

Strategic Plan Consultation Target Participants

Toronto Residents

Target Participants	Description	Specific Areas of Interest
Users	Users of branch based services This area addresses all users who access branch-based services including circulation services, programs, computers, study space or specialized services including the bookmobile or home library service	All areas
	Users of electronic services This addresses all online users who primarily access library services through the website including electronic magazines and ebooks	Electronic Services
Non users	Residents of Toronto who do not use the Library - they may support the Library but have other service options or they may not be aware of library services offerings	All areas

Toronto Residents

Target Participants	Description	Specific Areas of Interest
Specific Audiences		
Youth	Youth aged 13-25 – this category includes marginalized or at-risk youth. Youth who are young parents, living in shelters, early school leavers, or those living in low income families	Literacy School support Volunteer opportunities Employment
Newcomers/Immigrants/ Cultural Groups	Newcomers to Canada - addresses newcomers who are youth, adults, seniors Cultural Groups Addresses the needs of Toronto residents to maintain ties with their cultures of origin including aboriginals	Settlement information Language acquisition School preparation/support Employment Access to materials/ program related cultures and language of origin
Older Adults and Seniors	Older adults and seniors address the needs of adults planning for retirement, retired active adults, the elderly and the frail elderly living in care facilities, and their caregivers	Specialized collections Programs Computer Training Targeted services (Home Library Service)
Children, Parents and Caregivers	Children, parents and caregivers addresses the specialized needs of parents in the areas of pre-reading, school support and recreational and cultural use of the Library including the needs of newcomer and low income families and children	Pre-reading activities Reading support Programming School support
Socially-excluded persons	This category includes persons who are homeless, living in poverty, or living with mental illness	Access to community space, computers and training and study space

Stakeholders

Target Participants	Description	Specific Areas of Interest
Community Partners	Includes agencies with which the Library has established partnerships- examples include the Toronto District School Board, The Toronto District Catholic School Board and settlement agencies	Library services of benefit to their client group
Community Agencies and Groups	Established and grass roots organizations with which the Library does not have formal partnerships	Library services of benefit to their client group
Priority Neighbourhoods	Neighbourhoods the city has identified as priority and that have a neighbourhood action team	Areas of current and future co-operation to community development, outreach and program delivery
City Departments	City divisions and departments, for example: Parks and Recreation, Public Health, Toronto City Housing Corporation and Children's Services	Areas of current and future co-operation to support community development, outreach and program delivery
Other Orders of Government	Federal and provincial political and staff representatives; Ministries with which the Library has a relationship, e.g. Ontario Ministry of Culture	Linkages between the federal and provincial agenda and library service
Toronto Public Library Foundation, Friends Groups and Volunteers	Toronto Public Library Foundation Board, friends groups and volunteers	All areas
Major Funders	Current and potential funders of enhancements to library services	Areas of current and potential cooperation

Library Staff

Target Participants	Description	Specific Areas of Interest
Library staff	Includes all staff-temporary, part time and full time at all levels in the organization	All areas
Union	Includes union representatives in the Library	All areas

Mayor and Members of Council

Target Participants	Description	Specific Areas of Interest
Mayor and Members of Council	Mayor, city councillors and their staff	All areas