



REPORT TO THE LIBRARY BOARD

MEETING DATE: JUNE 27, 2013

Session:	Public Session
Subject:	LPL 2014-2016 Strategic Plan: Progress Report # 2
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 a second progress report on the strategic planning process to-date.

BACKGROUND & REVIEW

At its meeting of May 23rd, 2013, the Library Board was advised that the Steering Committee for the new three-year Strategic Plan had selected Overlap Associates as the firm that will provide consulting services to support the Community Engagement component of the strategic planning process and that work with them would start shortly.

PROGRESS

Steering Committee

Much behind the scenes work and progress has been made to date. The Steering Committee held its kick-off meeting with Overlap Associates on June 10th at which time we

reaffirmed our vision and desired outcomes. Additionally, project planning relating to community engagement officially began. Our goal is to engage as many Londoners (users and non-users) as possible and use this input in the formulation of the new Strategic Plan. We are using six innovative strategies as proposed by Overlap Associates to maximize community input:

- Street Teams,
- Online Survey,
- Stakeholder Labs,
- Draw it Ups,
- Interviews, and
- Community Camp.

The Administration team members of the Steering Committee also met with Overlap Associates on June 19, 2013 to discuss specific plans relating to communication, strategies, logistics, timelines and accountabilities. We will continue to maintain close, frequent contact with this firm as we move through the various steps in the community engagement process.

Research Team

The work of the Staff Research Team mandated to conduct research into best practices and trends relating to public spaces and libraries and identifying innovations and opportunities is well underway. It is expected that an interim report that identifies five to ten trends will be ready June 28, 2013 and will be shared with the Steering Committee and Overlap Associates to help provide insights and context relating to community engagement initiatives.

Community Mapping Team

A Community Mapping Team has been established with the following members: Nancy Collister (Project Sponsor), Delilah Deane Cummings (Project Manager), Cathy McLandress, Cassandra Prokop, Barb Adams, Sarah Andrews, Kathryn Baldock, Ellie Contursi, Carolyn Doyle, Elizabeth Egleston, Maria Forte, Lindsay Harris, Heather Heathcote, Diane Knoppert, Jodi Lewis, Lisa Manax Skikos, David McCord, Mary MeEwen, Kevin Moore, Alastair Neely, Reg Patterson, Susan Price, Brian Rhoden, and Cathy Willits. Anne Baker and Julie Brandl will act as team resources. The purpose of this team is to update LPL's system-wide community mapping which identifies community partners and other City resources on a branch-by-branch basis. These findings will also assist with community engagement strategies.

Street Teams

One of the innovative approaches recommended by Overlap Associates was the development of Street Teams who will hit the streets to gather big-picture insights via brief, focused, "on-the-street" interviews in a variety of venues. The Street Team consists of the following LPL staff members: Anne Baker, Ellen Hobin, Margaret Wilkinson (Project Sponsors/Managers), Kristen Cashera, Nancy Collister, Delilah Deane Cummings, Deb

Farr, Maria Forte, Karen Hernandez, Dali Jokic, Kristen Loblaw, David McCord, Cathy McLandress, Allison Pilon, Cassandra Prokop, Eeva Stierwalt and Kathy Whitworth. Resources to this team include Delilah Deane Cummings and the Community Outreach and Program Services (COPS) Department. Board Members on the Steering Committee have also expressed interest in participating in the Street Teams and the Steering Committee welcomes all Board Members who would like to participate.

Following training and tool kits, members of the Street Teams will be scheduled to attend at specific, identified venues throughout the community such as key community events, malls and parks during the weeks of July 8 – July 26 to gather this input from Londoners.

Online Survey

An Online Survey to users and non-users take place from mid-July to early August to complement the ongoing efforts of the Street Teams. The goal is to collect data that identifies community opportunities for LPL and which may offer fresh insights into the needs of Londoners. Survey development is in progress.

Stakeholder Labs

A Stakeholder Lab is a facilitated focus group aimed at gathering rich insights into perceptions and needs from participants through a series of exercises. These in-depth sessions will allow better understanding of key themes and priorities that would inform strategic directions. We anticipate conducting several of these labs in late August and September. Potential dates, venues and participant groups have been identified.

NEXT STEPS

Other means of community engagement that will gather more ideas from people are still early in the planning stages and information will be provided in a later Board report update.