Strategic Plan Consultation
Proposed Tactics to Engage Participant Groups

Notes
- Consultation will take place in all three phases of the plan's development during the environmental scan, on the draft priority areas and on the draft plan
- To encourage broad participation there will be more than one tactic for each participant group
- The proposed tactics are flexible and will be adjusted to respond to participants needs and emerging priorities and service issues

Toronto Residents

The following tactics are common to all participants groups
- Results of Toronto Public Library's Telephone Survey 2006- reaching all Toronto residents both users and non users
- Notices in local media announcing the process and inviting feedback including ethno and culturally specific media
- Consultation at community-based events and programs

Users (In branch and Online)
- Online and in branch comment forms
- Consultation at Library programs and events
- Invitation to focus groups
- Draft priority areas will be posted on the website and available in branch
- Draft plan will be posted on the website and available in branch

Youth
- Invitation to all Youth Advisory Groups to create consultation activities to target users and non users- examples may include graffiti wall in the branch, a video, speakers and discussion, comment forms in the branch, interview or focus groups, online activities on RAMP or other web spaces
- Consultation as part of outreach activities including High School Outreach Campaign which reaches users and non users
- Polls and comment forms on RAMP the teen website
- Co-operative consultation activities with community partners and grass roots organizations to reach targeted youth including newcomers, young parents, early school leavers and youth at risk
- Consultation with youth volunteers at training or recognition events and through the volunteer newsletter

Newcomers/Immigrants/Cultural Groups
- Consultation through targeted Library programs- ESL and Citizenship classes, English Conversation circles, and employment programs
- Interview with parents bringing newcomer children to the English Can be Fun program
- Survey on newcomer needs conducted through the settlement in libraries program
- Externally facilitated consultation at community gathering places to reach youth, seniors and other marginalized newcomer groups
- Consultation on newcomer needs with settlement agencies
- Outreach visits to settlement agencies and faith-based groups

Older Adults and Seniors
- Consultation at targeted Library programs - computer classes, book discussions
- Interviews with users of targeted services - home library service
- Focus group addressing the needs of those planning for retirement, retired active adults, the elderly and caregivers

Children/Parents and Caregivers
- Consultation through targeted Library programs and outreach activities - Ready for Reading, Kindergarten Outreach
- Age appropriate activities in Library programs and on Kidspace
- Focus groups with targeted parent groups

Socially-Excluded Persons
- Externally facilitated consultation at community gathering places

<u>Stakeholders</u>

Note
- The professional and community network of individual Board members will be used to build and facilitate contacts with stakeholder groups

Community Agencies and groups
- Invitation to stakeholder round-tables held in different areas of the city
- Creation of email list to distribute draft priority areas and plan for comment
- Outreach visits by Library staff

Community Partners
- Invitation to stakeholder round-tables held in different areas of the city
- Interviews with Library staff

Priority Neighbourhoods
- Announcement of strategic planning process at team meetings
- Presentation by Library participants of draft priority areas and plan
- Outreach initiatives at community events as suggested by participation in Neighbourhood Action Teams
- Copies of research and consultation activities conducted by community partners will be obtained.

Toronto Public Library Foundation, Friends and Volunteers
- Invitation to stakeholder round-tables
- Presentation of draft priority areas and plan at meetings and volunteer events

Major Funders
- Meetings with current and potential funders to discuss the draft priority areas and how current or future joint initiatives might address priority areas

City Divisions and Departments
- Announcement of strategic planning process at joint meetings inviting feedback
- Meetings with key city staff
- Results of relevant consultation activities conducted by the city will be incorporated

Other levels of government
- Letter to political representatives outlining process and describing draft priority areas
- Meetings with key ministry officials (Ministry of Culture) to discuss priority areas and potential linkages with government initiatives

Library Staff

Union
- Presentation on draft priority areas and plan at Labour Relations Steering Committees and other joint meetings as appropriate

Library Staff
- Announcement of the process through Library communication channels
- Invitation to submit research articles/conference proceedings or other materials to the bibliographies and briefing notes supporting the environmental scan
- Invitation to review briefing notes and submit ideas of emerging priority areas
- Interviews with staff related to emerging priority areas and service issues
- Online comments forms and request for written submissions
- Invitation to participate in focus groups held across the system, there will be a targeted focus group for pages
- Ongoing discussion at service committee and staff meetings of emerging priority areas, service issues and strategies

Mayor and Members of Council

- Letter announcing process and inviting feedback
- Communication of draft priority areas and draft strategic plan for comment
- Information meeting for councillors and their staff on the process and priority areas with linkages to City priorities
- Presentation to the Executive Committee on the process and priority areas with linkages to City priorities
- Individual meetings by Library Board members
- Distribution of information for inclusion in newsletters