



OLA 2008 Super Conference

Ministry of Culture:

Building a Stronger, Smarter Ontario

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DEPUTY MINISTER
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Ministry of Culture Update

- Priorities, Vision and Roles
- What's new at the Ministry?
- Provincial Support in 2007-08
- Key Activities in 2007-08

Priorities and Vision for MCL

- Ontario is committed to education, health and a prosperous economy.
- **The Ministry of Culture's vision is to provide leadership in building a strong and stable cultural sector that contributes to a prosperous creative economy and vibrant, liveable communities.**
- Strategic approaches:
 - develop our unique cultural resources to enhance the health and vitality of our communities and the quality of life of our people
 - promote innovation, stimulate job growth, support new dynamic content creation, penetrate new markets and encourage cultural tourism

Roles

- MCL's role is to administer the Public Libraries Act, lead policy and program development and delivery, and work with our partners to promote the provincial interest in public libraries.

- Ontario's public libraries play a vital role as community hubs to:
 - provide access to information resources;
 - promote literacy as a fundamental skill;
 - support community development and economic growth; and,
 - provide access to government services.

Ministry's New Structure

- The ministry implemented its new structure in April 2007.
- Designed to carry out our vision and meet changing business needs:
 - enhanced leadership, policy capacity and strategic partnerships; and,
 - greater flexibility for programs and services that promote creativity and culture in our community.
- Aligned according to core businesses to better fulfill our role and functions:
 - Policy
 - Programs and Services



Who Does What?

Policy

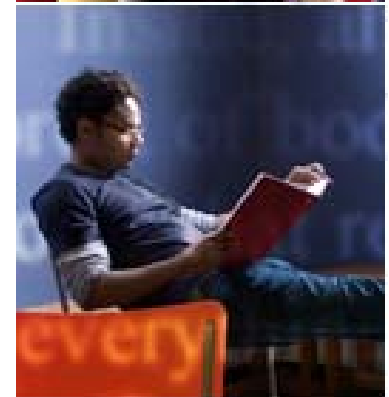
- Strategic Policy and Planning leads the development of cross-sector and corporate policy, research on best practices and coordinates policy development with other ministries and governments.
- Culture Policy leads the development of sector or industry specific policy, legislation and strategies for arts, heritage, public libraries and cultural industries.



Who Does What?

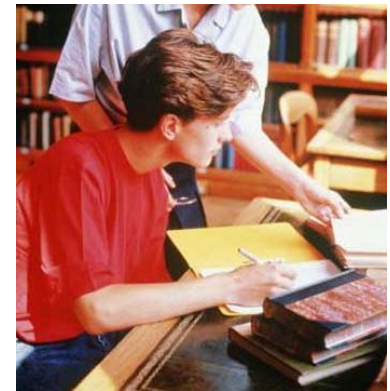
Programs and Services

- Culture Liaison manages the ministry's relationship with its agencies and builds stronger linkages with key national and provincial cultural organizations.
- Culture Services provides technical advice, delivers stakeholder education, training and outreach.
- Culture Programs coordinates and manages all ministry grant programs and archaeological licensing and report review.



Provincial Support 2007-08 and 06-07

- More than \$28 million annually for public and First Nations libraries:
 - Library Strategic Development Fund: \$599,700
 - First Nations Library Development: \$948,800
 - Public Library Operating Grants: \$18.7 million
 - OLS Agencies: \$3.9 million
 - Public Library Pay Equity funding: \$2 million
 - Virtual Reference Library: \$1.4 million
 - Connectivity: \$660,000
 - Ontario Library Association: \$35,800



Public Library Activity in Ontario

	2000	2005
Cardholders	4.7 million	4.9 million
In-person Visits	60.9 million	66.8 million
Program Attendance	1.9 million	2.3 million
Workstations with Internet Access	4,530	6,985
Inter Library Loan	183,750	204,668
Direct Circulation	95.2 million	112.3 million



Key Policy Activities

- The ministry's policy, programs and services functions in the new structure all support the provincial interest in public libraries to:
 - ensure equitable access to information;
 - foster consistency in public library services; and,
 - encourage professional standards and capacity building.
- Our consultations with the sector were a strong validation of the importance of public libraries.
- The consultations also identified that additional research and further discussion with key stakeholders of the public library system was needed.
- The ministry is moving ahead with targeted research and discussions to improve the provincial policy framework for public library support.



Research and Discussions 2008

Proposed research:

- users and non-users perceptions;
- financial support to public libraries;
- visionary thinking on public library services; and,
- government-public library partnerships.

Proposed discussions:

- primary funders and public library system stakeholders;
- key public library organizations; and,
- provincial ministries and agencies.

- On-going policy process to improve the policy framework in collaboration with our partners in the sector.



