REPORT TO THE LIBRARY BOARD
MEETING DATE: Wednesday, November 19, 2008

Session: Public Session
Subject: LPL Internet Service: Policy
Prepared By: Susanna Hubbard Krimmer, Nancy Collister, Margaret Mitchell, Arlene Thompson, Tom Travers, Margaret Wilkinson
Presented By: Susanna Hubbard Krimmer
Purpose of Report: For Decision:

Approval ☑

Recommendations:

It is recommended that the LPL Computer Use and Internet Access Policy, November 21, 2007, be replaced by the following policies:

- LPL Internet Service Policy (See Appendix 1 of this report)
- LPL Computer Use Policy (to be brought to the Library Board for approval in January 2009).

It is recommended that the London Public Library Board approve the following included in this report:

- Assumptions and Guiding Principles for London Public Library (LPL) Internet Service;
- LPL Internet Service Policy; and
- LPL Internet Service Action Plan.

It is also recommended that the LPL Internet Service Policy be reviewed annually by the Library Board or at such time within the annual framework as may be necessary.

ISSUE / OPPORTUNITY

The purpose of this report is to aid the Library Board in setting appropriate policy to govern the London Public Library Internet Service.

London Public Library Internet Service connects people to the many valuable resources available on the Internet enriching their lives and empowering them through relevant, accessible, high-quality services and resources. The challenge is to create balance between the rights of individuals to access a wide range of information resources with the rights of users and staff to work in a public environment.
BACKGROUND

LPL regularly reviews its provision of Internet access as part of LPL’s suite of services to the public on an ongoing basis. Each time it considers: laws governing access to intellectual expression and content; the library’s vision, mission, value promise; and the library service model. This report provides information on these key considerations.

A motion made at the June 17, 2008 meeting of the Library Board directed next steps in the review process for the current policy, established November 21, 2007.

Legal advice was sought regarding concerns expressed at the Board meeting about constitutional rights and other matters of Library due diligence, along with comments contained in correspondence received. This work has been completed and findings presented to the Board. Information about “open source filtering”, including cost and resource requirements, was to have been provided at the October 15, 2008 meeting. This update was deferred to the November 19, 2008 meeting of the Board and is provided in a separate report.

At the Board meeting of October 17, 2008, staff were directed that research/review findings and recommendations be provided to the Library Board at its meeting of November 19, 2008, along with a corresponding implementation action plan and communication strategy.

RESEARCH AND FINDINGS

Research

In-depth research was done in 2007, including investigation of the following components of policy and practice:

- Philosophical context;
- Legal context;
- Public policy context, including policy statements of Canadian public libraries;
- Service best practices;
- Technology-based tools;
- Promotion of positive Internet use through media awareness and safe surfing; and
- Best practices for Staff training and support.

Background information about the history of LPL Internet policy and practices and the context of providing Internet services in a public library, can be found in the LPL Internet Project review report: LPL Internet Service: Background Report, September 2007. The full report, including appendices, can be found on the LPL website in the Library Board reports section:


The research work done in 2007 was revisited to ensure that all information is up-to-date.

Key Findings: Canadian Public Library Policies

Staff reviewed the policies of over forty-five Canadian public libraries finding the following:
Legal Context

- A number of policies make reference to the Charter of Rights and Freedoms.
- The majority of policies make reference to legislation, such as the Criminal Code, Canadian Copyright and other legislating affecting both content and communication of content.
- A few policies refer to privacy legislation.

Intellectual Freedom

- Most policies have a statement in support of freedom of expression and/or intellectual freedom.
- Several libraries that expressly supported intellectual freedom also have statements that the following are prohibited: “pornography” (Edmonton), “overt sexual images” (Hamilton), “sites featuring explicit sexual activity” (Cambridge).

