TORONTO PUBLIC LIBRARY

**STAFF REPORT
ACTION REQUIRED**

Programming Policy – Revisions

Date:	February 26, 2018
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

The purpose of this report is to request Toronto Public Library Board approval for revisions to Toronto Public Library's (TPL) Programming Policy. The policy has been revised to clarify the scope and purpose of programming at TPL and reflect the new Service Delivery Model in which programming is defined as one of five service pillars. Additionally the Strategic Plan includes outcome measures to define the value of library service to residents and communities in Toronto. The revised policy sets clear expectations for internal and external stakeholders, to define outcomes and description for programs to improve the quality, reach, and impact.

As a pillar of TPL's Service Delivery Model, programming is one of the primary ways the Library supports Torontonians. The Strategic Plan defines customer-focused outcomes for Library programs. Programs are delivered by staff or in collaboration with external partners and have an average attendance of 2,500 per day. The revisions to the policy reflect the increasing importance of programming to library service by reinforcing a commitment to inclusion, intellectual freedom, addressing topics of relevance to our communities, and providing a welcoming and supportive environment. Further, the revisions clarify how the Library is accountable to its stakeholders through evaluation processes and clear communication channels. While the scope of the policy has expanded in response to contemporary library service, the core of the policy remains consistent with TPL's mission, vision and values.

RECOMMENDATIONS

The City Librarian recommends that the Toronto Public Library Board:

1.   approves the revised Programming Policy (Attachment 1).

Implementation Points
Implementation of new processes and procedures for program development and delivery will begin once the policy is approved. The policy will come into full effect January 1, 2019.

The Programming Working Group will implement a communications plan to inform staff and the public about changes to the policy as appropriate.

FINANCIAL IMPACT

The revised policy will have no financial impact beyond what has already been approved in the current year's budget.

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

ALIGNMENT WITH STRATEGIC PLAN

The updated Programming Policy reflects Toronto Public Library's efforts to advance equitable outcomes for all Torontonians set out in the Accountability Framework of the Strategic Plan. By establishing outcome measures for programs, the Library will have more information to measure success and make evidenced-based adjustments to programming allocation going forward.

The policy ensures that programs developed and delivered by TPL will further the outcomes for Torontonians as set out in the Accountability Framework of the Strategic Plan.

EQUITY IMPACT STATEMENT

The Programming Policy will have a positive impact on all equity seeking groups. By establishing outcomes for programs and introducing program evaluation and review, the Library will ensure that programs align with community needs and interests and have the intended results.

DECISION HISTORY

The Programming Policy was last reviewed by the Library Board on December 13, 2004.

ISSUE BACKGROUND

Recent changes at TPL necessitated significant revision to the Programming Policy. The Strategic Plan 2016-2019 adopted by the Board at its February 22, 2016 meeting emphasises the importance of programs in all six strategic priorities:

- Advancing our digital platforms:
  - Outcome: Torontonians have convenient access to a full range of library services through integrated digital platforms, and exceptional customer experiences at their every point of need.

- Breaking down barriers to access and driving inclusion:
  - Outcome: Torontonians from all walks of life have easy, local access to the library services they want and need.
- Expanding access to technology and training:
  - Outcome: Torontonians have increased access to current and emerging technology, training and expertise to promote digital literacy and inclusion.
- Establishing TPL as Toronto's centre for lifelong and self-directed learning:
  - Outcome: Torontonians have continuous, lifelong and self-directed learning opportunities to develop multiple literacies that support health, education, employment and entrepreneurship, and enhance their quality of life.
- Creating community connections through cultural experiences:
  - Outcome: Torontonians have improved access to local and city-wide cultural experiences to support discovery and creative expression, foster cross-cultural understanding, and enhance social and community connections.
- Transforming for 21st century service excellence:
  - Outcome: Torontonians experience exceptional, efficiently managed customer services how, when, and where they want and need them; TPL's organizational, digital and branch infrastructure support the delivery of strategic outcomes; library staff have the skills and competencies to support excellent service delivery; and TPL has the financial resources to deliver strategic outcomes.