Key Ministry Activities

1. Service Ontario at the Libraries

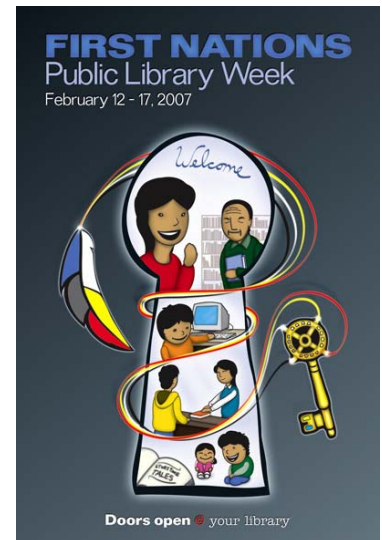
- Service Ontario is a government initiative led by the Ministry of Government and Consumer Services for improved public access to government information and services through a one-window Service Ontario web portal complemented by counter and telephone access channels.
- 365 public and First Nations library branches are part of the 2007-08 roll-out of Service Ontario access at public libraries.
- The Ministry of Culture is working with partner ministries, Government and Consumer Services, and Northern Development and Mines, on further development of the initiative.



Key Ministry Activities

2. Library Strategic Development Fund (LSDF)

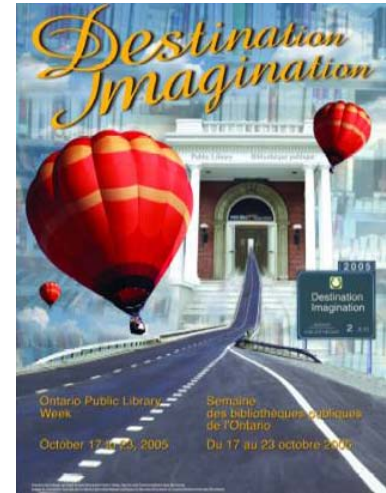
- The LSDF strengthens the cultural and economic vitality of the province by making strategic funding investments.
- The LSDF helps the public library community to address government priorities of success for students, better health, and jobs and prosperity.
- In 2007-08, LSDF was increased, from \$226,700 to \$599,700.



Key Ministry Activities

3. Southern Ontario Library Service (SOLS)

- In 2007, the SOLS board undertook a review of the service's Ends policies and developed new policies to guide its services to public libraries.
- SOLS' plans for 2008-2009 include:
 - increasing the number of libraries operating with a policy framework to satisfy the *Ontario Public Library Guidelines*;
 - improving the library skills of staff managing small public libraries by launching the Advanced EXCEL certificate program; and,
 - expanding the skills of library staff in leading their organizations and working effectively within the municipal context by launching the Advancing Public Library Leadership Institute.



Key Ministry Activities

4. Ontario Library Service – North (OLS – North)

- In 2007 - 08, OLS – North had great success implementing its Joint Automated Server Initiative or “JASI”, a co-ordinated and cost-effective method to enhance library automation in Northern Ontario. To date 35 libraries have signed onto the initiative.

- Additional new OLS - North services include:
 - public library marketing service and resource toolkits;
 - training in community development and marketing; and,
 - a leadership seminar designed to meet the needs of northern public library staff.



Key Ministry Activities

5. First Nations Library Development Program

First Nations Library Consulting Service

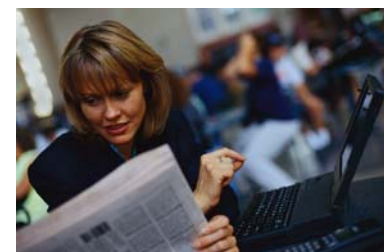
- Provides specialized support for the development of Ontario's First Nations libraries

First Nations Salary Supplement

- Designed to enhance the library management skills and expertise available in First Nations libraries;
- Provide support in the use and development of library staff skills in First Nations communities

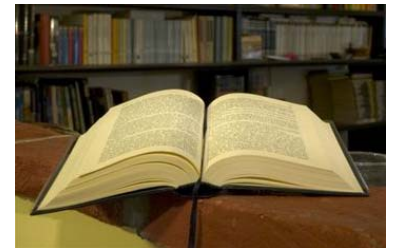
2007-2008 program budget increased by \$150,000

- Total budget: \$948,800



Municipal Cultural Planning and Public Libraries

- Ontario government recognizes that planning for culture is essential to build strong communities.
- Public libraries can play an important role in municipal cultural planning in their communities to integrate cultural resources (including public libraries) in all facets of community planning and decision making, resulting in stronger, healthier, more vital, prosperous and sustainable communities.



Looking Forward

- Ontario's public and First Nations libraries as community hubs play an important role in building a stronger, prosperous Ontario.
- Libraries are key partners in our work to shape a strong and stable cultural sector that contributes to a prosperous, creative economy and vibrant, liveable communities.
- The province, through the Ministry of Culture, is committed to a strong and sustainable public library system in Ontario.