Service Delivery Model

- In all cases and consistent with the delivery of other key services, library policies reserve the right to control use of computers and Internet access, through such means as designating computers for specific purposes, requiring registration, setting time limits, etc.
- There has been an increase in the number of libraries providing wireless Internet access; at this time, there has not been significant policy change resulting from this.
- Numerous policies have awareness statements in which they state that workstations are in public space shared by people of all ages and sensibilities, and that others may be involuntarily exposed to content.
- Some policies state that content being viewed by a user may be “reasonably” offensive and/or objectionable to others.
- Some policies ask users to act in a way that respects the rights of others and ask users not to display content that may be considered “inappropriate” in a public space.
- Words and phrases such as “offensive”, “objectionable”, “inappropriate in a public setting” are not defined.

Services to Children and Teens (Minors)

- Numerous policies state that parents or guardians are responsible for monitoring their children’s Internet activity and choice of workstation.
- A number of libraries filter workstations primarily designated for use by children.
- Where filtering is in place, policies state that this is done to ensure age appropriate access.
- In some cases, reference is to the collections policies which state that the library will provide content and format that are age appropriate.

Services to Adults

- The majority of libraries do not filter “adult” computer workstations.
- Two libraries have filters on all computers.
- One library provides the choice of filtered and unfiltered access at all library PCs.
Indemnification

- Most policies have a disclaimer statement speaking about the fact that the Internet may contain illegal, inaccurate and/or misleading information and that the user is responsible for the selection of sites, evaluation of content and use of content.
- Some policies refer to the fact that because computers are in public spaces, the user's privacy cannot be guaranteed.
- Some of the policies of libraries employing filters state that filters may not be 100% effective.

Consequences of Misuse of Service

- Most policies describe consequences for policy infringement including loss of Internet access privileges and possible banning from the library.
- Most policies state that unlawful activities will result in police being notified and possible prosecution.

Treating Patron Behaviour Problems

- Numerous policies include a linkage between the Internet policy and other policies governing public behaviour in the library such as a code of conduct.

PART 1: ASSUMPTIONS AND GUIDING PRINCIPLES

To support the Library Board in setting appropriate policy to govern the London Public Library Internet Service, Staff also developed assumptions and guiding principles to serve as a commonly understood foundation for the service.

Assumptions

London Public Library is the Community Hub that strengthens individuals, families and neighbourhoods by connecting them to people and to relevant information, collections, programs and resources. [LPL Vision]

LPL defines “Library Service” as “what the Library does for, or offers to, the public in an effort to meet a defined set of community needs”. These needs are: Literacy; Learning; Culture, Leisure and Recreation; Information; and Community Meeting Place. [LPL Mission]

LPL's Vision, Mission and Service Excellence Model are consistent with the core responsibilities of libraries as articulated by professional bodies such as IFLA [International Federation of Library Associations and Institutions]:

Libraries and information services provide access to information, ideas and works of imagination in any medium and regardless of frontiers. They serve as gateways to knowledge, thought and culture, offering essential support for independent decision-making, cultural development, research and lifelong learning by both individuals and groups.

Libraries and information services are vibrant institutions that connect people with global information resources and the ideas and creative works they seek. Libraries
and information services make available the richness of human expression and cultural diversity in all media.

As part of its suite of services to the public, LPL offers Internet Service. From LPL’s point of view, the Internet is the ideal vehicle to:

- Enhance public access to global information and expressions of creativity and thought;
- Expand the library’s collection of information resources;
- Provide users with the opportunity for remote dialog with subject-matter experts and to engage with other people on an infinite variety of topics; and
- Enable collaborative research and study.

LPL recognizes that in addition to the many valuable resources available on the Internet, some are illegal, misleading and/or inaccurate. Others may be considered by some people to be offensive and/or objectionable.

Access to and use of Internet content by users does not constitute endorsement of that content by LPL. Users access the Internet at their own risk and are responsible for any access points they reach and appropriate use of the resource and for determining the reliability and accuracy of sites accessed and information found using the Internet.

