external organizations.

Background

A strategic alliance is a formal arrangement between LPL and one or more external organizations to pursue a set of agreed upon goals or outcomes and that is mutually beneficial to both the Library and the external organization. Strategic alliances include, for example, collaborative arrangements, partnerships and sponsorships.

For the purposes of this policy:

A “Collaborative Arrangement” is defined as “agreement between two (or more) entities to mutually commit expertise and/or resources to reach an objective through a common agenda or project”, e.g. Child and Youth Network.

“Partnership” is defined as “a mutually beneficial agreement that assists participating organizations in the delivery of a service to target audience(s)”, e.g. Citizenship and Immigration Canada Library Settlement Partnership.

“Sponsorship” is defined as “the direct provision of cash or in-kind service by an organization to support a service or product of the Library in exchange for marketing value”, e.g. IBM Homework Centres.

Currently LPL has numerous collaborative arrangements, partnerships and sponsorships in place. We also receive many requests to undertake additional strategic relationships. The establishment of a policy for strategic alliances will help ensure that these continue to be of the greatest value to LPL and the community it serves and that we are consistent in our approach.

The formulation of the policy will also need to be done in concordance with existing policy “Guiding Principles on Alternative Sources of Revenue” (AD – 17 Date Passed: July, 19 2000).

Assumptions/Guiding Principles

The following are adapted from a variety of sources including the Canadian Library Association and American Library Association:

- The strategic alliance will further the library's vision, mission, goals, objectives and priorities, but will not drive the library's mandate.
- Consideration will be given to the compatibility of the vision, mission and values of each organization, the value added by a strategic alliance and the expectations around each organization's participation before entering into an alliance.
- LPL will safeguard equity of access to library services and not allow strategic alliances to give unfair advantage to, or cause discrimination against, sectors of the community.
- LPL will ensure that it is in compliance with its policy endorsing intellectual freedom and not permit partners or sponsors to influence the selection of collections or access to intellectual content.
- LPL will ensure the confidentiality of personal information held by the Library and will not provide access to or sell library records.
- LPL will select alliances that will enhance the library's image in the community.
- LPL will not endorse products and/or services of sponsors. Sponsors will need to follow the required processes for LPL procurement such as tendered products / services and they will have no preferential treatment for such processes.
- LPL will reserve the right to terminate the strategic alliance in the event that:
 - The alliance organization uses the LPL name outside the parameters of the agreed upon association and without prior consent;
 - The organization develops a public image inappropriate to LPL's services and/or objectives; and/or
 - The failure of the organization(s) to deliver the agreed upon resources and services.

Parameters of Agreements

Any LPL strategic alliance will include the following:

- Joint understanding and statement of the goals and expected outcomes (including success measures) for the alliance;
- Establishment of the principles of working relationships;
- Definition of the organizational boundaries and clarification of ownership matters as required;
- Definition of resource contributions and/or costs and clarification of financial responsibilities for each organization;
- Completion of legal agreements, as appropriate and required;
- Communications plan addressing internal and external communications;
- Clarification of recognition for each organization;
- Milestones and timelines including direction of strategic alliance; and
- Identification of key staff contacts in each organization and joint understanding of their roles and accountabilities.

Next Steps

Following approval of the **Strategic Alliances Policy: Assumptions and Guiding Principles**, staff will bring a recommended draft policy to the Board for approval at its meeting of March 25th, 2010.