



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

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!