LPL service is relevant, inclusive and responsive for all. Each member of the community has an equal right to public library and information services, including access to and use of space. As a community hub, LPL provides welcoming, neutral, safe and accessible physical and virtual environments inviting people to meet and interact with others and participate in public discourse. [LPL Service Excellence Model]

LPL Staff are active intermediaries between users and Internet resources and are essential to the provision of relevant, accessible, high quality library services. Staff support the user in effective, efficient and responsible use of the library Internet service. Staff are not monitors or censors of content.

LPL Internet Service and all components of that service such as policies, guidelines, communication staffing training etc. need to be monitored and reviewed on an ongoing basis.

**Guiding Principles**

In provision of access to content and communication media through its Internet Service, LPL will act in accordance with the *Canadian Charter of Rights and Freedoms* which states that everyone has freedom of thought, belief, opinion and expression.

LPL will support the *Canadian Copyright Act* and other laws governing intellectual property; the *Criminal Code of Canada*; and other legislation governing access to and communication of information, knowledge, opinion, creative thought and intellectual activity.

LPL will develop and implement computer use and Internet service policies, guidelines and procedures, under the authority of the *Public Libraries Act* and in accordance with its Vision, Mission, Value Promise and Service Excellence Model.
LPL will monitor and review on an ongoing basis its Internet Service and all components of that service such as policies, guidelines, communication staffing training, etc.

LPL will proactively facilitate and promote public access to quality information for all users, through various means such as user education, information and referral services so that people may benefit from the use of the Internet. LPL will proactively promote media awareness and Internet safety.

LPL will respect the right of users to privacy and confidentiality with regards to information sought or received and resources consulted, acquired or transmitted. The Library will support privacy and freedom of information legislation protecting the rights of users.

In respect of the range of sensibilities and viewpoints of its diverse clientele, LPL will endeavour to minimize the opportunity for unintentional exposure by people using library space to content being accessed by another library user.

LPL will proactively implement a combination of measures such as privacy screens, monitor hoods, placement of computers, etc. in an effort to provide privacy for users and to minimize sightlines to computer screens.

Due to the constraints/limitations of space at library locations, LPL will advise users that they are in a public space and will encourage all users to be respectful of the rights and sensibilities of others.

In common with other service delivery streams, LPL will endeavour to provide access to both the physical and virtual environments for users of the Library's Internet Service to meet needs of specific users such as people with disabilities. [LPL Accessibility Plan]

LPL will support the right and responsibility or parents or legal guardians to determine, monitor and guide their children's use of library materials and resources. The Library does not act in place of or in the absence of a parent or legal guardian. At the same time, LPL will endeavour to proactively support children, parents and guardians in the practice of media awareness and Internet safety.

LPL will tailor physical and virtual environments to support the needs and expectations of children and teens. LPL will create specifically designed spaces using audience appropriate collections, technology, furniture and equipment. LPL will ensure Internet services in such spaces facilitate and promote appropriate access.

LPL will ensure that staff have a toolkit that includes policies, guidelines, procedures, job aids, etc. along with training and administrative support in the provision of service.

LPL will take action on any inappropriate behaviours related to use of the library's Internet service, such as intimidation, harassment, bullying, etc., according to the library's Code of Conduct.
PART 2: POLICY RECOMMENDATION

Policy Structure

It is recommended that the *LPL Computer Use and Internet Access Policy*, November 21, 2007, be replaced by the following policies:

*LPL Internet Service Policy*
*LPL Computer Use Policy*

It is recommended that the two components of the *LPL Computer Use and Internet Access Policy*, November 21, 2007 be divided into separate policies. This is recommended because the Internet policy deals with Internet content and communications whereas the computer use policy pertains to the use of computer hardware, software, networks, vendor software licenses, and other related entities. The separation would facilitate better understanding and communication of each policy.

**Internet Service Policy**

The full text of the recommended policy is included as an appendix. See: Appendix 1: *LPL Internet Service Policy*. Highlights of the policy include:

- Incorporation of guiding principles for LPL Internet Service into the policy;
- Provision of broad access to content limited only by the extent required for the protection of children and teens;
- A statement of consequences for inappropriate behaviour and/or unlawful activity; and
- A required annual review.

