



REPORT TO THE LIBRARY BOARD

MEETING DATE: OCTOBER 24, 2013

Session:	Public Session
Subject:	LPL 2014-2016 Strategic Plan: Progress Report # 4
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 fourth progress report on the strategic planning process to-date.

COMMUNITY ENGAGEMENT INITIATIVES

PROGRESS

Research Team

The final report by the Staff Research Team that conducted research into best practices and trends relating to public spaces and libraries and identified innovations and opportunities has been completed. The report was shared with the Strategic Plan Steering Committee, Senior Team and Overlap Associates to help provide insights and context relating to the community engagement initiatives.

See Appendix A - Strategic Plan Research: Final Report, London Public Library, June 2013.

Community Mapping Team

The Community Mapping team has completed its work. A comprehensive review was done of each Library location to identify / and or update and document key information such as demographics, community partners, schools, child care providers, recreation facilities, service clubs, and playgrounds located within the service area boundaries. The City of London is assisting through the provision of physical maps that illustrate this information.

Stakeholder Labs

All Stakeholder Labs have been completed. There was excellent representation from a range of stakeholder groups that included those representing multiculturalism, seniors, young leaders, technology, arts and culture, those with disabilities, volunteers, media, Friends of the Library, not-for-profit and library sectors. The twelve (12) sessions attended by eight-eight (88) community stakeholders and facilitated by Overlap Associates or LPL staff produced meaningful discussions and proved to be enlightening. Overlap Associates has compiled the information gathered and will provide the Strategic Plan Steering Committee with high-level insights in mid-October.

Draw It Ups

As an additional means of creating interest and awareness of LPL's strategic planning process during the Western Fair, September 6th – September 15th, staff at LPL's exhibit distributed 8 ½ x 11 sheets of paper illustrated with a fun picture of the Library and asked people to draw out their vision of the Library as part of the I Spy Down on the Farm activity. Many children took these with them to complete later at home.

Community Camp

Online registration for the Community Camp event scheduled for Monday, October 28, 2013, 7-9 p.m. at the London Convention Centre was made available on our website effective September 19, <http://www.londonpubliclibrary.ca/yourplace>. LPL staff at each Library location were asked to assist members of the public with registration as needed to make it as easy as possible for the public to register. This event will be facilitated by Overlap Associates with LPL staff assistance for registration and other logistics, etc. Promotion of this event continues as space is still available and we are hopeful that many Londoners will participate.

Staff Development Day

The theme of this year's staff development day, scheduled for November 1st will focus on the Strategic Plan. Presentations are scheduled about the LPL Research Team's findings and Overlap Associates' findings relating to public input. Overlap Associates will also facilitate sessions to gather LPL staff input for the Strategic Plan.

COMMUNICATION

Significant Library communication about the LPL Strategic Plan in general and targeted marketing and promotion related to specific opportunities for the public to be part of the process has continued into October.

Marketing and Promotion

Stakeholder Lab promotion has included:

- Several twitter mentions from Stakeholder Lab participants which were acknowledged / re-tweeted; and
- Tech Alliance Blog post by Stakeholder Lab participant, September 11th which was acknowledged / re-tweeted.

Community Camp promotion has included:

- Promotion to participants at all stakeholder labs in August and September;
- Cover and page 2 of current issue of ACCESS promoted Strategic Plan and upcoming Community Camp (15,000 issues went out September 1st);
- Ongoing website presence with online registration for Community Camp;
- Posters and bookmarks at all Library locations;
- Banner ads in September 26th editions of the Londoner and London Community News;
- Promotion in all October e-newsletters;
- Social media, e.g. Twitter, Facebook; and
- Targeted emails to all community partners, Stakeholder Lab participants, volunteers, donors, Friends of the Library, and other networks.

Media Coverage

Library Board Chair, Josh Morgan and Ellen Hobin, Manager, Communications have continued to work closely with the local media. Positive coverage about the process and events has been maintained:

- London Community News, August 21st: Photo and article about strategic planning process from media stakeholder lab participant;
- Rogers TV Daytime, September 20th: Board Chair, Josh Morgan appearance to talk about Community Camp;
- The Londoner, online October 3rd: October 11th print edition: Photo and article about Community Camp;
- London Community News: October 7th: October 11 print edition. News release.
- London Free Press: October 15th ;
- London Community News: October 15th ;
- Interviews on Fanshawe College, CHRW Western and CJBK radio stations: October 15th ; and

- Fanshawe College TV news students in Library on October 15th interviewing Library patrons and Board Chair: Segment to air on Fanshawe TV, Rogers cable channel on October 19th.

Next Steps

Following the Community Camp event, Overlap Associates will provide high-level insights to the Strategic Plan Steering Committee. Overlap Associates will also present their findings and recommendations related to the entire community engagement process to the Library Board at a future Board meeting.



Strategic Plan Research: Final Report
London Public Library

September 2013

The Strategic Plan Research Team:
Carolyn Doyle, Barb Adams, Leonor DaCosta, Norma Gelinas, Lindsay
Harris, Anya Hleba, Colleen Kaloyanis, Jamie Kamula, Lisa Manax
Skikos, Dave Mitchell

Introduction: Environmental Realities

It is an exciting time for libraries in Canada and around the world. With the accelerated growth of technology, digitization, 24/7 connectedness and the amazing speed at which information flows from one point to another, library users need and expect more from their local public library. **The enduring values of the Public Library remain constant – free and equitable access, gateways to knowledge, gathering spaces, intellectual freedom and privacy – while the expectations and vehicles for delivering service are rapidly changing.** Still a respected place for leisure, reading and community, 21st century users are also looking for libraries that offer innovative and easily accessible virtual spaces, alongside beautiful, creative and dynamic physical spaces.