The Service Delivery Model developed in 2016 and presented to the Library Board for information at its June 19, 2017 meeting identifies programs as a service pillar, committing TPL to provide "seamless access, in person and online, to a full range of services, including… programs… ." New and revised policies such as the Police Reference Check Policy have implications for Library programs and their delivery. Additionally, TPL's new organizational structure redistributes programming responsibilities. All of these changes are accounted for in the revised policy.

COMMENTS

Review and Consultation
In developing its Strategic Plan 2016-2019, the Library consulted with stakeholders, residents, and community groups. During this process it was found that residents place high value on library services, and that these services could be enhanced through programs and resources equitably available across branches and communities.

In reviewing the Programming Policy, the Programming Working Group consulted with front-line staff and management involved in developing and delivering programs. These include the Adult Programming, Children's Programming, Youth Hub, User Education, Multicultural Services, and Service and Operations Managers committees; the Communications, Programming and Customer Engagement and Policy, Planning, and

Performance Management divisions; and departments focusing on Accessible Services and Adult Literacy.

Additionally, the working group surveyed programming policies from libraries across Canada, considered related policies at TPL; the Ministry of Tourism, Culture and Sport; Annual Survey of Public Libraries, Definitions, 2016; and the Canadian Federation of Library Association's Statement on Intellectual Freedom and Libraries.

Revisions to the Policy
The revised Purpose section clarifies the objective of programming at TPL. Programming is one way in which the Library fulfills its mission, vision and values, and it falls under the Canadian Federation of Library Association's Statement on Intellectual Freedom and Libraries. Staff, partners, external facilitators and the public are identified as stakeholders in the policy.

The Policy Statement defines the scope of the programming TPL offers and has been expanded to:
- include concepts such as multiple literacies and lifelong learning that are now core to our strategic plan and understanding of our role in the community;
- emphasize our civic and cultural role; and
- highlight the importance of universal and equitable access to programs.

The policy sets out clear expectations for partners, library staff, program attendees and other stakeholders for program development and delivery:
- programming falls within the Library's evaluation framework;
- programs have clearly defined goals, target audiences, descriptions, outcomes and objectives;
- programs are delivered by qualified staff or subject matter experts;
- external presenters may "not solicit business, customers or volunteers, or market their commercial products or services" with exceptions allowed for programs in service of strategic objectives with the approval of a Director, consistent with the Conflict of Interest Policy and the Employee Code of Ethics;
- external presenters are subject to the Police Reference Check Policy;
- program proposals must follow the proposal process;
- comments and concerns about programming will be addressed;
- the broad scope of topics that may be addressed in our programming reflects language from the Materials Selection Policy; and
- parents and guardians are primarily responsible for children's access to programming, as they are responsible for children's access to library materials, following the Materials Selection Policy.

Key terms such as program, co-sponsored program, partnership, and vulnerable group have also been defined to address uncertainty identified by consulted stakeholders.

Related Procedures

Procedures and processes referred to in the policy are currently implemented or are in development. The following practices will be implemented in 2018 following the approval of the policy:

- programming evaluation framework;
- creation of clearly defined goals, target audiences, descriptions, outcomes and objectives for all programs;
- program proposal process;
- process for formalizing co-sponsored programming;
- process for requiring police reference check from external presenters.

The Programming Working Group will implement a communications plan informing internal and external stakeholders about the relevant changes and implications for regular work practices.