**Access to Content/Filtering**

The recommended policy provides broad access to content limited only by the extent required for the protection of children and teens. Accordingly, the policy provides for a combination of unfiltered and filtered Internet access across the system and at each location.

- Computers specifically designated for use by children and/or teens, such as Homework Centre Computers, will be filtered.
- Computers in spaces specifically designed for use by children and/or teens will be filtered.
- Computers designated for specific functions, such as the Employment Resource Centre computers, will be filtered.
- All other computers will be unfiltered. Note: The exception to this would be in the case that all other methods of due diligence regarding the reasonable protection of children/teens cannot be achieved.
- Wireless service will be unfiltered. Note: As this is a changing environment given the increased number of users bringing laptops into the library, staff will closely monitor this aspect of the service. At such time as may be required, a policy recommendation would be made.
Ongoing Review

There are continuous changes in the external environment which could also have the potential to influence decisions that the Library makes regarding LPL Internet Service. Staff will continue to monitor the technological and legislative environment in order to be aware of the potential impact. Therefore, it is recommended that the LPL Internet Service Policy be reviewed annually or at such time within the annual framework as may be necessary.

PART 3: INTERNET SERVICE ACTION PLAN

Components

The critical components of the LPL Internet Service Action Plan are:

- Policy implementation;
- Development and implementation of LPL practices for the:
  - Physical environment,
  - Technical Environment,
  - Staff, and
  - Communications;
- Sequenced roll out of practices;
- Monitoring and adjustment; and

The critical components are inter-related and collectively will contribute to the successful implementation of the new LPL Internet Service model.

See: Appendix 2: LPL Internet Service Action Plan

Communications Strategy

The goal is to develop and implement a multi-faceted and ongoing communications strategy in order to:

- Create awareness and understanding about LPL's valuable Internet Service and its benefits to the user;
- Convey information about the LPL Internet Service Policy and its context;
- Provide information about any changes that will affect users and staff;
- Engage staff and community partner participation in the creation and implementation of new practices to ensure that the service is relevant, accessible and high quality and effective and efficient from an internal perspective;
- Encourage user media awareness and Internet Safety;
- Ensure staff knowledge, capabilities, empowerment and confidence in providing information, answering questions and responding to queries/concerns/complaints; and
- Provide opportunities for public and staff feedback to actively ensure continuous improvement of the LPL Internet Service.
Evaluation criteria include:

- Implementation and delivery of relevant, accessible and high quality LPL Internet Service and
- Meeting communication goals and objectives in a timely manner.

See: Appendix 3: Communications Strategy Framework

Costs

There will be both direct and indirect costs associated with the implementation of the new LPL Internet Service Policy and practices. At the date of publication of this report, staff had not completed identification of costs. It is anticipated that direct costs will include such expenditures as: privacy dividers; monitor hoods; furniture (as required); signage; and brochures, posters and other communications tools.

NEXT STEPS

Upon approval of the recommendations by the Library Board, staff will begin immediate implementation LPL Internet Service Action Plan and Communication Strategy.

Staff will report back to the Library Board regarding progress on the implementation LPL Internet Service Action Plan and Communication Strategy and any associated costs.
APPENDIX 1:  LPL INTERNET SERVICE POLICY
LONDON PUBLIC LIBRARY
POLICY

Title: Internet Service Policy
Policy Category: Means
Policy No.: E-M-008
Issuing Date: November 19th, 2008
Review Date: November 2009

PURPOSE:
London Public Library (LPL) Internet Service is consistent with its Vision, Mission, Value Promise and Service Excellence Model. LPL offers Internet access to library customers in an effort to meet community needs in the areas of: Literacy; Learning; Culture, Leisure and Recreation; Information; and Community Meeting Place.

The purpose of this policy is to outline: Library responsibilities in providing this public service; library use of filters; user responsibilities in accessing LPL Internet Service; staff responsibilities; and consequences of inappropriate behaviour or illegal activity by users.

