



**STAFF REPORT
ACTION REQUIRED**

13b.

E-Book Working Group: E-Content Update and Advocacy Strategies

Date:	September 8, 2014
To:	Toronto Public Library Board
From:	E-Book Working Group

SUMMARY

The purpose of this report is to obtain the Toronto Public Library Board's approval of recommendations from the Board's E-Book Working Group concerning e-content advocacy and public engagement strategy.

RECOMMENDATIONS

The E-Book Working Group recommends that the Toronto Public Library Board:

1. approves e-content advocacy and public engagement strategies that include:
 - a. continued conversations with publishers as part of an effort to establish fair and reasonable prices and obtain more e-content;
 - b. collaborating with other large Canadian public library boards and associations on this issue;
 - c. a Fall 2014 campaign to raise awareness about the availability of e-content at Toronto Public Library and to encourage its use;
 - d. utilizing strategic communication opportunities to provide information about the challenges surrounding e-content access and pricing.

FINANCIAL IMPACT

There are no financial impacts resulting from this report beyond what has already been approved in the current year's budgets.

The Director, Finance and Treasurer has reviewed this financial impact statement and is in agreement with it.

DECISION HISTORY

The E-Book Working Group met on June 26, 2014 to consider the *E-Content Update and Advocacy Strategies* report. The following recommendations were approved:

1. *approves e-content advocacy and public engagement strategies that include:*
 - a. *continued conversations with publishers as part of an effort to establish fair and reasonable prices and obtain more e-content;*
 - b. *collaborating with other large Canadian public library boards and associations on this issue;*
 - c. *a Fall 2014 campaign to raise awareness about the availability of e-content at Toronto Public Library and to encourage its use;*
 - d. *utilizing strategic communication opportunities to provide information about the challenges surrounding e-content access and pricing.*

COMMENTS

The *E-Content Update and Advocacy Strategies* report considered at the June 26th meeting of the Board's E-Book Working Group is provided as Attachment 1.

Further Update Since June 26, 2014 E-Book Working Group Meeting

On August 6, 2014, Michael Foderick, Board Chair; Anne Bailey, Acting City Librarian and Vickery Bowles, Director, Collections Management and City-Wide Services met with representatives from the Ontario Ministry, Tourism, Culture and Sport regarding public library access to e-content.

On August 21, 2014, Michael Foderick, Board Chair; Anne Bailey, Acting City Librarian and Vickery Bowles, Director, Collections Management and City-Wide Services had a teleconference meeting with representatives from the federal Ministry of Canadian Heritage and Official Languages.

The Canadian Library Association has requested staff participation in a task group to investigate public library access to e-content and recommend advocacy strategies.

A letter confirming the Competition Bureau's position that it is unlikely there are grounds to pursue an investigation was provided on July 21, 2014 (see Communications report at the September 8, 2014 Toronto Public Library Board meeting).

The Ottawa Public Library outlined their support for e-content advocacy in a letter to Michael Foderick dated August 1, 2014 (see Communications report at the September 8, 2014 Toronto Public Library Board meeting).

The Ottawa Public Library and Toronto Public Library Board Chairs and staff discussed opportunities to collaborate on advocacy strategies including engaging the public. Staff are working together to draft a joint advocacy plan for consideration.

Staff consulted with the Ontario Library Association about opportunities for collaborating on e-collection advocacy strategies.

CONTACT

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SIGNATURE

Anne Bailey
Acting City Librarian

ATTACHMENT

Appendix 1: *E-Content Update and Advocacy Strategies* report to the June 26, 2014 E-Book Working Group meeting