CONTACT

Pam Ryan; Director, Service Development & Innovation; Tel: 416-393-7133; Email: pryan@torontopubliclibrary.ca

SIGNATURE

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Vickery Bowles
City Librarian

ATTACHMENTS

Attachment 1:   Programming Policy – 2019 – with revisions marked
Attachment 2:   Programming Policy – 2019

POLICY:	**PROGRAMMING**
SECTION:	**II – General Policies – Miscellaneous**
MOTION#/DATE:	~~04 – 176 – December 13, 2004~~ <mark>**18 – xxx – February 26, 2018**</mark>

Effective Date

~~December 13, 2004~~ <mark>January 1, 2019</mark>

~~Policy Objective~~ <mark>Purpose</mark>

~~To establish the conditions and context within which the Library creates and delivers programs to the public.~~

<mark>Toronto Public Library (TPL) provides public programming to fulfill its mission to provide equitable access to services which meet the changing needs of Torontonians and to preserve and promote universal access to a broad range of knowledge, experience, information and ideas in a welcoming and supportive environment. Programming is provided in keeping with the Canadian Federation of Library Association's Statement on Intellectual Freedom and Libraries and TPL's vision and values.</mark>

<mark>The purpose of this policy is to provide an overview of programming at TPL and what the public should expect when attending programming at TPL. It also ensures TPL's partners and external facilitators are aware of the objectives and expectations of TPL programing. Additionally, this policy provides TPL staff with the necessary framework to assist them in the development and delivery of high quality programming.</mark>

<mark>Programming is a pillar of the Library's Service Delivery Model.</mark>

Underlying Principles~~/Background~~ <mark>and Scope</mark>

~~Library programs extend and promote the role of the library as a community resource; supplement and extend the information found in library collections; offer an alternative way for people to obtain and assimilate information; encourage participation in civic life and help to address the cultural and leisure-related interests of the community.~~

TPL programs respond to community needs and interests and support the priorities in TPL's Strategic Plan, as well as its Service Delivery Model, and reflect the TPL's vision, mission and values. Programs promote TPL collections and resources, offer access to professional or subject matter expertise, and build connections between residents and communities.

Programs are facilitated by TPL staff, professional and subject matter experts, authors or performers.

This policy applies to all programs including co-sponsored and partnership programs.

This policy does not apply to:
- TPL events that are developed only for special purposes such as donor recognition or fundraising;
- media conferences; and or
- programs or events offered by other organizations or individuals on library TPL premises where space is rented under the terms and conditions of the Auditorium, Meeting Room and Theatre Rental Policy Community and Event Space Rental Policy or the Use of Library Space for Art Exhibits Policy.

Policy Statement

The Toronto Public Library TPL provides programs that:

- are compatible with TPL's vision, mission, values, goals and strategic priorities;
- focus on literacy multiple literacies, lifelong learning, reading and diverse cultures;
- reinforce the role of the library as TPL's essential role in the community cornerstone;
- are open to everybody;
- supplement and extend the information found in TPL services, collections, and staff expertise; library materials;
- promote TPL the library and encourage the use of its resources; and
- are responsive to diverse community need.
- reflect and respond to diverse communities and their interests, needs and goals; and
- enable and encourage participation in Canadian society and contribute to a Canadian creative culture.

TPL programs are open to everybody regardless of race, ethnic origin, place of origin, citizenship, colour, ancestry, language, creed (religion), age, sex, gender identity, gender expression, marital status, family status, sexual orientation, disability, political

affiliation, membership in a union or staff association, receipt of public assistance, level of literacy or any other similar factor. However, TPL reserves the right to limit attendance based on considerations of the program; for example, programs based on age, or space limitations. Program attendance requires compliance with TPL policies, including the Rules of Conduct.

~~The Library~~ TPL does not generally charge for programs under most circumstances. Exceptions may be made to cover direct costs when the program could not otherwise be offered.

Programs may require library membership, i.e. a library card.

~~The Library may co-sponsor programs with other organizations whose objectives are compatible with the Library, and which are mutually beneficial to the branch and the co-sponsor.~~

~~Scope~~

~~This policy applies to all Library-organized and co-sponsored events that are offered to the public by Toronto Public Library.~~

~~This policy does not apply to:~~

- ~~events that are developed only for special purposes such as donor recognition, fund-raising; media conferences; and~~
- ~~programs offered by other organizations on library premises where space is rented under the terms and conditions of the *Auditorium, Meeting Room and Theatre Rental Policy*.~~

~~Specific Directives~~Program Development and Delivery

~~Program planning must include:~~

- ~~a review of local community needs, including statistical and demographic information;~~
- ~~previous program experience;~~
- ~~participant evaluation;~~

- ~~consideration as to whether the Library is the most effective and appropriate agency to deliver particular programs; and~~
- ~~further consideration as to the availability of Library resources including staff, to deliver the program.~~

~~Programming priorities must be established annually and approved by the Director.~~

~~Library programs are generally open to any members of the public with the exception that the person in charge may limit attendance based on the terms of reference of the program, for example, age; or, due to space limits.~~

~~Ongoing programs (e.g. Toddler Times) will be evaluated annually. Others will be evaluated upon completion of a program, or a program series.~~

Programs developed and delivered by TPL will meet its strategic priorities and service delivery standards, and will have clearly defined goals, target audiences, descriptions, outcomes and objectives. Data collected for all programs will be reviewed annually. A regular cycle of program evaluation will occur within TPL's evaluation framework. Evaluation will include feedback from staff, participants, and partners.

Generally, external presenters delivering programs will not solicit business, customers or volunteers, or market their commercial products or services. Exceptions made in service of strategic objectives must be approved by the appropriate Director. Programs will be developed and delivered in compliance with all TPL policies, including the Rules of Conduct, the Employee Code of Ethics and the Conflict of Interest Policy.

Programs will be delivered by qualified staff or subject matter experts, as appropriate. Programs will contribute to TPL's safe, supportive and welcoming environment. Presenters to vulnerable groups must be in compliance with TPL's Police Reference Check Policy.

Programs will be developed with consideration for the principles of accessibility, equity and ~~equity~~ inclusiveness. These include, but are not limited to, access for ~~people~~ persons with disabilities, and delivery at times and locations and through channels that maximize convenience and encourage attendance by the target audience.

TPL programs may cover a range of topics and ideas which are of current interest and possible future significance, including topics and ideas which reflect current conditions, trends and controversies. As with other TPL services, children's access to programming is the responsibility of parents and guardians.

Programs may be developed in response to requests from the City of Toronto in support of specific City service goals.

All co-sponsored programs are subject to the requirements of this policy.

Programs are subject to all guidelines contained in the TPL Programming Procedures Manual.

TPL accepts proposals for programs from external organizations and individuals, and evaluates them according to the criteria in this policy. TPL cannot respond to all proposals. Approval of a previous program proposal does not guarantee that an organization or individual will be asked to offer the program or have future proposals approved.

Program presenters/facilitators must always ensure the dignity and safety of the public and staff in accordance with TPL policies and standards. Misrepresentation of a program, a likelihood of physical hazard to participants or audiences, a likelihood of misuse of premises or equipment, non-compliance with TPL policies, including the Rules of Conduct, may all constitute reasons to terminate a program.

TPL welcomes suggestions, compliments or complaints and will respond in accordance with the Customer Service Feedback Procedure.

Accountability – Roles and Responsibilities

The Director, Branches, the Regional Directors, Branch Operations and Customer Experience and the Director, Research and Reference Libraries Service Development and Innovation, are jointly responsible for the delivery of programs that reflect the service needs and interests of local communities. The Director, Policy, Planning and City-wide Services is responsible for programs initiated by staff in that department. This responsibility includes, but is not limited to, the allocation of program budget, the development of program priorities and training. The Director, Marketing and Communications, Programming and Customer Engagement, is responsible for the delivery of designated events and programs that are of strategic communications significance, e.g. programs planned with the Ministry of Culture, Heritage and Libraries Branch, Toronto Public Library Celebrates Reading Award City of Toronto. This responsibility includes, but is not limited to, the allocation of the related program budget, the development of program priorities, and training. Responsibility for events

that are of shared local and/or strategic interest is shared between these three Directors.

The Directors of Marketing and Communications; Branches; Research and Reference; Regional Directors and The Director, Policy, Planning and Performance Management, City-Wide Services share responsibility is responsible for events that are of shared local and/or strategic interest, e.g. Strategic Planning meetings; March Break programs supporting staff training and evaluation and statistical reporting related to programming.