DEFINITIONS:

Internet is a worldwide interconnected network of computers that allows the "sharing" or "networking" of information at remote sites from other academic institutions, research institutes, private companies, government agencies, and individuals.

SCOPE:

As part of its suite of services to the public, LPL offers Internet Service. From LPL's point of view, the Internet is the ideal vehicle to:

- Enhance public access to global information and expressions of creativity and thought;
- Expand the library’s collection of information resources;
- Provide users with the opportunity for remote dialog with subject-matter experts and to engage with other people on an infinite variety of topics; and
- Enable collaborative research and study.

LPL recognizes that in addition to the many valuable resources available on the Internet, some resources are illegal, misleading and/or inaccurate. Others may be considered by some people to be offensive, objectionable and/or intimidating.

In provision of access to content and communication media through its Internet Service, LPL will act in accordance with the Canadian Charter of Rights and Freedoms which states that everyone has freedom of thought, belief, opinion and expression.

LPL will support the Canadian Copyright Act and other laws governing intellectual property; the Criminal Code of Canada and other legislation governing access to and communication of information, knowledge, opinion, creative thought and intellectual activity; and privacy legislation.

LPL will develop and implement Internet service policies, guidelines and procedures, under the authority of the Public Libraries Act and in accordance with the LPL Vision, Mission, Value Promise and Service Excellence Model.
POLICY STATEMENT:

1. Library Responsibilities

LPL will proactively facilitate and promote public access to quality information for all users, through various means such as information and referral services so that people may benefit from the use of the Internet.

LPL will proactively promote user education, media awareness and Internet safety.

LPL will respect the right of users to privacy and confidentiality with regards to information sought or received and resources consulted, acquired or transmitted.

In respect of the range of sensibilities and viewpoints of its diverse clientele, LPL will endeavour to minimize the opportunity for unintentional exposure by people using library space to content being accessed by another library user.

Due to the constraints/limitations of space at library locations, LPL will advise users that they are in a public space and will encourage all users to be respectful of the rights and sensibilities of others.

LPL will support the right and responsibility of parents or legal guardians to determine, monitor and guide their children's use of library materials and resources. The Library does not act in place of or in the absence of a parent. LPL will endeavour to proactively support children, parents and guardians in safe use of the Internet.

LPL will endeavour to minimize unintentional exposure by children and teens to Internet content that is age inappropriate. LPL tailors physical and virtual environments to support the needs and expectations of children and teens. LPL will ensure Internet services in such spaces facilitate and promote appropriate access.

2. Internet Filtering

LPL will not limit access to Internet content except as outlined below.

The London Public Library will filter the following categories of computers:

- Computers specifically designated for use by children and/or teens, such as Homework Centres;
- Computers in spaces specifically designed for use by children and/or teens; and
- Computers designated for specific functions, such as the Employment Resource Centre computers.
LONDON PUBLIC LIBRARY
POLICY

Title: Internet Service Policy
Policy Category: Means
Policy No.: B-M-008
Issuing Date: November 19th, 2008
Review Date: November 2009

LPL will encourage user awareness that filters are not 100% effective. The Library assumes no liability in the event that a user reaches a site assumed to be filtered.

3. User Responsibilities

Users are responsible for any access points they reach and appropriate use of the resource.

Users are responsible for determining the reliability, currency and accuracy of sites accessed and information found using the Internet.

All customers of London Public Library, including those using the Library's Internet services, are responsible for following the Library's Charter of Use and Rules of Conduct which are designed to provide a welcoming and safe environment for the enjoyment of the public and staff so that all persons may enjoy the benefits of the Library.

Users are responsible for respecting the rights of others when accessing Internet sites in library space. Users must be aware that library computer workstations are in public areas shared by people of all ages and sensibilities. Some content is age inappropriate for children. Some content may be offensive, objectionable and/or intimidating to other Library customers and/or staff.

Users are responsible for respecting the privacy of other library customers.

