SERVING
ONTARIO’S NEW
PARLIAMENT:
OUTREACH
STRATEGIES

Meg Carruth, Sarah Goodyear, Jessica Knoll, Erica Smith and Le Dieu Tran

OLA Super Conference 2020
January 29, 2020
PRESENTATION GOAL

To provide examples of the Legislative Library and Research Services (LLRS) outreach strategies for the 42\textsuperscript{nd} 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
CHAP. XXV.

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,

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.

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-
information specialists, but it is clear to us that the librarian 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@olea.org
http://library
3e 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., aLaws, Hansard, Bills, etc.).

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

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.

Fun Facts about Collection
- 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

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

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

Bills
• Ontario Bills dating back to confederation

Press Releases
• Government and political party press releases dating back to the 1970s

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

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

FRONT ENTRANCE

Display Cases
• change monthly/seasonally
• welcome to visit and view displays

Proclamation
• created the province of Ontario prior to confederation
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.

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).

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.

House Hansard Search

Fill in one or more of the boxes below to search Hansard from October 28, 1759 to now.

Keyword: 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

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!
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
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
Ontario Ridings (2018 General Election)

*This is not an official map. Use for general informational purposes only.*

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 D 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: 0889614476
- Publication Date: 2005

Click on a Riding to find other Further Readings

---

Discover local histories and/or fiction set in the area of Mushkegowuk—James Bay.
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)

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

INTRODUCTION 1
HOW DOES AN ACT COME INTO FORCE? 1
Overview 1
In Force on Royal Assent 2
Act is Silent 2
Act Specifies Royal Assent 3
Effectiveness of Acts Brought into Force on Royal Assent: Is Actual Notice Required? 3
In Force on a Fixed Date 3
In Force on Proclamation 4
General 4
Amending or Revoking a Proclamation 5
Proclaiming Part of an Act 5
Judicial Consideration of Partial Proclamation of an Act 6
Not Proclaiming an Act 7
Varied In Force Dates 8
REGULATIONS 8
Filing of Regulations 9
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 .hmx 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
TPT ads

June 8, 2018
(day after election)

Welcome New Members and Returning


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.

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
Our services

Riding Profiles

Toronto Press Today
A daily selection of significant news
Aujourd'hui dans la presse de Toronto
Sélection quotidienne de nouvelles importantes

Tuesday, July 24, 2018

Legislative Library and Research Services
416-325-3900
libr aryinquiry@ola.org
http://library
Request personalized and confidential research

Toronto Press Today is distributed on request and without charge to MPs for reference use.
It may not be reproduced without permission of the copyright holder.
Telephone: (416) 314-8555  E-mail: PressClippings@ola.org

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

Toronto Press Today is distributed on request and without charge to MPs for reference use.
It may not be reproduced without permission of the copyright holder.
Telephone: (416) 314-8555  E-mail: PressClippings@ola.org
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
Trending

Legislative Library and Research Services

First Reading

Library Publications

Training

New in Great Reads

NEWS YOU CAN USE

We Know Ontario

Nous connaissons l'Ontario

Libraryinqidsola.org | 416-325-3900

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:

First Reading

LEGISLATIVE LIBRARY & RESEARCH SERVICES

Finding out what we can do for you

The legislative library and research service offers library resources and services, including an on-demand discussion, new library services, and an online archive of legislative research papers. Visit the website for more information.

Fourth Set of Reading

New in Great Reads

https://libraryinqidsola.org | 416-325-3900

Libraryinqidsola.org | 416-325-3900

Visit the website to book an appointment or to view in-person.
Riding Profiles

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.

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
416-325-3800 | libraryinquiry@ota.org
Training and Orientation

First Reading
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
MEASURING THE EFFECTIVENESS OF LLRS OUTREACH

• Use of Toronto Press Today (TPT)
124/124 MPPS
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 MPPS HAVE PLACED REQUESTS IN THE SAME PERIOD.
MEASURING THE EFFECTIVENESS OF LLRS OUTREACH

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