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Library Board Report

To: Newmarket Public Library Board

From: Todd Kyle, C.E.O.

Date: September 18, 2019

RE: **Marketing and I.T. realignment agreements**

Background:

As a result of extensive facilitated discussion among Library and Town administrators and staff, agreements have been drafted on providing for Library marketing and I.T. services within an integrated framework as envisioned by the Library Operational Efficiencies Study. These discussions have taken into consideration the concerns of both parties related to efficient integration and collaboration as well as the need to maintain the strategic agility of the Library.

Information Technology:

For I.T. services, it was recognized that certain functions are unique to the Library and so are out of the scope of the realignment. This encompasses a broad set of mainly public-facing functions that provide the backbone of delivery of Library services, including the Integrated Library System (Polaris), library materials automation, public workstations, and maker equipment. At the same time, it is recognized that considerable efficiency can be gained in gradually integrating shared functions, including the network backbone, Internet access, and staff functions such as e-mail. In particular, it was recognized that the security of shared IT systems is paramount and needs to be assured in common.

In order to make this possible, an Information Technology Joint Steering Committee (IT-JSC) would be struck to recommend, coordinate, prioritize, and assign resources to projects and ongoing operations in those areas to be integrated. Reporting structures would not change, but a commitment would be made for Library I.T. (Systems) staff to participate not only in the Steering Committee but in all joint research, procurement, strategy, implementation, and operations as required. The IT-JSC would be accountable to a Sponsor group of senior Town and Library staff and ensure periodic joint reporting to the Library Board. A Terms of Reference (TOR) for the IT-JSC, envisioned as a one-year pilot, has been drafted and is ready to implement should this direction be approved by the Board. If the Board wishes to discuss details of the TOR and how it might impact specific individuals on staff, this may be done in Closed Session.

Marketing:

For marketing services, it was recognized that the Library's current marketing efforts have met with measurable success using staff "embedded" in Library services to execute all facets of marketing including copywriting, design, outreach, social media, and Web content. It was agreed that further success might be assured by continuing to have Library-dedicated staff but within the context of the larger Marketing & Sponsorship team, taking advantage of that group's broader reach, expanded channels, and wide-ranging talents. At the same time, it was agreed that efforts to market Library programs and services needed to continue to be accountable to the strategies and vision of the Library CEO and ultimately to the Board.

In order to make this possible, a Service Level Agreement (SLA) has been drafted that outlines a one-year pilot whereby Library marketing efforts would take place as part of the Marketing and Sponsorship team in Town of Newmarket Recreation and Culture. The SLA outlines commitments of both parties to a series of timelines, processes, and a joint reporting and accountability structure. The SLA also proposes several methods by which the success of the pilot period would be determined, in order to ensure Library needs are met and that its success is built on through the collaboration envisioned. If the Board wishes to discuss details of the SLA and how it might impact specific individuals on staff, this may be done in Closed Session.

Conclusion:

The agreements submitted to the Board have taken into account the input and concerns of all of the various parties involved including the Library staff in the respective areas and their counterparts at the Town and have the full support of both the Commissioner of Community Services (marketing and general Library alignment) and the Commissioner of Corporate Services (I.T.). It is my recommendation that they be approved by the Board in accordance with the Library Operational Efficiencies Study, and that a one-year review of the pilots be placed on the board's Action List for the fall of 2020.

The following motions are recommended:

THAT the Library Board receive the report on Marketing and IT realignment agreements;

AND THAT the Library Board authorize the C.E.O. to execute and implement the one-year pilot Information Technology Joint Steering Committee, effective October 15, 2019;

AND THAT the Library Board authorize the C.E.O. to execute and implement the one-year pilot Service Level Agreement Between Town of Newmarket Recreation & Culture/Marketing & Sponsorship and Newmarket Public Library, effective October 15, 2019;

AND THAT the Library Board direct the C.E.O. to report on a regular basis to the Board on the progress and outcome measures related to these pilots and make recommendations to the Board regarding the future status of the agreements after the completion of the pilot year.