



REPORT TO THE LIBRARY BOARD

MEETING DATE: MAY 19, 2011

Session:	Public Session
Subject:	Policy Review: Strategic Alliances Policy
Prepared By:	Susanna Hubbard Krimmer, Margaret Mitchell
Presented By:	Susanna Hubbard Krimmer
Purpose of Report:	For Decision: Approval <input checked="" type="checkbox"/>

Recommendation

It is recommended that the Board approve the *Strategic Alliances Policy*, with no revisions, as presented in Appendix 1, as part of its cyclical policy review process.

Background & Review

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.

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 review of existing strategic alliances is one of the priorities of the London Public Library's *Strategic Plan, 2010-2014*. This policy will support the initiatives and outcomes in the plan:

- To be influencing policy, program development and innovative responses in conjunction with other community partners;
- To extend our reach to be able to meet the library's mission on a broader level.

- To develop innovative programs, services and approaches with community partners; and
- To ensure that strategic alliances further LPL's vision, mission, goals, objectives and priorities.

Next Steps

Upon approval, the Board policy will be updated to reflect a new review date, based on the established four year review cycle.

In June 2011, the following policies will be reviewed:

Workplace Harassment Prevention Policy
Workplace Violence Prevention Policy
Travel & Conventions Policy
Access to Information and Protection of Privacy Policy.

LONDON PUBLIC LIBRARY POLICY

Title of Policy: Strategic Alliances
Policy Type: Means
Policy No: M-101

Effective Date: March 25, 2010

Review: March, 2011

PURPOSE: The purpose of this policy is to set out the principles for the negotiation of strategic alliances between the London Public Library (LPL) and an external organization.

SCOPE:

This policy governs strategic alliances including, but not limited to collaborative arrangements, partnerships and sponsorships undertaken by the LPL.

DEFINITIONS:

“collaborative arrangement” is an agreement between two (or more) entities to mutually commit expertise and/or resources to reach an objective through a common agenda or project.

“partnership” is a mutually beneficial agreement that assists participating organizations in the delivery of a service to target audience(s).

“sponsor” is an agency, company or similar entity that provides 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.

“sponsorship” is 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.

“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. Examples of strategic alliances include collaborative arrangements, partnerships and sponsorships.

POLICY STATEMENT:

It is the policy of the London Public Library that it will enter into strategic alliances that:

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- Are aligned with and further the LPL's vision, mission, goals, objectives and priorities;
 - Are developed in the best interests of the LPL;
 - Enhance and not compromise the LPL's image in the community;
 - Do not jeopardize the equity of access to library services;
 - Build and implement value-added services; and
 - Are conducted in a transparent, consultative and accountable manner.

1. Sponsor/Partner/Collaborator Roles

- The vision, mission and values of the sponsor, partner or collaborating agency, the value added by a strategic alliance and the expectations around each entity's participation must be well-defined and acceptable to LPL before entering into an alliance.
- LPL will not enter into a strategic alliance, where, in the opinion of the LPL, it may provide unfair advantage to, or cause discrimination against, sectors of the community.
- A strategic alliance may involve the provision by a third party of goods or services, provided this relationship with the sponsor or partner is well-defined and acceptable to LPL before entering into the alliance.

2. Intellectual Freedom

- Any strategic alliance agreement must be in compliance with LPL policy endorsing intellectual freedom.
- Strategic alliance sponsors, partners or collaborating entities are not permitted to place any limits on the application of the LPL policy and principles of intellectual freedom, as defined by the LPL, such as but not limited to influencing the selection of collections, program content or access to intellectual content.

3. Endorsement and Preferential Treatment

- LPL will not endorse products and/or services of sponsors.

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- LPL will not provide any degree of exclusivity for suppliers of certain products or services through a strategic alliance with sponsors.
 - Sponsors will have no preferential treatment during procurement processes and are required to follow the required processes for LPL procurement such as tendered products and/or services.

4. Acknowledgement

- LPL reserves the right to determine appropriate publicity, advertising, acknowledgement and recognition of the sponsors, consistent with LPL policy on naming opportunities.

5. Confidentiality

LPL will ensure the confidentiality of personal information held by the Library, in accordance with its policies and with the requirements of the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA).

- LPL will not sell personal information held by the Library, to sponsors or partners.
- LPL may provide access to personal information held by the Library, to sponsors or partners if the use is consistent with disclosure provisions under MFIPPA.

6. Conflict of Interest

- Library staff and Board members must comply with the requirements of the *Ontario Municipal Conflict of Interest Act* (RSO 1990, c.M50) in the development and implementation of strategic alliances.

7. Termination of Strategic Alliance Agreement

- LPL reserves the right to terminate the strategic alliance for reasons such as, but not limited to:
 - The alliance organization uses the LPL name and/or trademarks 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

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- The failure of the organization(s) to deliver the agreed upon resources and services.

8. Parameters of Agreement Development

LPL strategic alliance agreements will include, but not be limited to, 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;
- Application of all federal, provincial and municipal legislative requirements;
- 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.

9. Accountability

The Chief Executive Officer & Chief Librarian, through the CEO-Board Linkage Policy, is responsible and accountable for documenting, implementing, enforcing, monitoring and updating strategic alliance agreements developed under this policy.

BACKGROUND:

INQUIRIES:

CEO & Chief Librarian

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KEYWORDS:

RELATED DOCUMENTS:

Access to Information and Protection of Privacy Policy (LPL February 2010)

Intellectual Freedom Policy (LPL January 2007)

Municipal Conflict of Interest Act. R.S.O. 1990, c.M50

Procurement Policy (LPL April 2009)

DOCUMENT CONTROL:

Supersedes: Guiding Principles on Alternative Sources of Revenue (AD – 17 July 19 2000)

Approved: March 25, 2010

Reviewed: