

Legislative
Assembly
of Ontario



Assemblée
législative
de l'Ontario

SERVING ONTARIO'S NEW PARLIAMENT: OUTREACH STRATEGIES

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OLA Super Conference 2020

January 29, 2020





PRESENTATION GOAL

To provide examples of the Legislative Library and Research Services (LLRS) outreach strategies for the 42nd Parliament and to have you leave with at least one idea for promoting your services to your patrons, students, or clients!

AGENDA

- Overview of the Ontario Legislative Library and Research Services (LLRS)
- Outreach Goals
- Preparing for the 42nd Parliament
- Outreach Strategies for the 42nd Parliament
 - Members' Orientation
 - Quick Tours and Client Outreach Initiatives
 - LLRS Publications
 - Promotions Team
- Closing Remarks



AN OVERVIEW OF LLRS



An Act to appropriate a sum of Money for providing a Library for the use of the Legislative Council, and House of Assembly of this Province.

[Passed 1st April, 1816.]

MOST GRACIOUS SOVEREIGN,

Preamble.

WHEREAS, it is expedient to make Provision for the Purchase of Books for the use of the Legislative Council, and House of Assembly of this Province, We, your Majesty's dutiful and loyal Subjects, the Commons of Upper Canada, in Provincial Parliament assembled, beseech your Majesty, that it may be enacted, and be it enacted, by the King's Most Excellent Majesty, by and with the advice and consent of the Legislative Council and Assembly, of the Province of Upper Canada, constituted and assembled, by virtue of, and under the authority of an Act, passed in the Parliament of Great Britain, entitled, "an Act to repeal certain parts of an Act, passed in the fourteenth year of His Majesty's Reign, entitled, an Act for making more effectual Provision for the Government of the Province of Quebec, in North America, and to make further provision for the Government of the said Province," and by the authority of the same, That from and out of the Rates and Duties, raised, levied and collected, or hereafter to be raised, levied and collected, to and for the public uses of this Province, and in the hands of the Receiver General thereof unappropriated, there be granted to His Majesty, His Heirs and Successors, the sum of eight hundred Pounds, which said sum of eight hundred pounds, shall be appropriated, applied and disposed of in purchasing Books and Maps, for the use of the Legislative Council, and House of Assembly, of this Province.

£800 to be appropriated to purchase Books and Maps.

The said sum to be paid by the Recr. Genl. or any one of the Comrs.

II. *And be it further enacted by the authority aforesaid,* That the said sum of eight hundred pounds as aforesaid, shall be paid by the Receiver General of this Province, to any one of the Commissioners herein-after appointed, in discharge of such War-

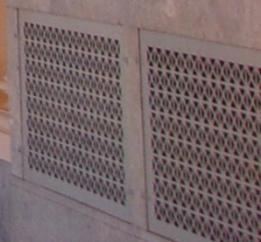




LEGISLATIVE LIBRARY

Library
Bibliothèque de
l'Assemblée
législatif

PULL PULL



information specialists, but it is clear to us that the Library should be one of the best in the country, in terms of professional attainments and experience; and that, to provide an expanded research service, which we are recommending be established as soon as possible, additional senior staff must also be hired in the near future.

Research Goals for the Library

In library circles there has been an argument for decades over the degree to which a library should be a passive, though highly organized, repository, and how much it should be active in developing services that its patrons are not accustomed to, or have not thought about. Further, there can be considerable disagreement in an institution where partisanship is intrinsic, as to the propriety of a forceful library staff canvassing politicians and caucuses in terms of information and services.

We have outlined our reasoning on a new and more independent status for the Legislative Library, and have urged that it be oriented toward

==

THE LEGISLATIVE LIBRARY
AND RESEARCH SERVICES
PROVIDES **CONFIDENTIAL**
AND NON-PARTISAN
SERVICE TO MPPS AND
THEIR STAFF.





WE ARE A FULL SERVICE
LIBRARY AND RESEARCH
SERVICE WITH EXPERTISE
IN A VARIETY OF ONTARIO
POLICY AREAS (E.G. LAW,
FINANCE, EDUCATION AND
HEALTH).



WHO WE ARE

- Legislative Research Service
- Library Client Services



OUTREACH GOALS



OUTREACH GOALS

- To make our core clients aware of the services we can provide to assist them in their role as Members of Provincial Parliament, such as:
 - Research for Private Member's Bills
 - Assistance with constituent inquiries on government programs
 - Preparation for debates and sitting on a committee
 - Staff training on Hansard searches and e-Laws

PREPARING FOR THE 42ND PARLIAMENT



PRE-ELECTION

- Orientation Program
- Informational Products
- Training Strategies
- Promotions Team Updates
- Riding Boundary Changes

POST-ELECTION

- 73 First-time Ontario Members of Provincial Parliament
- Summer Session of the House



ORIENTATION FAIR

ASSEMBLY-WIDE PROGRAM



Client Characteristics

New to unique responsibilities:

- Representatives
- Decision makers
- Lawmakers
- Employers

Transitioning from specialist to generalist

Strategies

- Easy
- Consistent
- Mindful of Time
- Engaging

Takeaways

- Be open to inviting or accepting invitations to collaborate
- Host in a central location
- Set specific and attainable communication goals for the event
- Design meaningful and complementary outreach materials



CLIENT OUTREACH

TIPS AND PRACTICES





CLIENT OUTREACH

GOALS FOR ORIENTATION & OUTREACH

- Keep our materials informative, brief, and unified in their message
- Highlight non-partisanship
- Showcase what the library can do for Members and their staff



CLIENT OUTREACH

REVIEW OF OUTREACH MATERIALS

- We Know Ontario – handout & poster
- Quick Tour Tips
- Training Handouts



CLIENT OUTREACH

WE KNOW ONTARIO

- Designed for the Member's Orientation Fair as an intro to our services
- Mentioned specific information tasks we can help with
 - E.g. Background for Private Member's Bills, government programs, funding
- Highlighted important information in bold
- Included our contact information
- Bilingual

We Know Ontario

Do you need help with your **House duties**, such as introducing a **Private Member's Bill**, preparing for **debate** or sitting on a **committee**?

