



Partnerships 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 Federation of Library Association's Position Statement on Intellectual Freedom and Libraries
[Library Code of Conduct](#)

The ~~purpose of this document~~ Partnership Policy outlines the principles for partnerships between the Stratford Public Library and external organizations. ~~is the formation of a framework within which the Stratford Public Library may work~~ Partnerships may include working together with community groups, agencies or individuals. These alliances may include sponsorships, partnerships, and co-participations.

The Library believes that effective service planning and delivery are best achieved through community and professional partnerships. The Library is committed to being proactive and open to opportunities, and will form partnerships that:

- Align with and further SPL's vision, mission, strategic priorities and objectives
- Are developed in the best interests of the Library
- Enhance existing Library services or introduce a value-added service
- Enhance the Library's image in the community
- Maintain equity of access to SPL library services
- Build and implement value added services
- Are conducted in a transparent, consultative and accountable manner

1. Responsibility

~~The Chief Executive Officer, or designate, is responsible and accountable for documenting, implementing, enforcing, monitoring and updating Library Partnership agreements developed under this policy.~~

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

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2. ~~Definitions~~Types of Partnerships

"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 align clearly ~~align~~ with the Library's strategic directions and may be either short-term or long-term in nature.

~~Both parties must agree on the resources they will provide before planning begins. These details are outlined in a formal Partnership Agreement. 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, when~~ the Library ~~provides/contributes~~ content ~~and/or~~ resources ~~in order to participate to support the program or event of in~~ an external organization, group or individual ~~'s framework or event.~~

- 2.3. "Library sponsorship" – ~~where in these value added alliances,~~ the Library provides in-kind ~~support/resources~~ such as space, technology, staff time and marketing to a group, organization or individual. ~~In return, the partner then provides event content or facilitation. If staff support or other resources are unavailable, room rentals may be offered instead. available for events the Library cannot support with staff time and other resources (see OP 001 Room Rentals).~~

~~Library sponsorships should ensure meaningful community exposure and recognition for the Library. 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

~~The Library believes that effective service planning and delivery are best achieved through community and professional partnerships. The Library is committed to being proactive and open to opportunities, and will form partnerships that:~~

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

- ~~Align with and further SPL's vision, mission, strategic priorities and objectives n, goals, objectives and priorities;~~
- ~~Are developed in the best interests of SPL the Library;~~
- ~~Enhance existing Library services or introduce a value-added service and do not compromise SPL's image in the community;~~
- ~~Enhance the Library's image in the community.~~
- ~~Do not jeopardize the Maintain equity of access to SPL library services;~~

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- Build and implement value added services; and
- Are conducted in a transparent, consultative and accountable manner.

4. ~~Sponsor/Partner/External Participant Roles~~Guiding Principles

~~4.1. Before entering into an agreement, the sponsor's or partner's vision, mission, values, and the added value of the partnership must be clearly defined and acceptable to SPL. Expectations for each party's role must also be clearly understood. 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.~~

~~4.2.4.1.~~ 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.

~~4.2. Sponsors, partners or collaborating entities are not permitted to place any limits on the application of any Library policy~~

~~4.3. A partnership may involve the supplying provision by a third party of goods or services, provided this relationship with the sponsor or partner is well-defined and acceptable to SPL before entering into the alliance.~~

~~4.4. 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 Partnership.~~

~~4.5. 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.~~

~~4.3.4.6. Any partnership must comply with the Library Code of Conduct when working with the library.~~

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5. Intellectual Freedom

5.1. Any partnership must ~~be in compliance~~comply with the Canadian Federation of Library Association's Position Statement on Intellectual Freedom and Libraries.

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 CFLA), 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.~~

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7. Acknowledgment

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~~8.6. Stratford Public Library reserves the right to determine appropriate marketing, acknowledgement and recognition of any sponsors.~~

9.7. Confidentiality

~~7.1. The Library may share personal information in accordance with its policies and the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA), only when it benefits Library users and confidentiality is maintained~~

~~9.1. 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").~~

~~9.2. SPL will not sell or give personal information held by the Library to sponsors or partners.~~

~~9.3. 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.~~

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10.8. Conflict of Interest

Library ~~Board Members and Employees~~ 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.

11.9. Concluding/Terminating Partnerships

~~Stratford Public~~The Library reserves the right to withdraw from a partnerships for reasons such as ~~1~~ (but not limited to):

- The ~~alliance-partner~~ organization uses the SPL-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 SPL's the Library's services purpose, values or strategic direction; 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.~~

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10. Parameters for Partnership Agreement Development

The Partnership Agreement will include but not be limited to:

~~11.1-10.1.~~ Joint understanding and statement of the goals, expected outcomes, and success measures for the ~~alliance~~partnership;

~~11.2-10.2.~~ Establishment of the principles of the working relationship;

~~11.3-10.3.~~ Definition of the organizational boundaries and clarification of ownership matters as required;

~~11.4-10.4.~~ Definition of resource contributions and/or costs and clarification of financial responsibilities for each organization;

~~11.5-10.5.~~ Completion of necessary legal agreements, including submitting a valid Certificate of Insurance, as appropriate and required;

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~~11.6-10.6.~~ Application of all federal, provincial and municipal legislative requirements;

Policy: OP 002

- ~~41.7-10.7.~~ Communications plan addressing internal and external communications;
- ~~41.8-10.8.~~ Clarification of recognition for each organization;
- ~~41.9-10.9.~~ Milestones and timelines including direction of the partnership; and
- ~~41.10-10.10.~~ Identification of key staff contacts in each organization and joint understanding of their roles and accountabilities.