Timeline and Process

The Strategic Plan Research Team was created in May 2013 and was comprised of members from across the LPL organization. The Team was tasked to research and explore best practices as well as current and future trends within library and public spaces. The goal of the Research Team was to produce a document that would assist in the development of the 2014-2016 London Public Library Strategic Plan: **Library Space Is Community Place.**

The Team's initial research began by reviewing significant trends and best practices found in Canadian and international library systems, library literature, government policies and other significant public organizations. Social, economic and technological trends that hold the potential to significantly affect the future of library service, delivery and user expectations were also identified. Key documents that guided the initial research included City of London municipal planning documents such as London's *Cultural Prosperity Plan* and leading professional discussion papers:

- International Federation of Library Associations, *Riding the Waves or Caught in the Tide? Trend Report*
- Institute of Museum and Library Services, *Museums, Libraries and 21st Century Skills*
- Pew Research Center *Library Services in the Digital Age*
- American Library Association, *Confronting the Future: Strategic Visions for the 21st Century Public Library*

In addition, team members attended pertinent conferences and used the opportunity to continue learning and to build on the emergent themes gathered from the initial research process.

- **Digital Odyssey 2013: BIG DATA, Small World**
Friday June 7, 2013
Ontario Library Association
- **2013 Institute: Digital Spaces, Library Places: Leveraging Technology**
Annual Institute on the Library as Place, Ontario Library Association
July 9 & 10, 2013
- **Creative Making in Libraries & Museums**
University of Toronto iSchool Institute Symposium in partnership with Dysart & Jones Associates
July 22 & 23, 2013

Research, along with a full bibliography, was compiled into the Interim Report and was delivered to the Library Board on August 8, 2013.

The next stage of research involved visiting physical spaces that demonstrated the trends identified in the Interim Report. With a focus on space as the vehicle that connects communities, inspires creativity and enhances the quality of experience for users and staff, the off-site visits provided members of the Team with practical applications of the emergent trends that had been identified in the Interim Report. Locations included Cambridge Libraries and Galleries, the Communitech Hub in Kitchener and the John M. Harper Branch of Waterloo Public Library, as well as recently developed London spaces including the unLab, St. Andre Bessette Catholic Secondary School and Goodwill Industries. Findings were documented through photos and field notes.

Emergent Themes

Seven primary themes were identified and explored over the course of the initial research and site visits:

1. **Community and Customer Centric Model** - Effective spaces are intentionally designed to adapt to user needs. Spaces spark collaborations, social interactions, and creativity while supporting traditional library services.
2. **Increasing Pace of Technology** - Fast. Simple. Connected. Users are looking for seamless points of service, quick easy access to connect, and knowledgeable, well trained staff.
3. **Flexible Library Spaces** - Users are looking for inspiring spaces (both within and outside the library walls) that offer flexibility and practicality as well as an element of fun and leisure. Spaces will support spontaneous activities such as performance art, creative partnerships and community collaborations.
4. **Collections** - Information and material are increasingly available and consumed across multiple formats and platforms; users expect easy access to their preferred format. The rapid trend towards digitization of special collections has increased access to materials that were previously isolated.
5. **Participatory and Collaborative Learning** - Creative use of space will be essential in supporting expectations for future lifelong learning and skills development. Maker spaces provide valuable opportunities to explore and increase technical skills, while open online courses allow patrons to participate in self-directed, enriching learning opportunities.
6. **Digital Literacy** - Libraries will be active in assisting individuals develop 21st century skills. From employment and small business readiness to computer skills and device driven storytimes, users will discover, learn, and develop skills through digital resources and devices.
7. **Stewardship** - Libraries are accountable to their communities. Effective library systems are responsible for operating in a community led, fiscally sound and transparent manner while providing efficient, sustainable and beautiful library buildings.

Strategies for Success & Future Projections

Through research and site visits, conversation and collaboration, the Strategic Plan Research Team has developed a number of strategies for success and future projections to be considered

during the development of the 2014-2016 London Public Library Strategic Plan: **Library Space Is Community Place.**

In order to effectively navigate rapid changes, our best strategies will be to focus on our history and enduring values and build extensively on our strengths:

1. Continual, sustainable and strong development of children, family and youth while being mindful and responsive to the diverse and evolving user groups within our community.
2. User First: evolve Service Excellence model to a "User Experience" philosophy. Ensure that there are no barriers to providing an excellent experience, one customer at a time, each and every time. Service will be what defines us in a dynamic technological world.
3. Harness the high level of curiosity, creativity and research capabilities of staff by supporting a culture of continuous research, evaluation, innovation and risk-taking. Establish easy mechanisms for collaboration and communication of ideas across the organization.
4. Create inviting and inspiring spaces; inside, outside and virtual.
5. Unlock the doors: Integration of programs and activities in our public spaces.
6. Begin to think of technology as an integrated tool and not a stand-alone service. Explore ways to partner with technology based groups to support community needs.
7. Invite and display the excitement of community story; past, present and future. A key function of a library is to preserve the memories for the future generations.
8. Join the changing model for lifelong and participatory learning. Enable all ages by providing learning tools and content to develop their full capacities and to continue to learn throughout their lives to make informed decisions.
9. Integration of community engagement in all aspects of library services.
10. Explore collaborations between libraries and museums.

Conclusion

Our Library will continue to be an intentional destination for the community to gather, learn, explore and grow together. We will be delivering services and programs to the "whole person" and to a community that expects a forum for active participation and collaboration. Our physical and virtual spaces will continuously evolve to keep pace with community needs and expectations. Our Library will be both a resource and destination that will inspire and connect, challenge and innovate.

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