TORONTO PUBLIC LIBRARY

**STAFF REPORT
INFORMATION ONLY**

Google IT Support Professional Certificate Program – Update

Date:	February 25, 2019
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

The purpose of this report is to provide an update on the *Naming and Sponsorship for IT Support Professional Certificate Program* report brought to the Toronto Public Library Board on September 28, 2018.

The Toronto Public Library Foundation (TPLF) has completed final negotiations with the donor so the releaser of the name and general terms can now be made.

The Google IT Support Professional Certificate Program was originally understood to be a sponsorship with naming rights agreement. Under that premise, the Toronto Public Library Board was asked to and did provide approval for the naming and sponsorship of the Google IT Support Professional Certificate Program at the giving level of $1.123M for a two-year national program led by Toronto Public Library.

However, as negotiations progressed, the TPLF learned that Google Canada's means of donating funding for this program was through its donor advised fund, the Tides Foundation, a US Foundation that grants funds to charities. Thus, the final agreement was struck between the Tides Foundation granting the funding to the TPLF based on Google's recommendation to provide the grant to TPLF for the purpose of delivering the Google IT Support Professional Certificate Program. TPLF's commitment is to grant the donation funds to TPL as per a shared MOU. TPL therefore need not enter into a naming and sponsorship agreement with Google Canada to offer the program as originally expected.

The program name does remain as the Google IT Support Professional Certificate Program not because it is a sponsorship but because it is the legal name of the online certificate program being offered to participants.

FINANCIAL IMPACT

The $1.123M donation provides the necessary funding to deliver the Google IT Support Professional Certificate Program in a cost-neutral manner.

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

ALIGNMENT WITH STRATEGIC PLAN

Offering the Google IT Support Professional Certificate Program is consistent with Strategic Plan Priority 3: *Expanding Access to Technology and Training* by developing new partnerships to support access to emerging technologies, software and expertise, and with Priority 4: *Establishing TPL as Toronto's Centre for Lifelong and Self-directed Learning* by offering access to high-quality learning opportunities and building staff capacity to deliver elearning services.

EQUITY IMPACT STATEMENT

The Google IT Support Professional Certificate Program will be specifically designed to support job-seeking candidates from marginalized communities and equity-seeking groups in Toronto and across Canada, and targeted to candidates who identify with marginalized groups, including multicultural backgrounds, immigrants, indigenous, non-male, and LGBTQ. The donated funds will allow some participants access to dedicated laptops to complete online coursework using the libraries' free wifi services so that lack of ownership of this type of equipment or lack of home internet access is not a barrier to participation.

DECISION HISTORY

At its meeting on September 24, 2018, the Board approved the *Naming and Sponsorship for IT Support Professional Certificate Program* report and authorized the release of the name and general terms of the sponsorship arrangement once negotiations were complete, appropriate approvals were received and the public announcement planned for 2018 has been made.

ISSUE BACKGROUND

In May 2018, the TPLF and TPL began discussions with Google Canada about TPL leading a national program and working with other Canadian public library partners to design and implement a program to provide in-person and online learning supports around the established Google IT Support Professional Certificate Program online curriculum that leads to certification to work in the area of IT support.

Google Canada, TPLF, TPL, and three Canadian urban public library systems chosen by Google Canada (Surrey Public Library, Edmonton Public Library, and Hamilton Public Library) investigated the feasibility, scope and expected cost of this program and agreed to a program model, budget and support level to offer the program on a cost-neutral basis for the libraries.

Google Canada shared the agreed-to program model, budget and support level with their donor advised fund, the Tides Foundation, a US Foundation that grants funds to charities and

recommended that the Tides Foundation provide a $1.123M donation grant to the TPLF to support the program delivery. TPLF will provide TPL with the funds required to oversee this two-year national program.

COMMENTS

TPL will lead a national Google IT Support Professional Certificate Program in partnership with Surrey Public Library, Edmonton Public Library, and Hamilton Public Library over the next two years. The Google IT Support Professional Certificate Program is an industry-standard curriculum in IT support skills hosted by Coursera, an online elearning platform. The participating libraries will extend the reach of the program to non-traditional Canadian job candidates from marginalized communities in Toronto and across Canada by offering scholarships to 500 participants to enrol in the course at no expense to participants. The program will have two main components:

1.   A total of 400 participants will have in-person facilitated course support at four Canadian public libraries, including TPL; and

2.   100 participants from across Canada will be virtually facilitated and supported by the four Canadian public libraries, including TPL.

CONTACT

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SIGNATURE

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Vickery Bowles
City Librarian

ATTACHMENTS

Attachment 1: Letter from TPLF

MEMO

Date: January 22, 2019

To: Vickery Bowles, City Librarian

From: Jennifer Jones, President, Toronto Public Library Foundation

RE: **Update to Google IT Support Professional Certificate Program**

The Google IT Support Professional Certificate Program was originally understood to be a sponsorship with naming rights.   Under that premise the Board was asked to and did provide approval at the September 28, 2018 Board meeting for the naming and sponsorship of the Google IT Support Professional Certificate Program at the giving level of $1.123M for a two-year national program led by Toronto Public Library.

However, as the relationship progressed we learned that Google Canada's means of funding this program was through its donor advised fund at Tides a US Foundation which grants funds to charities. Thus the final agreement was struck between Tides Foundation granting the funding to the TPL Foundation.

TPL Foundation's commitment is to, in turn, grant the funding to TPL as per the shared MOU.

The program name does remain the Google IT Support Professional Certificate Program not because it is a sponsorship but because it is the legal name of the program.

SIGNATURE:

Jennifer Jones
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Jennifer Jones, President, Toronto Public Library Foundation