

Strategic Plan – Consultation Agenda

June - August	Contact key list of opinion leaders to lead major public forums
August	What's On article publicizing forthcoming Strategic Plan consultation and inviting attendance at scheduled forums and regional meetings
September	Advertise major public forums and themes in papers, use earned media
October	Letters to major stakeholders inviting attendance at major public forums
October	Kick-off consultation at TRL and other "theme" public forums: stage-setting consultation led by influential Torontonians with extensive media coverage
November	Make Shelf Life or similar publication available in branches, featuring strategic plan consultation details and providing tear-off for input, support with ads in community and ethnic media
November	Moderated regional 'stakeholder roundtables'. One Research and Reference and four regional sessions to be held across the City.
December	Acknowledge all participants and advise of next steps
January	What's On article reports on progress to date and invites input from general public
January	Orientation of Councillors on themes and opportunity for additional feedback
February	Focus groups for the general public
February	Precis of the draft plan made available to the public
Feb/March	Outreach to local stakeholders by staff (links to stakeholders' websites, features in their newsletters, distribution of information at library programs)
Feb/March	Local community meetings.