

Partnership Framework

Legal References: Canadian Charter of Rights and Freedoms;
Municipal Freedom of Information and Protection of Privacy Act;
Ontario Human Rights Code;
Ontario Municipal Conflict of Interest Act (RSO 1990, c.M50)

Policy References: OP 001 Room Rental Policy
LG 040 Stratford Public Library Purchasing Policy
Canadian Library Association Position Statement on Intellectual Freedom

The purpose of this document is the formation of a framework within which the Stratford Public Library may work together with community groups, agencies or individuals. These alliances may include sponsorships, partnerships, and co-participations.

1. Responsibility

The overall responsibility for this policy lies with the CEO, who may then delegate implementation to appropriate staff.

2. Definitions

“Partnership” is an umbrella term that can, for the purposes of the Library, be defined in the following ways:

- 2.1. “Collaborative or strategic partnership” - is a mutually beneficial relationship, where both the Library and the external group, individual or organization involved contribute equally to the marketing, planning, content, staff effort, space and other resources necessary for an event or program.

Such partnerships must clearly align with the Library’s strategic directions and may be either short or long term in nature.

An agreement around the various resources provided by both parties is negotiated, mutually understood and accepted before moving forward with planning. This agreement may be either formal or informal.

- 2.2. “Library participation” - in these agreements, the Library provides content and resources in order to participate in an external organization, group or individual’s framework or event.
- 2.3. “Library sponsorship” – in these value-added alliances, the Library provides in-kind resources such as space, technology, staff time and marketing to a group, organization or individual. The partner then provides event content or facilitation. Room rentals are available for events the Library cannot support (see OP 001 Room Rentals).

Participation should guarantee SPL a level of community exposure and recognition.

- 2.4. "Sponsor" – is an external agency, company, or individual that provides direct support to the Library in the form of funds and/or in-kind services in exchange for formal recognition by the Library.

3. Guiding Principles

It is the policy of the Stratford Public Library that it will enter into partnerships that:

- Align with and further SPL's vision, mission, goals, objectives and priorities;
- Are developed in the best interests of SPL;
- Enhance and do not compromise SPL's image in the community;
- Do not jeopardize the equity of access to SPL library services;
- Build and implement value added services; and
- Are conducted in a transparent, consultative and accountable manner.

4. Sponsor/Partner/External Participant Roles

- 4.1. The vision, mission and values of the sponsor, partner or external participant, the value added by such an alliance and the expectations around each entity's involvement with the Library must be well defined and acceptable to SPL before entering into such an agreement, and/or before moving forward with an event.
- 4.2. The Library will not enter into a partnership where, in the opinion of SPL, unfair advantage for, or discrimination to any sectors of the community are apparent.
- 4.3. A partnership may involve the supplying by a third part of goods or services, provided this relationship with the sponsor or partner is well-defined and acceptable to SPL before entering into the alliance.

5. Intellectual Freedom

- 5.1. Any partnership must be in compliance with the Canadian Library Association's Position Statement on Intellectual Freedom.
- 5.2. Partners, sponsors, or collaborating entities are not permitted to place any limits on the use of SPL policy and principles of intellectual freedom (as defined by the CLA), such as – but not limited to – influencing collection selection, program content or access to intellectual content.

6. Endorsement and Preferential Treatment

- 6.1 SPL will not endorse products and/or services of sponsors.
- 6.2 SPL will not provide any degree of exclusivity for suppliers of certain products or services through a strategic alliance with sponsors.
- 6.3 Sponsors will have no preferential treatment during procurement processes and are required to follow the required processes for SPL procurement such as tendered products and/or services.

7. Acknowledgment

Stratford Public Library reserves the right to determine appropriate marketing, acknowledgement and recognition of any sponsors.

8. Confidentiality

- 8.1. Stratford Public Library will ensure the confidentiality of personal information held by the Library, in accordance with its policies and with the requirements of the Municipal Freedom of Information and Protection of Privacy Act ("MFIPPA").
- 8.2. SPL will not sell or give personal information held by the Library to sponsors or partners.
- 8.3. SPL may provide access to personal information held by the Library, to sponsors or partners if it is consistent with the disclosure provisions under MFIPPA.

9. Conflict of Interest

Library staff and Board members must comply with the requirements of the Ontario Municipal Conflict of Interest Act (RSO 1990, c.M50) in the development and implementation of partnerships.

10. Concluding Partnerships

Stratford Public Library reserves the right to withdraw from partnerships for reasons such as (but not limited to):

- The alliance organization uses the SPL name and/or trademarks outside the parameters of the agreed upon association and without prior consent;
- The organization develops a public image inappropriate to SPL's services and/or objectives;
- The failure of the organization(s) to deliver the agreed upon resources and services;
- Lack of Library or partner capacity including staff time, space, or resources;
- Lack of strategic alignment between the partner organization and the Library's strategic objectives.

11. Parameters for Partnership

- 11.1. Joint understanding and statement of the goals, expected outcomes, and success measures for the alliance;
- 11.2. Establishment of the principles of the working relationship;
- 11.3. Definition of the organizational boundaries and clarification of ownership matters as required;
- 11.4. Definition of resource contributions and/or costs and clarification of financial responsibilities for each organization;
- 11.5. Completion of legal agreements, as appropriate and required;
- 11.6. Application of all federal, provincial and municipal legislative requirements;
- 11.7. Communications plan addressing internal and external communications;
- 11.8. Clarification of recognition for each organization;
- 11.9. Milestones and timelines including direction of the partnership; and
- 11.10. Identification of key staff contacts in each organization and joint understanding of their roles and accountabilities.