

# Advocacy at TPL

Toronto Public Library Board Education

April 26, 2021



# what is advocacy?

Advocacy is a **planned, deliberate, sustained and evaluated effort** to:

- **raise awareness** of an issue or issues;
- **build support and understanding** incrementally over an extended period of time; and
- **influence** a desired outcome or **effect change**.

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## proactive vs reactive

# ingredients for successful advocacy

1. Brand & reputation
2. Well-articulated and demonstrated value proposition
3. Clear set of priorities and outcomes
4. Research and consultation
5. Community & stakeholder engagement and support

# TPL's advocacy capacity

## 1. Brand and reputation

**what we've done:** TPL Experience 360; brand framework

**what we're doing:** Brand rollout; Customer Experience Strategy; brand narratives

## 2. Well-articulated and demonstrated value proposition

**what we've done:** Bridge Technology Toolkit; “So Much More” economic impact study

**what we're doing:** Data and analytics program; use of disaggregated data; library benchmarking initiatives

# TPL's advocacy capacity

## 3. Clear set of priorities and outcomes

**what we've done:** strategic plan comprehensive stakeholder consultations

**what we're doing:** strategic plan rollout and communication; linking strategic plan priorities and outcomes to City and other orders of government

## 4. Research and consultation

**what we've done:** In-depth strategic planning work; ongoing service-related consultation; advisory groups; legislative/policy environmental scanning

**what we're doing:** broader community/customer consultation and engagement; policy development framework update; new research policy

## 5. Community and stakeholder engagement and support

**what we've done:** Strengthened networks of stakeholders through City and community partnerships;

**what we're doing:** Developing a partnership strategy to deepen community connections

# examples of successful TPL advocacy

## 1. Ensuring ongoing funding and sustainability

Annual budget advocacy; infrastructure funding (community benefits, development charges, with FOPL)

## 2. Access to information and freedom of expression

eContent access and fair pricing; civic engagement; promoting and defending freedom of expression

## 3. Equity and Inclusion

Elimination of children's fines; increased open hours; digital inclusion and digital literacy; CELA; access to e-government and workforce development

## 4. Employee well-being

Library workers as priority for vaccination

# **potential future TPL advocacy**

## **1. Ensuring ongoing funding and sustainability**

Annual budget advocacy; infrastructure funding

## **2. Access to information and freedom of expression**

eContent access and fair pricing; algorithmic literacy; data privacy; copyright

## **3. Equity and Inclusion**

Addressing and repairing divides: digital, learning and workforce development, access to e-government services

Advancing an equitable workplace and service culture



**Thank you!**