Do your **constituents** have **questions** about Ontario **legislation** and **government programs**?

We can help with **customized research, analysis** and **background material**, prepared to your requirements.

The Legislative Library and Research Services provides **confidential, non-partisan** service to MPPs and their staff.

We are a **full service library and research service** with expertise in a variety of Ontario policy areas (e.g. law, finance, education and health).



The Legislative Library and Research Services are here to help - Just ask us!

416-325-3900

libraryinquiry@ola.org
<http://library>
3rd floor, North Wing
Legislative Building

Nous connaissons l'Ontario

Avez-vous besoin d'aide avec vos **tâches parlementaires** telles que le dépôt d'un **projet de loi de député**, la préparation à un **débat** ou la participation à une séance de **comité**?

Vos **commettants** ont-ils des **questions** concernant la **législation de l'Ontario** ou les **programmes gouvernementaux**?

Nous mettons à votre disposition **des services personnalisés de recherche et d'analyse** ainsi que des **documents de référence** sur mesure.

La Bibliothèque et les services de recherche de l'Assemblée législative fournissent un service **confidentiel** et **non-partisan** aux députés ainsi qu'à leur personnel.

La bibliothèque propose un **éventail complet de services**, y compris un **service de recherche** offrant une expertise dans plusieurs domaines de politique en Ontario (par ex., en droit, en finances, en santé et en éducation).



La Bibliothèque et les services de recherche de l'Assemblée législative se mettent à votre disposition, n'hésitez pas à nous consulter!

416-325-3900

libraryinquiry@ola.org

<http://library>

3^e étage, aile Nord
Édifice du Parlement



CLIENT OUTREACH

WE KNOW ONTARIO - TAKEAWAYS

- A one page handout is a great first touch point for new clients
- Keep it classic and simple, avoid trends or programs that rotate
- Stick to the core values of what your library can do for them
- Highlight your abilities, not just your assets
- Consider what you offer that is relevant to your client's needs



CLIENT OUTREACH

QUICK TOUR TIPS

- Updated version created in response to an increasing number of clients dropping in
- One-stop map and information sheet for library staff
- Designed to be used at a moment's notice
- Includes a map with numbers for various points of interest
- Everyone using the same handout allows for a consistent experience for our clients

QUICK TOUR GUIDE (2018)

This guide is designed for walk-ins who want a quick tour of the library

It should take 5-10 minutes, depending on client's level of interest

Services

Customized Research

- We answer MPP and staff (including constituency offices) research and information questions
- We are a **unique service** unlike any library that they may have used in the past
- We have **Research Librarians** with expertise in a variety of subject areas, and work with **Research Officers** in Whitney
- We will do the searching, filtering, and analysis for them on any topic and deliver the answer in whatever format they want to receive it- **don't spend too long looking for answers, call us.**

Loans and ILLs

The library provides **materials for loan** from our collection and can facilitate **interlibrary loans**

Orientation and Training

The library provides **general orientation sessions** as well as **customized training** (e.g., eLaws, Hansard, Bills, etc.)

Library History

- Ontario has had a Legislative Library since Confederation
- Upper Canada had its Legislative Library beginning in **1816**. The Province of Canada had one too.
- Since **1912** we've been located here in the Main Building on the 3rd floor
- The Research service was established in **1979**

Library Fires

- There have been a number of fires since **1816**
- Since Confederation there has only been one fire - the fire of **1909**
- The fire destroyed the west wing of the Main Building, and with it, the Library
- A small number of books were saved

Hours

8:30-5:00 or 10 minutes after the House rises

Our service is:

- **Confidential, non-partisan, reliable**
- We work **to your deadlines**

LLRS Stats

- Library: 8 RLs, 8 circ techs, 2 part time PCS techs
- Research (at full capacity): 14 ROs & 2 embedded librarians
- Print collection has **over 200,000** items
 - over 45,000 items in Dewey
 - over 160,000 items in GovDocs
 - over 1000 Great Reads
- In 2017, the library responded to **over 3000 client requests**

Fun Facts about Collection

Old items include:

- Beeswax impression of the Great Seal of Upper Canada, in use between 1792 and 1817
- Upper Canada House of Assembly Journal, First Parliament, First Session from 1792
- The 1st Upper Canada Gazette from April 18, 1793

Follow Up

- Let them know that **more in-depth training** can be arranged at a later date for members or staff.
- If they are very keen, call Brenna (5-3274) or Jessica (5-3935) to help them book further sessions.
- Suggest that they **set up an account at Circ** on their way out - it helps us get their contact info!

SUGGESTED ROUTE

Follow the perimeter of the library, counter-clockwise from the entrance.

This is only a guideline, you need not hit all of these points.

Toronto Dailies

- 4 dailies and periodicals

Tables and Public Terminals

- welcome to use space for work, reading, relaxing, etc.

Members' Reading Room

- space is for Members only

Great Reads and Non-Fiction

- can sign up to receive Great Reads email

Library Timeline

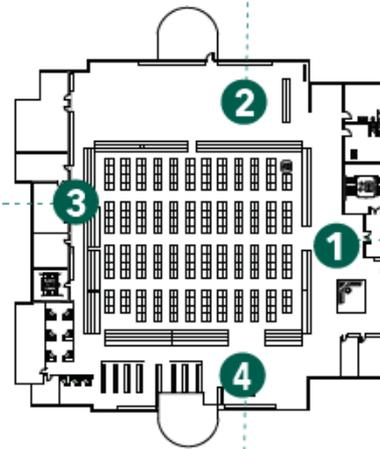
- We have been in our current location for over 100 years
- briefly discuss the fire and how it impacted the library specifically
- If interested, choose specific points on the timeline to highlight OR see "Fun Facts" section on reverse

Current Data File (CDF)

- subject and bio files of former and current MPPs sourced from newspapers and periodicals

Ontario Gazette and Statutes

- we have statutes and journals from the Legislative Assembly of Upper Canada, if interested



FRONT ENTRANCE

Display Cases

- change monthly/seasonally
- welcome to visit and view displays

Proclamation

- created the province of Ontario prior to confederation

Bills

- Ontario Bills dating back to confederation

Hansard

- Hansard dating back to 1944, printed on onion skin with very limited distribution

Press Releases

- Government and political party press releases dating back to the 1970s

Committee Exhibits

- Committee exhibits can be viewed on request

*show table by the Reference office and remind client they are free to use the library space



CLIENT OUTREACH

QUICK TOUR TIPS - TAKEAWAYS

- A tour cheat sheet is an adaptable tool that can be functional in any library
- Allows you to collect all your info and some fun facts about your collection
- Ensure your sheet provides a pattern in showing off your space to clients
- All staff working off the same sheet ensures a consistent message to clients



CLIENT OUTREACH

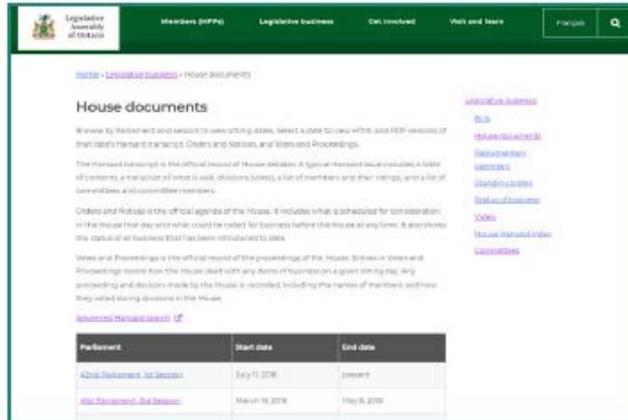
TRAINING HANDOUTS

- Providing training on request is a large part of our job
- We provide sessions on:
 - Library Orientation
 - E-Laws
 - Using the Library Website
 - Searching Hansard
 - News Resources
- An influx of new clients is a great time to review outreach materials!

Training Handouts:

Searching Hansard

This handout provides a few tips on where you can find the debates of the House (Hansard) from online sources. However, where appropriate, references will also be made to the Library's Hansard collection in print and microform formats.



Legislative Assembly of Ontario

Members (MPPs) | Legislative business | Get involved | Hot and heavy

Filter

Home > Legislative business > House documents

House documents

Members by Parliament and session to view sitting dates. Select a date to view HTML and PDF versions of that date's Hansard transcripts, Orders and Notices, and Orders and Proceedings.

The Hansard transcript is the official record of House debates. A typical Hansard issue includes a table of contents, a transcript of what is said, questions asked, a list of members and their ratings, and a list of government and opposition members.

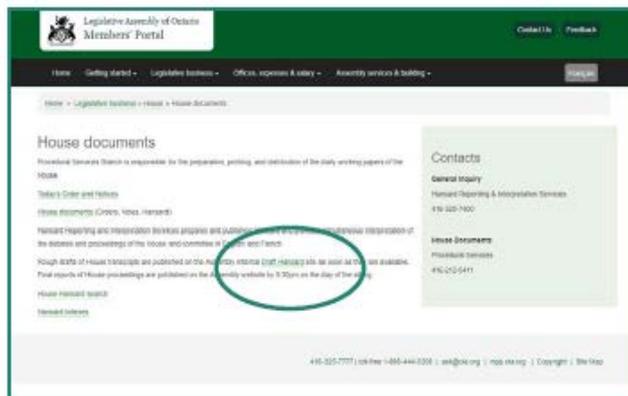
Orders and Notices is the official agenda of the House. It includes what is scheduled for consideration in the House that day and what could be called for business before the House at any time. It also shows the status of all business that has been introduced to date.

Votes and Proceedings is the official record of the proceedings of the House. It includes Votes and Proceedings records from the House dealt with any items of business on a given sitting day. Any proceedings and decisions made by the House is recorded, including the names of members and how they voted during business in the House.

[Advanced Hansard search: PDF](#)

Parliament	Start date	End date
43rd Parliament, 1st Session	July 11, 2016	present
42nd Parliament, 3rd Session	March 16, 2016	May 6, 2016

To find House Hansard on the Assembly's website, click on *Legislative Business* and then click *House Documents*. To find *Committee Transcripts*, click on *Committees* under *Legislative Business*. *Instant/Draft Hansard* is available through the *Member's Portal* (see below).



Legislative Assembly of Ontario
Members' Portal

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Home | Getting started | Legislative business | Office, expenses & salary | Assembly services & building

Filter

Home > Legislative business > House documents

House documents

Procedural Services Branch is responsible for the preparation, printing, and distribution of the daily working papers of the House.

Order of Business and Notices

House documents (Orders, Notices, Hansard)

Hansard reporting and transcription services programs are provided to all members of the Legislative Assembly. Transcripts of the debates and proceedings of the House are available in HTML and PDF format.

Though copies of Hansard transcripts are published on the Assembly website, HTML and PDF versions are not available. Final reports of House proceedings are published on the Assembly website by 5:30pm on the day of the sitting.

House Hansard search

Hansard notices

Contacts

General inquiry
Hansard Reporting & Interpretation Services
416-325-7400

House Documents
Procedural services
416-325-5411

Legislative Library and Research Services

416-325-3900

libraryinquiry@ola.org

Definition

Hansard is the substantial verbatim record of daily proceedings of the House and its Committees.

Types of Hansard

Instant Draft

- Is available through the Member's Portal and the Assembly Intranet
- About 1 hour time lag for House Hansard
- No specific time lag for Committee Hansard
- When the House is in session, House Hansard takes precedence

House

- Available electronically on the Assembly website going back to October 1975
- 1945-1980 is available through the Internet Archive [go to <https://archive.org>, use search terms "Official report of debates (Hansard)"]

Committee Transcripts

- Available electronically on Assembly website going back to 1990
- Committee Hansard is listed by parliament and then alphabetically by committee name
- HTML and PDF versions are available for more recent years (HTML only for earlier years)

Still not finding what you want? Always feel free to contact us at 416-325-3900 or libraryinquiry@ola.org – it's what we're here for!

Tip: Print versions of House and Committee Hansard Debates and Indexes are available in the Library.

Tip: Searching by Topic searches the headings assigned by the Hansard editors, not words spoken in the house.

Indexes (House and Committee)

Current Session

- Draft House and Committee indexes (Subject or Speaker) are available on the Assembly website
- House index usually has a skeletal entry added within 48 hours (check last modified date)
- Page number references to debates are hyperlinked
- Can target types of business, such as oral questions or petitions, in the Speaker index

Previous Sessions

- Previous House and Committee indexes
- go back to Oct. 2007 (39th Parl., 1st Sess.) on the Assembly website
- Page numbers for these indexes are hyperlinked

Advanced Searching

- Search engine for House Hansard only (can try to search Committee Hansard using Google)
- Search fields include—keyword, session, date, range, type of business, topic and speaker
- Search syntax—phrase searching^{””}. Truncation*, case insensitive, search with and without punctuation, Boolean operators AND, OR, NOT, NEAR—within 50 words of each search term

Bill-Specific Hansard

If you are looking for the debates for a specific bill:

- On the Assembly website, go to the webpage for the Bill and click on the Debates tab



CLIENT OUTREACH

TRAINING HANDOUTS- TAKEAWAYS

- A consistently formatted suite of handouts helps to solidify your brand
- A handout frees the client from having to take notes
- Allows you to focus on establishing a personal connection and answering specific questions
- Handouts should complement the look of your other promotional materials



CLIENT OUTREACH

CONCLUSION

- Periodically review the ways in which you reach out to your clients
- Ensure your outreach materials highlight your core services
- Don't reinvent the wheel – look at how you can refresh materials you already have





LIBRARY PUBLICATIONS

RIDING PROFILES AND
RESEARCH PAPERS



Riding Profiles

124 profiles, featuring:

- Demographic data
- Description of riding
- MPP information
- 2018 Election results
- Interactive maps
- Fiction and local history books related to riding

Legislative Library and Research Services (LLRS) Library Publications | About LLRS | Contact Us

Riding Profiles

Search

University—Rosedale: Demographics

Demographics | Riding Description | MPP ^{or} | Election Results | Interactive Maps | Further Reading | All Ridings

UNIVERSITY—ROSEDALE

POPULATION
100,520

MEDIAN AGE
35.6 years

VISIBLE MINORITY POPULATION
32.7%

TOP NON-OFFICIAL LANGUAGE SPOKEN AT HOME
Mandarin 4.1% of the riding's population

HOME OWNERSHIP RATE
42.2%

INDIGENOUS POPULATION
0.8%

BILINGUALISM RATE
17.1%

MEDIAN ANNUAL HOUSEHOLD INCOME
\$68,733

Legislative Library and Research Services

Data source: Statistics Canada, 2016 Census (25% sample data)

Demographic Highlights	Riding*	Ontario	Canada
Population, 2016	100,520	13,448,494	35,151,730
Median age	35.6	41.3	41.2
Gender (%)	female 52.2% male 47.8%	female 51.2% male 48.8%	female 50.9% male 49.1%
Visible minority population (%)	32.7%	29.3%	22.3%
Indigenous population (%)	0.8%	2.8%	4.9%
Bilingualism rate (%)	17.1%	11.2%	17.9%
Top non-official language spoken at home (%)	Mandarin (4.1% of riding's population)	Mandarin (1.6% of Ontario's population)	Mandarin (1.3% of Canada's population)
Median total annual household income, 2015	\$68,733	\$74,287	\$70,336
Home ownership rate (%)	42.2%	69.7%	67.8%

*Data for the riding is from the 2016 long-form census (25% sample data)
Source: Statistics Canada, 2016 Census.

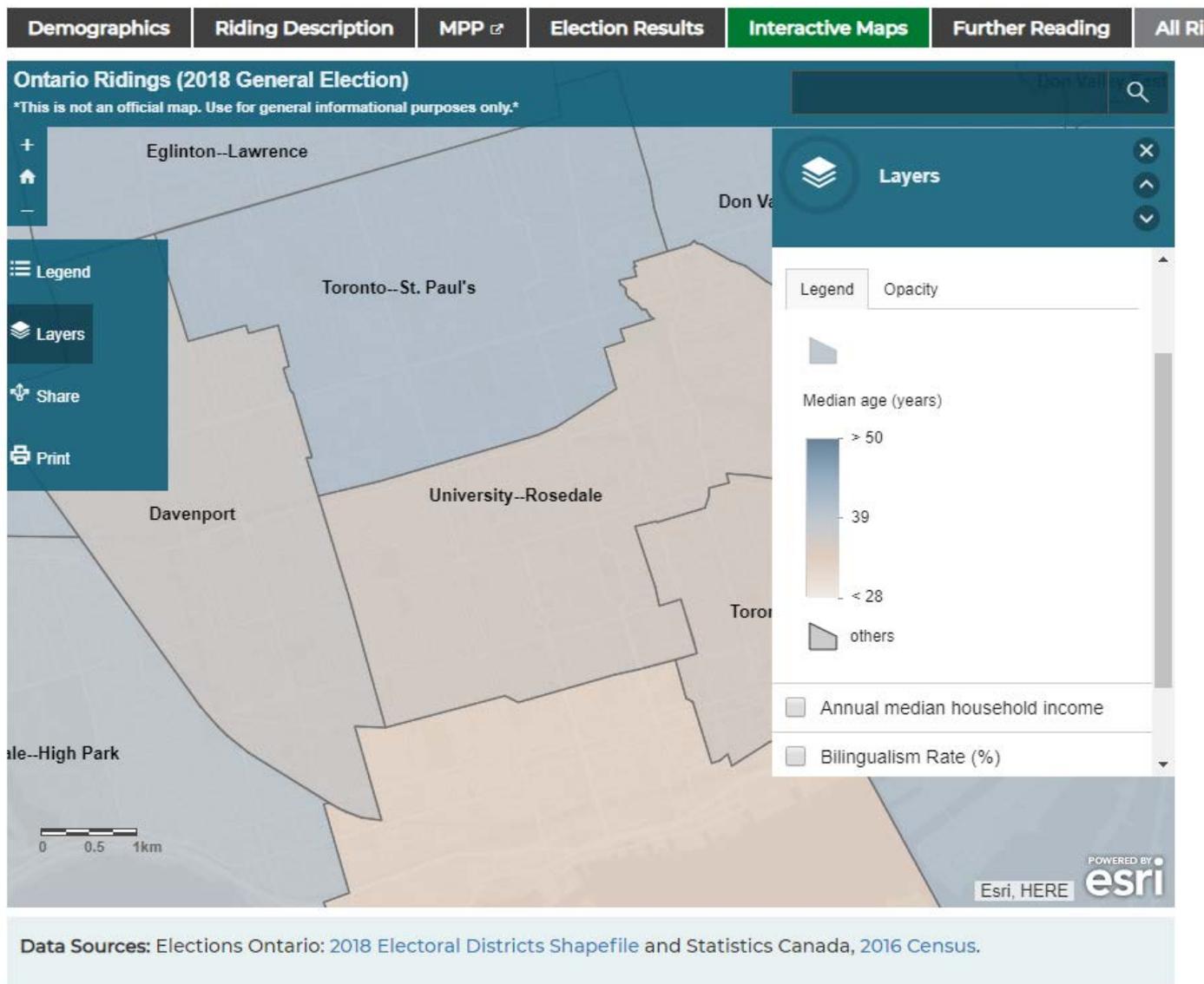
- University—Rosedale 2016 Census Data (25% sample data) 121KB
Download all data for the riding from the 2016 long-form census as an Excel file

Riding Profiles

- Launched in Fall 2018
- Involved staff from Library Client Services, Legislative Research and Content Management
- Created using the LibGuides platform
- Data from Statistics Canada's 2016 Census, Elections Ontario, and items from the Library's collection

Riding Profiles

University—Rosedale: Interactive Maps





University—Rosedale: Further Reading

Demographics

Riding Description

MPP [↗](#)

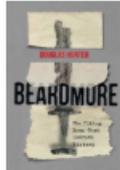
Election Results

Interactive Maps

Further Reading

All Ridings

Local Histories about the Riding

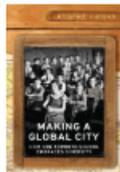


Beardmore : The Viking Hoax That Rewrote History by Douglas Hunter

Call Number: 971.301 H 91 2018

ISBN: 9780773554665

Publication Date: 2018



Making a Global City : How One Toronto School Embraced Diversity by Robert C. Vipond

Call Number: 371.010971 V 81 2017

ISBN: 9781442631953

Publication Date: 2017



Collections and Objections by Michelle A. Hamilton

Call Number: 971.3004 H 18 2010

ISBN: 9780773537545

Publication Date: 2010



Opportunity Road by F. R. Berchem

Call Number: 971.3 B 45 1996

Publication Date: 1996

Death or Canada : the Irish famine migration to Toronto, 1847 by Mark George McCowan

Call Number: 971.3 M 17 2009

Publication Date: 2009

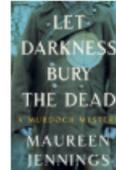
Celebrating one thousand years of Ontario's history : proceedings of the Celebrating One Thousand Years of Ontario's History Symposium by Colin Agnew; Ontario Historical Society

Call Number: 971.3 C 33 2000

Publication Date: 2000

The design and use of Queen's Park (Toronto) in the nineteenth century by

Fiction set in the Riding



Let Darkness Bury the Dead : A Murdoch Mystery by Maureen Jennings

Call Number: JEN FIC

ISBN: 9780771050589

Publication Date: 2017



Pink Palace by Rachel Sheer

Call Number: SHE FIC

ISBN: 0889614474

Publication Date: 2005

Click on a Riding to find other Further Readings

Further Reading

Discover [local histories and/or fiction set](#) in the area of **Mushkegowuk--James Bay**

POWERED BY **esri**

Local History: Toronto Neighbourhoods

[Books, Video, Research & More](#)

[Local History & Genealogy](#)

[Local History](#)

[Toronto History](#)

[Toronto Neighbourhoods](#)

[Toronto City Directories](#)

[Toronto Buildings & Architecture](#)

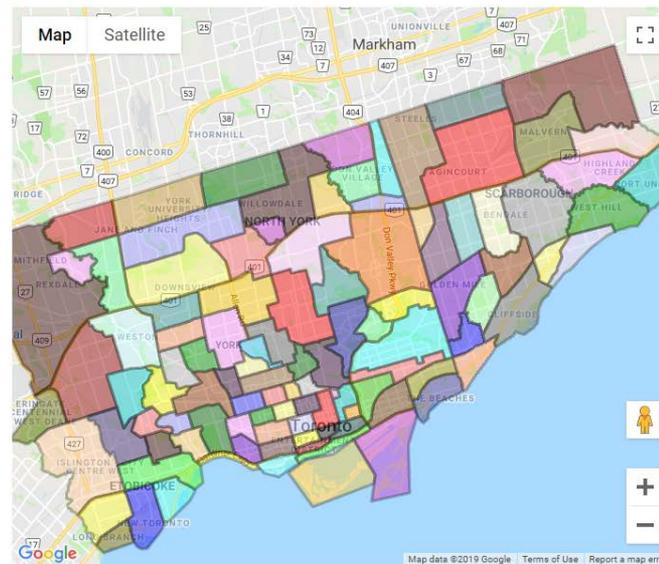
[Toronto Maps](#)

[Toronto Local History Collections in Toronto Public Library](#)

Map of Neighbourhood Historical Resources

Search map

Search



Browse by Neighbourhood for Books, Pictures and Maps

- | | | | |
|---------------------------------|------------------------------|--------------------------------|--------------------------------------|
| Agincourt | Eatonville | Lansing | Rouge |
| Alderwood | Elia-Branson | Lawrence Manor | Scarborough Junction |
| Amesbury Park | Emery | Leaside | Scarborough Village |
| Annex | Eringate | Leslieville | Seaton Village |
| Armour Heights | Exhibition | Long Branch | Silverthorn |
| Bayview Village | Fairbank | Malvern | St. James Town |

Source: Map of Neighbourhood Historical Resources, Toronto Public Library

(<https://www.torontopubliclibrary.ca/history-genealogy/lh-toronto-neighbourhoods.jsp>)

Research Papers

- In-depth information and analysis on a variety of policy and parliamentary issues with an Ontario focus.
- Written by Legislative Research Service's Research Officers



WHEN DO ONTARIO ACTS AND REGULATIONS COME INTO FORCE?

Research Paper B31 (revised March 2018)

Revised by

Tamara Hauerstock
Research Officer
Legislative Research Service

Originally prepared by

Philip Kaye
Manager
Legislative Research Service

Each year in Ontario the legislative and executive branches of government pass bills and issue regulations. This lawmaking activity raises a key question: when do these laws take effect and become legally binding?

In answering this question, this paper focuses upon the legal framework for the commencement of legislation established by the *Legislation Act, 2006*.

Contents

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How an Ontario Bill Becomes Law

a guide for legislators and the public



August 2011
Legislative Research Service
Legislative Assembly of Ontario

How an Ontario Bill Becomes Law

What is a Bill?

A bill is an idea written in legal language and presented for consideration to the Legislative Assembly by a Member of Provincial Parliament (MPP). It may be a proposal to make a new law or laws, or a proposal to change existing laws. A bill must pass through all the stages prescribed by the Legislature in order to become Ontario law.

In Ontario, there are three kinds of public bills which are general in application:

Government Bills – Government Bills are introduced by Cabinet Ministers.

Private Members' Public Bills – Private Members' Public Bills are introduced by Members who are not Ministers.

Committee Bills – Committee Bills are introduced by the Chairs of certain Standing Committees.

The Legislative Assembly also considers **Private Bills**, which are introduced by a Member who is not a Minister. Private Bills are bills that, if passed by the Assembly, allow a particular person or group of persons an exemption from the general law, or provide for something that cannot be obtained under the general law.

Unlike Public Bills, which pertain to matters of public policy and are initiated by Cabinet Ministers or private members, Private Bills originate with a municipality, company or individual seeking a special power or exemption.

Example of an Ontario Bill

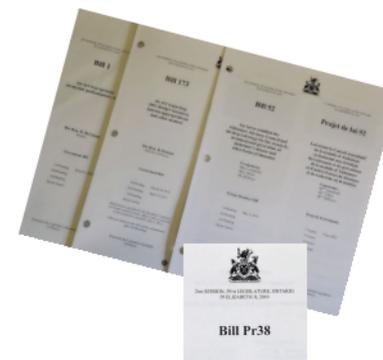
Figure 1 on page 5 depicts the cover of a co-sponsored bill that was introduced on March 30, 2010 and received Royal Assent on May 18, 2010. Note that the title on the page is the “long

title”. The short title, or the title most often used to refer to the bill, is provided in its final clause.

Figures 2 and 3 on page 6 are the English versions of Bill 19's *Explanatory Note* and its text.

Ontario bills are published in print and electronically in htm and pdf formats. They appear with English and French text side-by-side on each page. First reading bills usually are posted within two days of introduction and amended bills are posted after being reported to the House. The amended versions show the changes that were made. When a bill has received Royal Assent it is posted in its final version.

All versions of Ontario bills from 1995 onwards are available on the [Bills and Lawmaking](#) page on the Assembly's website. Pre-1995 bills are available in public and university libraries.



Takeaways

- Create profiles to help staff orient themselves to the organization and/or community they serve
- Create primers/backgrounders to help users get up to speed on topics
- Anticipate type of information users might be interested in. Proactively provide to users.



PROMOTIONS

METHODS AND RESOURCES





PROMOTIONS MANDATE

Market and promote programs, products, collections and services of the Legislative Library and Research Services.



CHALLENGES

- No social media
- Limited contact
- Reliance on traditional print marketing materials



METHODS FOR ADVERTISING

- Toronto Press Today
- Posters
- Displays

Toronto Press Today (TPT)

Legislative
Assembly
of Ontario



Assemblée
légitimative
de l'Ontario

Toronto Press Today

A daily selection of significant news

Aujourd'hui dans la presse de Toronto

Sélection quotidienne de nouvelles importantes

Tuesday, October 08, 2019

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TPT ads

June 8, 2018
(day after election)



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Sélection quotidienne de nouvelles importantes.

Friday, June 8, 2018

Welcome New Members and Returning

Access *Toronto Press Today* and *Provincial Press Plus*
from the Member's Portal <https://mpp.ola.org>
under the *Press Clippings* tab.

Sign up for this daily news package published by the
Legislative Library by calling 416-314-8535
or email: pressclippings@ola.org.

Once Members have been assigned permanent offices,
Toronto Press Today will be delivered in print by 8:30 a.m.
or your email inbox by 7:30 a.m. each morning.

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June 18, 2018
(Orientation Fair)



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Sélection quotidienne de nouvelles importantes.

Monday, June 18, 2018

Welcome Ted Arnott, MPP

Did you know that the Legislative Library and Research
Services can answer many of the questions that come into
your office?

We provide confidential, non-partisan, research services
to meet your particular needs and deadlines.

Contact us now to set up an orientation session.
Register online at <http://library> or call 325-3900

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Our services

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Tuesday, July 24, 2018



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Request personalized and confidential
research

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Riding Profiles

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Toronto Press Today

A daily selection of significant news

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Sélection quotidienne de nouvelles importantes

Monday, October 1, 2018

Introducing the newly updated 2018 Riding Profiles

Prepared by the Legislative Library and Research Services, these profiles provide
demographic and statistical information about each Ontario riding.



Riding Profiles offer:

- Demographics from Statistics Canada's 2016 Census
- Boundary information and municipalities within the riding
- Interactive maps
- Recent provincial election results
- Background information on each member
- Selected resources from the library's collection

Visit the Riding Profiles at <http://library>

Legislative Library and Research Services
416-325-3900 | libraryinquiry@ola.org

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POSTERS

Three main areas where we can showcase posters:

- Bulletin board in the basement (main building)
- Bulletin board outside the Library's main entrance
- Book swap truck

Bulletin Board

Before



After



Riding Profiles

Riding PROFILES

Demographics Riding Description MPP Election Results Interactive Maps Further Reading All Ridings

Introducing the newly updated 2018 Riding Profiles

Prepared by the Legislative Library and Research Services, these profiles provide demographic and statistical information about each Ontario riding.

UNIVERSITY-ROSEDALE

POPULATION

100,520



MEDIAN AGE

35.6 years

52.2% female 47.8% male

VISIBLE MINORITY POPULATION

32.7%

INDIGENOUS POPULATION 0.8%

17.1% BILINGUALISM RATE

TOP NON-OFFICIAL LANGUAGE SPOKEN AT HOME

Mandarin 4.1% of the riding's population

HOME OWNERSHIP RATE

42.2%

\$68,733

MEDIAN ANNUAL HOUSEHOLD INCOME

Legislative Library and Research Services

The Riding Profiles offer:

- Demographics from Statistics Canada's 2016 Census
- Boundary information and municipalities within the riding
- Interactive maps
- Recent provincial election results
- Background information on each member
- Selected resources from the library's collection

To visit the Riding Profiles and access our other Library resources, visit

<http://library>

Legislative Library and Research Services
416-325-3900 | libraryinquiry@ola.org



Training and Orientation



LEGISLATIVE LIBRARY & RESEARCH SERVICES

FIND OUT WHAT WE CAN DO FOR YOU

The Legislative Library and Research Services offers library orientations and training on searching for news articles, using library databases, navigating e-Laws, and finding debates in Hansard.

JUST ASK US

libraryinquiry@ola.org | (416) 325-3900

Visit <http://library> to book an orientation for yourself or your staff

First Reading

First Reading

New and Notable Publications

First Reading is an alert of new and notable publications distributed weekly while the Legislature is sitting and biweekly when the Legislature is adjourned.

To subscribe to First Reading, please contact Julie Anderson by email or phone:
janderson@ola.org | 416- 325-3915

Health, Education



First Nations and Diabetes in Ontario

ICES,
Chiefs of Ontario

Justice, Social Issues



We Can't Wait: Preserving Our Affordable Rental Housing in Ontario

Advocacy Centre for Tenants Ontario

Planning, Environment



Constitutional Law and the Politics of Carbon Pricing in Canada

Sujit Choudhry,
Institute for Research on Public Policy

Public Administration, Finance



Economic and Budget Outlook: Assessing Ontario's Medium-term Budget Plan: Fall 2019

Financial Accountability Office of Ontario

Great Reads Collection



For the Record

David Cameron

These titles and more are available from the Library.

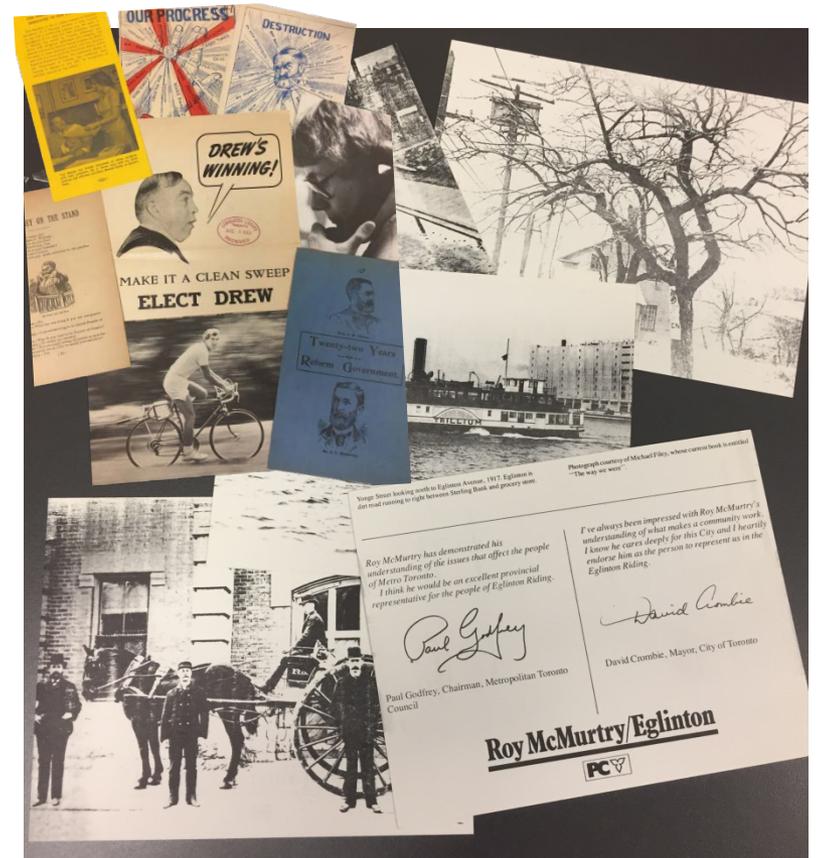
To request copies of any of these publications, or any Library materials, please email or call the Library at:

libraryinquiry@ola.org | 416-325-3900

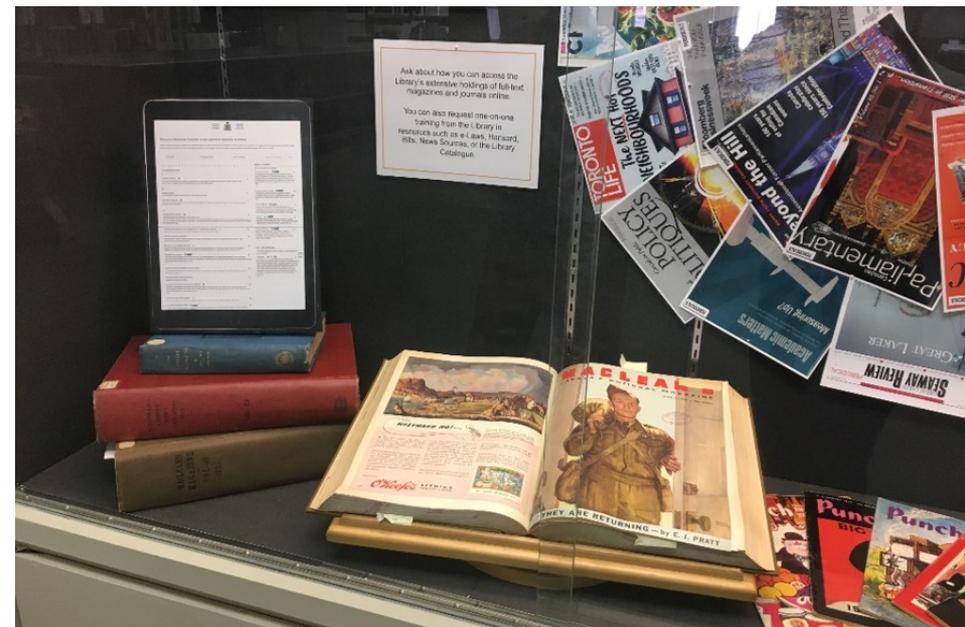


DISPLAYS

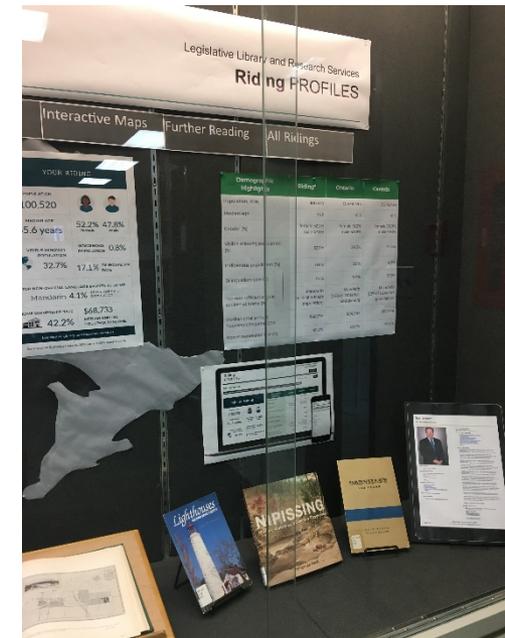
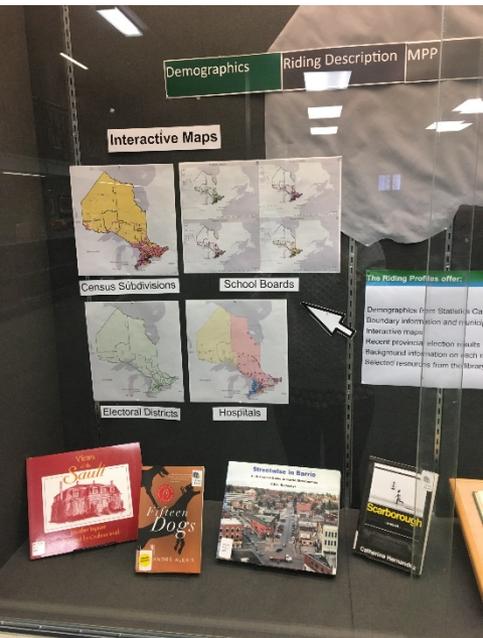
Rare books and unique collections



Periodical collection – print and electronic



Original publications – Riding Profiles





FREE RESOURCES

- Templates: *Canva*
- Vectors and Illustrations: *Vector Portal*
- Fonts: *Font Squirrel, Google Fonts*
- Mockups: *Smart Mockups*
- Graphics software: *Inkscape*



PROMOTIONS

TAKEAWAYS

- Utilize your space(s)
- Free resources for professional-looking materials
- Combine various methods to amplify your promotions





CLOSING REMARKS



MEASURING THE EFFECTIVENESS OF LLRS OUTREACH

- Use of Toronto Press Today (TPT)



Toronto Press Today

A daily selection of significant news

Aujourd'hui dans la presse de Toronto

Sélection quotidienne de nouvelles importantes

124/124 MP/PPS

SUBSCRIBE TO

TORONTO PRESS TODAY

MEASURING THE EFFECTIVENESS OF LLRS OUTREACH

- Use of Toronto Press Today (TPT)
- Request Tracking System

== **116/124 MPPS
HAVE PLACED
REQUESTS SINCE
JULY 2018.**



== **68/73 FIRST-TIME
MPPPS HAVE PLACED
REQUESTS IN THE
SAME PERIOD.**



MEASURING THE EFFECTIVENESS OF LLRS OUTREACH

- Use of Toronto Press Today (TPT)
- Request Tracking System
- Anecdotal Evidence

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**THANK
YOU
MERCI**