Users are responsible for determining the legality of any sites they access. Users are subject to federal, provincial and municipal legislation regulating Internet use and must not use the Internet for illegal purposes including copyright violation, obscenity, child pornography, sedition and the incitement of hate. The use of the Library's Internet services for illegal purposes is prohibited.

Users must be aware that the Internet is not a secure medium and that third parties may be able to obtain information about their activities or themselves. Users are responsible for any fees, losses or damages that occur as a result of any online transactions they conduct on the Internet. The Library assumes no responsibility for the security and privacy of online transactions.

4. Staff Responsibilities

LPL staff are active intermediaries between users and Internet resources and are essential to the provision of relevant, accessible, high quality library services. Staff will support the user in effective, efficient and responsible use of the library Internet service. Staff can help users determine the reliability, currency and accuracy of sites accessed and information found using the Internet.

Staff do not monitor nor censor content.

Library staff are entrusted with the obligation to ensure that all rules of computer use and Internet service are followed. Staff will advise customers of appropriate conduct as required and
state consequences of not following the rules of conduct should unacceptable behaviour continue
or be repeated.

5. Consequences of Misuse of the LPL Internet Service

The Library will take action on any inappropriate behaviours related to use of the LPL Internet
Service, such as intimidation, harassment, bullying, etc., according to the library’s Code of
Conduct.

LPL will take action in a situation where unlawful activity occurs, and will contact the police. For
legal reasons, complaints from patrons that a user is accessing legally prohibited material may
also result in LPL contacting the police.

Any person violating Library rules for Internet Service risks suspension of Library privileges,
exclusion from the Library for a period of time, banning and/or prosecution.

INQUIRIES:

Manager, Services and Operations
Chief Executive Officer

KEYWORDS:

RELATED DOCUMENTS:

Charter of Library Use: Rules of Conduct
Charter of Library Use: Unattended Children
Privacy Policy

DOCUMENT CONTROL:

Approved: January 26, 1997
Revised: September 24, 1997
March 25, 1998
September 26, 2001
November 21, 2007
November 19, 2008
# APPENDIX 2: LPL INTERNET SERVICE ACTION PLAN

