OLBA BOOT CAMP:
STRATEGIES FOR IMPACTFUL ENGAGEMENT

FEBRUARY 1, 2020
“WHAT IS GOVERNMENT RELATIONS (GR)?
Marathon, not a sprint - a long-term process of relationship building

Aligned with the priorities of government

Non-partisan

Engage vs. combat

OLA & FOPL’S
GR APPROACH
OLA & FOPL ADVOCACY: THE YEAR IN REVIEW
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
Aligned with the priorities of government
Non-partisan
Engage vs. combat
- 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.”
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
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

COUNSEL
• 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?
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**
• 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?”