The Directors are accountable for ensuring compliance with the Programming Policy in their respective areas.

Appendices

Appendix 1: Definitions Enquiries
Appendix 2: Enquiries References
Appendix 3: References

Appendix 1

Definitions

Program
A program is defined as an event having a presentation component and lasting 30 minutes or longer. A program could be a single event or a series of events, be a scheduled or a pop-up event, take place inside or outside of a branch, or take place online.

Co-sponsored Program
A co-sponsored program is an arrangement that involves program delivery by an external organization or individual in a TPL branch.

A co-sponsored program can be a one-off program or one-time series as well as an ongoing program or series.

The external programmer has primary responsibility for organizing and conducting the program. The organization or individual is not paid for this work.

TPL provides space and promotes the program free of charge and maintains a presence during the program, where appropriate. A TPL staff member is appointed as a liaison to the external organization to coordinate program logistics.

A co-sponsored program may be one of the outcomes of a partnership.

Partnership
A partnership is defined as a mutually beneficial agreement between TPL and an external company, organization, enterprise or individual, where the parties work in close cooperation to achieve one of three TPL goals: expand programming, build community, or maximize the use of space. The collaboration can include shared space arrangements, shared resources, and service delivery partnerships.

Vulnerable Group
In accordance with TPL's *Police Record Check Policy,* a vulnerable group is composed of "persons who, because of their age, disability, or other circumstance, either temporarily or permanently, are in a position of dependence on others, or are at a greater risk than the general population of being harmed by persons in a position of authority or trust."

Enquiries

All enquiries about this policy ~~should~~ will be directed to the Director, ~~Branches~~ Branch Operations & Customer Experience; Director, Service Development & Innovation; ~~Research and Reference Libraries~~; ~~Regional Directors and/or Director, Marketing and Communications.~~ Director, Communications, Programming and Customer Engagement; or Director, Policy, Planning and Performance Management, as appropriate.

Appendix ~~2~~3

References

1. ~~TPL Strategic Plan 2004-2007~~
2. ~~TPL Programming Procedures Manual~~

1. Canadian Federation of Library Associations, Statement on Intellectual Freedom and Libraries
2. TPL Vision, Mission, and Values
3. Rules of Conduct
4. Employee Code of Ethics
5. Conflict of Interest Policy
6. Police Reference Check Policy
7. Use of Library Space for Art Exhibits Policy
8. Customer Service Feedback Procedure
9. Co-sponsored Program Guidelines
10. Ministry of Tourism, Culture and Sport, Annual Survey of Public Libraries, Definitions,
11. TPL Service Delivery Model
12. Ontario Human Rights Code

POLICY: **PROGRAMMING**

SECTION: **II – General Policies – Miscellaneous**

MOTION#/DATE: **18 – xxx – February 26, 2018**

Effective Date:

January 1, 2019

Purpose

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Programming is a pillar of the Library's Service Delivery Model.

Underlying Principles and Scope

TPL programs respond to community needs and interests and support the priorities in TPL's Strategic Plan, as well as its Service Delivery Model, and reflect the TPL's vision, mission and values. Programs promote TPL collections and resources, offer access to professional or subject matter expertise, and build connections between residents and communities.

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Policy Statement

TPL provides programs that:
- focus on multiple literacies, lifelong learning, reading and diverse cultures;
- reinforce TPL's essential role in the community;
- supplement and extend the information found in TPL services, collections, and staff expertise;
- offer access to professional or subject matter expertise;
- provide collaborative, experiential and mentorship learning opportunities;
- promote TPL and encourage the use of its resources;
- reflect and respond to diverse communities and their interests, needs and goals; and
- enable and encourage participation in Canadian society and contribute to a Canadian creative culture.

TPL programs are open to everybody regardless of race, ethnic origin, place of origin, citizenship, colour, ancestry, language, creed (religion), age, sex, gender identity, gender expression, marital status, family status, sexual orientation, disability, political affiliation, membership in a union or staff association, receipt of public assistance, level of literacy or any other similar factor. However, TPL reserves the right to limit attendance based on considerations of the program; for example, programs based on age, or space limitations. Program attendance requires compliance with TPL policies, including the Rules of Conduct.