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<thead>
<tr>
<th>Item/Location</th>
<th>Milestone</th>
<th>Completion Date</th>
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<tbody>
<tr>
<td><strong>Development</strong></td>
<td>Approval by Library Board</td>
<td>Nov. 19</td>
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<tr>
<td><strong>Implementation</strong></td>
<td>Commence process to enact policy</td>
<td>Commence Nov. 20</td>
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<tr>
<td><strong>External Communications</strong></td>
<td>Post policy on website along with communiqué</td>
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<tr>
<td>Community Stakeholders, including partners</td>
<td>Develop communications strategy for community stakeholders</td>
<td>Nov. 19</td>
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<td></td>
<td>Develop communiqué and FAQ</td>
<td>Nov. 19</td>
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<td></td>
<td>Implement communications strategy</td>
<td>Commence Nov. 20</td>
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<td><strong>Practices/Tools</strong></td>
<td>Identify team and sub teams</td>
<td>Nov. 19</td>
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<td></td>
<td>Convene teams</td>
<td>Nov. 28</td>
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<tr>
<td><strong>Staff Training</strong></td>
<td>Orient Coordinators &amp; Supervisors to changes in policy and action plan</td>
<td>Nov. 28 Thru Dec. 10</td>
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<td>Identify and convene &quot;Staff Tools and Training&quot; needs team</td>
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<td>Review and adjust staff procedures and job aids</td>
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<td></td>
<td>Develop FAQ for staff</td>
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<tr>
<td><strong>Technical Environment</strong></td>
<td>Identify by IP computers that will be changed and track changes</td>
<td>Dec. 5 (Central) Jan. 31</td>
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<td>Identify and purchase privacy devices as required, e.g. monitor hoods, screens</td>
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<td></td>
<td>Ensure that filtering is adjusted on an “as we go basis” by locations</td>
<td>Feb. 28</td>
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<tr>
<td><strong>Physical Environment</strong></td>
<td>Identify and convene &quot;Assessment &amp; Rollout&quot; Team: IT, Facilities, Mgrs, Tech Coordinators, location Supervisor/staff</td>
<td>Nov. 19</td>
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<td>Establish Assessment guidelines &amp; criteria</td>
<td>Dec. 5</td>
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<td><strong>Customer Communications</strong></td>
<td>Review and update public brochures</td>
<td>Dec 15</td>
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<td>Prepare specific information for parents</td>
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<td>Provide FAQ on website</td>
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<td>Ensure updated feedback mechanisms are in place for Internet service issues: “How did we do today” “Incident Report” “Net Alerts”</td>
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<td>Signage</td>
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<td>Develop consistent signage messaging re: customer responsibilities</td>
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<td>Determine and prepare appropriate format as required by location (hanging, desk)</td>
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<td>Develop on-screen messaging re: responsible viewing</td>
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<tr>
<th>Sequenced Assessment and Roll Out</th>
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<tr>
<td><strong>Central Library</strong></td>
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<tr>
<td>Cyber Central, 2nd floor</td>
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<td>Children's Library</td>
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<td>Teen Annex</td>
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<td>Discover Place</td>
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<td>Training Rooms</td>
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<td><strong>Large Branches</strong></td>
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<td>Masonville</td>
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<td>Jalna</td>
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<td><strong>Small Branches</strong></td>
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<td>Northridge</td>
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<td>Carson</td>
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<td>Glanworth</td>
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<td><strong>Mid-Size Branches</strong></td>
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<td>Cherryhill</td>
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<td>Crouch</td>
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<td>East London</td>
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<td>Pond Mills</td>
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<td>Sherwood</td>
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<td>Westmount</td>
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<tr>
<td><strong>Monitoring/Policy Review</strong></td>
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<tr>
<td>Monitor and respond to LPL customer feedback</td>
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<td>Continue to monitor policy implementation in locations</td>
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<td>Monitor legislative environment, other libraries</td>
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<td>Wireless Environment</td>
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<td>Monitor impact of wireless and implement due diligence as required</td>
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<tr>
<td>Policy Review</td>
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<td>Report to Board on policy status</td>
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APPENDIX 3: COMMUNICATIONS STRATEGY FRAMEWORK

Goal: Get the right information to the right people in the right way at the right time

Objective: To develop and implement a multi-faceted and ongoing communications strategy to:

- Create awareness and understanding about LPL’s valuable Internet Service and its benefits to the user;
- Convey information about the LPL Internet Service Policy and its context;
- Provide information about any changes that will affect users and staff;
- Engage staff and community partner participation in the creation and implementation of new practices to ensure that the service is relevant, accessible and high quality and effective and efficient from an internal perspective;
- Encourage user media awareness and Internet safety;
- Ensure staff knowledge, capabilities, empowerment and confidence in providing information, answering questions and responding to queries/concerns/complaints; and
- Provide opportunities for public and staff feedback to actively ensure continuous improvement of the LPL Internet Service.

Internal and External Audiences:

- Library Board
- Staff:
  - Senior Team
  - Services & Operations Coordinators & Supervisors
  - Action Plan Steering Group and Sub-Teams
  - Staff across organization
  - Union
- General Public
- Internet Users
- Stakeholders who provided input to previous policies and practices
- Library community partners (as relevant)
- Media

Documents:

- Communiqués
- Reports
- Policies
- Guidelines/Procedures
- FAQ
- I agree statements for Internet access
- Brochures, Posters
- Signage
- Media Releases

Media:

- LPL website: News; Policy; Blogs
- E-newsletters to public
- LPL intranet: LIBBI
- Public email input media: Ask a Librarian, Info Library
- Meetings, one-on-one dialogue
- Presentations

Evaluation Criteria:

- Implementation and delivery of relevant, accessible and high quality LPL Internet Service
- Meeting communication goals and objectives in a timely manner.