OLBA BOOT CAMP:

STRATEGIES FOR IMPACTFUL ENGAGEMENT

FEBRUARY 1, 2020



OLA SUPER CONFERENCE



WHAT IS GOVERNMENT RELATIONS (GR)?

OLA & FOPL'S GR APPROACH

Marathon, not a sprint - a long-term process of relationship building

Aligned with the priorities of government

Non-partisan

Engage vs. combat





2019 ONTARIO BUDGET PUBLIC LIBRARIES ASK

An additional investment of \$17 million annually in provincial base funding to ensure the continued viability of a modern, locally-focused and accessible public library sector in Ontario.



2019 ONTARIO BUDGET WHAT HAPPENED?

- More than \$60 million was cut from the overall MHSTCI budget
- Part of \$1.7 billion target of cumulative cuts across government to 2023-24
- Public libraries no provincial funding increase but all Libraries Sector Support intact (at 2017 levels)
- Funding cuts to SOLS and OLS-N as a result SOLS ILL via van delivery was cancelled and ILL temporarily suspended in Ontario
- Media attention



LET'S REVISIT: OLA & FOPL'S GR APPROACH

Marathon, not a sprint - a long-term process of relationship building

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OLA & FOPL EMERGED IN A STRONGER PLACE

- Proven reputation as an active, constructive stakeholder
- Increased recognition of provincial reach of PLs
- Cabinet shuffle new
 Minister of Heritage, Sport,
 Tourism & Culture Industries
- Bill 132 Positive results



LIBRARY SECTOR CO-OPERATION IS THE KEY INGREDIENT TO SUCCESS

QUESTIONS & DISCUSSION





2020 ONTARIO BUDGET OLA & FOPL ASK

OLA and FOPL are recommending two targeted investments of new funding to support public library modernization in Ontario



BUT FIRST ...

FULLY MAINTAIN CURRENT PROVINCIAL FUNDING FOR PUBLIC LIBRARIES

2020 ONTARIO BUDGET: OLA & FOPL ASK

Create an Ontario Digital Public Library

Complete the transformation of inter-library loan

OLA & FOPL PRE-BUDGET ENGAGEMENT

Pre-Budget submission

Consultations and roundtables

Engagement with MHSTCI, Ontario Government

Local engagement



LOCAL ENGAGEMENT: YOUR HELP MAKES THE DIFFERENCE



2020 ONTARIO BUDGET WE NEED YOUR HELP

 Engage with your local MPPs and share recommendations for strengthening local libraries and targeted new funding to support public library modernization in the 2020 Ontario Budget

- Educate MPPs and staff about the:
 - Local importance of public libraries
 - Need for new funding to help small and medium-sized public libraries keep up with digital needs and demand
 - Alignment of budget ask and achieving Ontario Government's priorities in local economic development, e-learning, and broadband access.
- Secure commitment from MPPs to advocate for the priority recommendations to the key Ministers and other Cabinet Ministers



DO YOU HAVE A RELATIONSHIP WITH YOUR LOCAL MPP?

HAVE YOU EVER WRITTEN OR SPOKEN TO THEM?

HAVE YOU MET WITH THEM DIRECTLY?

HAVE YOU DISCUSSED WITH THEM ISSUES FACING YOUR LIBRARY?

WHY SHOULD YOU GET INVOLVED?

You – whether CEOs, library staff, board members or trustees – are local leaders and advocates for public libraries.

MPPs want to hear from you!

Your local voice is a critical ingredient to our overall success.

- Meet with your local MPP/candidates to:
 - Emphasize the importance of libraries and librarians
 - Build support for the provincial role in supporting public library modernization including the budget recommendations for new funding
 - Provide local context on the recommendations and how it will help their (and your!) community
- Building long-term relationships = more supporters and champions



EVERY MEETING COUNTS

- All politics is local
- Every encounter is an opportunity
- Strength in numbers
- Build on your relationships
- All parties matter



CONDUCTING THE MEETING

Stay focused on your area of expertise, provide local examples

Local Experience

Local libraries the proof point to the problem or solution

Trends in Ontario

Local libraries' experience is part of a growing or province-wide problem

OLA/FOPL Recommendations

Be clear about the priority recommendations

Your Ask

Ask MPP to support OLA/FOPL's recommendations, and demonstrate and communicate their support to the key Ministers

WHAT IF I'M UNABLE TO MEET WITH MY MPP?

QUESTIONS & DISCUSSION

COUNSEL