

LONDON PUBLIC LIBRARY POLICY

Title of Policy: Strategic Alliances

Policy Type: Means

Policy No: M-101

Effective Date: April 25, 2019

Revised: April, 2023

PURPOSE:

The purpose of this policy is to set out the principles for the negotiation of strategic alliances between London Public Library (“LPL”/ “the Library”) and one or more external organizations.

SCOPE:

This policy governs strategic alliances including, but not limited to collaborative arrangements, partnerships and sponsorships undertaken by 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 a gift from a corporate entity, individual or community group in support of a Library project or event, in return for some form of recognition.

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.

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POLICY STATEMENT:

LPL believes that meaningful and relevant service planning and delivery are best achieved through collaboration and shared decision making with community members and partners. Sincere collaboration requires the Library to be proactive and open to opportunities to engage potential collaborators.

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

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

Sponsor/Partner/Collaborator Roles

The vision, mission and values of the sponsor, partner or collaborating organization, 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 Library, 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.

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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 Library, such as but not limited to influencing the selection of collections, program content or access to intellectual content.

Endorsement and Preferential Treatment

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

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.

Acknowledgement

LPL reserves the right to determine appropriate publicity, advertising, acknowledgement and recognition of partners, sponsors and collaborators, consistent with LPL naming and communications policies.

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).

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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.

Conflict of Interest

Library Board Members and Employees will comply with the requirements of the *Ontario Municipal Conflict of Interest Act* (RSO 1990, c.M50) in the development and implementation of strategic alliances.

Termination of Strategic Alliance Agreement

LPL reserves the right to terminate a 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 purpose, values, services and/or objectives; and/or
- The failure of the organization(s) to deliver the agreed upon resources and services.

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;

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- 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.

Accountability

The Chief Executive Officer & Chief Librarian, or designate, 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

KEYWORDS:

alliance, partnership, collaboration

RELATED DOCUMENTS:

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

Access to Information and Protection of Privacy Policy

Fund Development – Gift Acceptance Policy

Intellectual Freedom Policy

Procurement Policy

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DOCUMENT CONTROL:

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