TPL does not charge for programs under most circumstances. Exceptions may be made to cover direct costs when the program could not otherwise be offered.

Programs may require library membership, i.e. a library card.

Program Development and Delivery

Programs developed and delivered by TPL will meet its strategic priorities and service delivery standards, and will have clearly defined goals, target audiences, descriptions, outcomes and objectives. Data collected for all programs will be reviewed annually. A regular cycle of program evaluation will occur within TPL's evaluation framework. Evaluation will include feedback from staff, participants, and partners.

Generally, external presenters delivering programs will not solicit business, customers or volunteers, or market their commercial products or services. Exceptions made in service of strategic objectives must be approved by the appropriate Director. Programs will be developed and delivered in compliance with all TPL policies, including the Rules of Conduct, the Employee Code of Ethics and the Conflict of Interest Policy.

Programs will be delivered by qualified staff or subject matter experts, as appropriate. Programs will contribute to TPL's safe, supportive and welcoming environment. Presenters to vulnerable groups must be in compliance with TPL's Police Reference Check Policy.

Programs will be developed with consideration for the principles of accessibility, equity and inclusiveness. These include, but are not limited to, access for persons with disabilities, and delivery at times and locations and through channels that maximize convenience and encourage attendance by the target audience.

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Programs may be developed in response to requests from the City of Toronto in support of specific City service goals.

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Program presenters/facilitators must always ensure the dignity and safety of the public and staff in accordance with TPL policies and standards. Misrepresentation of a

program, a likelihood of physical hazard to participants or audiences, a likelihood of misuse of premises or equipment, non-compliance with TPL policies, including the Rules of Conduct, may all constitute reasons to terminate a program.

TPL welcomes suggestions, compliments or complaints and will respond in accordance with the Customer Service Feedback Procedure.

Accountability – Roles and Responsibilities

The Director, Branch Operations and Customer Experience and the Director, Service Development and Innovation, are jointly responsible for the delivery of programs that reflect the service needs and interests of local communities. The Director, Communications, Programming and Customer Engagement, is responsible for the delivery of designated events and programs that are of strategic communications significance, e.g. programs planned with the City of Toronto. This responsibility includes, but is not limited to, the allocation of program budget, the development of program priorities and training. Responsibility for events that are of shared local and/or strategic interest is shared between these three Directors.

The Director, Policy, Planning and Performance Management, is responsible for supporting staff training and evaluation and statistical reporting related to programming.

The Directors are accountable for ensuring compliance with the Programming Policy in their respective areas.

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TPL provides space and promotes the program free of charge and maintains a presence during the program, where appropriate. A TPL staff member is appointed as a liaison to the external organization to coordinate program logistics.

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Vulnerable Group
In accordance with TPL's *Police Record Check Policy,* a vulnerable group is composed of "persons who, because of their age, disability, or other circumstance, either temporarily or permanently, are in a position of dependence on others, or are at a greater risk than the general population of being harmed by persons in a position of authority or trust."

Appendix 2

Enquiries

All enquiries about this policy will be directed to the Director, Branch Operations and Customer Experience; Director, Service Development and Innovation; Director, Communications, Programming and Customer Engagement; or Director, Policy, Planning and Performance Management, as appropriate.

Appendix 3

References

1.   Canadian Federation of Library Associations, Statement on Intellectual
        Freedom and Libraries
2.   TPL Vision, Mission, and Values
3.   Rules of Conduct
4.   Employee Code of Ethics
5.   Conflict of Interest Policy
6.   Police Reference Check Policy
7.   Use of Library Space for Art Exhibits Policy
8.   Customer Service Feedback Procedure
9.   Co-sponsored Program Guidelines
10.   Ministry of Tourism, Culture and Sport, Annual Survey of Public Libraries,
        Definitions
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