

London Public Library

Strategic Alliances Policy

Effective: March 23, 2023

Next Review: March 2027

PURPOSE:

To set out the principles for Strategic Alliances between London Public Library (Library) and external organizations.

SCOPE:

This policy governs Strategic Alliances including, but not limited to Collaborative Arrangements, Partnerships and Sponsorships undertaken by the Library.

DEFINITIONS:

Collaborative Arrangement is an agreement between two (or more) entities to mutually commit expertise and/or resources to reach an objective through a common agenda or project.

Partnership is a mutually beneficial agreement that assists participating organizations in the delivery of a service to target audience(s).

Sponsorship is a gift from a corporate entity, individual or community group in support of a Library service, project or event, in return for some form of recognition.

Strategic Alliance is a formal arrangement between the Library and one or more external organizations to pursue a set of agreed upon goals or outcomes and that is mutually beneficial to both the Library and the external organization. Examples of Strategic Alliances include Collaborative Arrangements, Partnerships and Sponsorships.

POLICY STATEMENT:

The Library believes that meaningful and relevant service planning and delivery are best achieved through Strategic Alliances in the community and the profession and requires the Library to be proactive and open to opportunities.

It is the policy of the Library that it will enter into Strategic Alliances that:

- Are aligned with and further the Library's purpose, values and strategic priorities;
- Enhance existing Library services or introduce a value-added service;
- Are developed in the best interests of the Library;
- Enhance the Library's image in the community;
- Maintain equity of access to library services; and
- Are conducted in a transparent, consultative and accountable manner.

Guiding Principles

- The vision, mission and values of the sponsor, partner or collaborating organization, the value added by a Strategic Alliance and the expectations around each entity's participation must be well-defined and acceptable to the Library before entering into an alliance
- The Strategic Alliance will be examined through an anti-racism/anti-oppression lens, prior to being approved
- Strategic Alliance sponsors, partners or collaborating entities are not permitted to place any limits on the application of any Library policy
- A Strategic Alliance may involve the provision by a third party of goods or services, provided this relationship with the sponsor or partner is well-defined and acceptable to the Library before entering into the alliance.
- The Library will not endorse products and/or services, provide any degree of exclusivity for suppliers of certain products or services, or give preferential treatment during procurement processes as a result of a Strategic Alliance.
- The Library reserves the right to determine appropriate publicity, advertising, acknowledgement and recognition of partners, sponsors and collaborators, consistent with the Library's naming and communications policies.

Confidentiality

The Library may provide access to personal information held by the Library in accordance with its policies and within the requirements of the [Municipal Freedom of Information and Protection of Privacy Act \(MFIPPA\)](#), if the sharing of information will benefit Library users and confidentiality is not breached.

Conflict of Interest

Library Board Members and Employees will comply with the requirements of the [Ontario Municipal Conflict of Interest Act \(RSO 1990, c.M50\)](#) in the development and implementation of Strategic Alliances.

Termination of Strategic Alliance Agreement

The Library reserves the right to terminate a Strategic Alliance for reasons such as, but not limited to:

- The alliance organization uses the Library name and/or trademarks outside the parameters of the agreed upon association and without prior consent;
- The organization develops a public image inappropriate to the Library's purpose, values or strategic direction; and/or
- The failure of the organization(s) to deliver the agreed upon resources and services.

Parameters of Agreement Development

Library Strategic Alliance agreements will include, but not be limited to:

- A joint understanding and statement of the goals and expected outcomes (including success measures) for the alliance;
- Establishment of the principles of working relationships;
- Definition of organizational boundaries and clarification of ownership matters as required;
- Definition of resource contributions and/or costs and clarification of financial responsibilities for each organization;
- Completion of legal agreements, as appropriate and required;
- Application of all federal, provincial and municipal legislative requirements;
- Communications plan addressing internal and external communications;
- Clarification of recognition for each organization;
- Milestones and timelines including direction of Strategic Alliance; and
- Identification of key staff contacts in each organization and joint understanding of their roles and accountabilities.

ACCOUNTABILITY

The Chief Executive Officer & Chief Librarian, or designate, is responsible and accountable for documenting, implementing, enforcing, monitoring and updating Strategic Alliance agreements developed under this policy.

INQUIRIES:

CEO & Chief Librarian