

Library Services Matter Committee (LSMC)
Update to the HCCA Board and Councillor Brockington
For HCCA Board meeting June 7, 2021

1. On June 3, we received a response from the OPL for an Information to Access request that we had made earlier in April. The information was related to size (square footage) and total operation costs of library branches in strip malls like the Hunt Club Centre (Blackburn Hamlet and Elmvale Acres), as well as for the building cost of the Greenboro library branch. This information had been requested to have on hand as a reference point for potential library services in our Hunt Club community, or at least to the East side of the Rideau River in River Ward.
2. Sharon Campbell from the OPL is now our liaison and has designated Julie Desmarais (outreach staff at Greenboro) to send us regular updates about OPL programming offered at the Alta Vista and/or Greenboro branches – now, virtually.
3. We now need to get organized to ensure that this programming information gets posted in a timely matter on our HCCA website. In order to do so, we will need to ...
 - consult with the HCCA board in order to get a clear understanding of the standards and expectations for the HCCA website and for our 'area' on it;
 - have committee members agree on the content and purpose of our Library Services Matter 'area' on the HCCA website, and ensure that it is in accordance with the HCCA's policies about it;
 - assign specific members of our committee the responsibility to provide the information needed for our different topics/headings to the HCCA website master.
4. It would be helpful if our website master would provide a form on which our LSMC chair (on behalf of members) would submit suggested content. For instance, ...
 - Why do you recommend this information be added to the LSMC website (how does it relate to LSMC's purpose and outcome?)
 - Is the content accurate/credible, interesting, and targeted to most library users in terms of length (word count or video length) and its use of technical terminology versus general language?
 - Is the content unique from other posted content? If not, why should content be duplicated? Or should this new entry replace an existing item?
 - Is the content time-sensitive? If so, when should it be added and/or removed from the website?
5. Five members have participated in an Advocacy Training session and/or in a specific strategy planning session related to our LSMC goal to get a library branch in River Ward, East of the Rideau River, with the principal of the Advocacy School (in Ottawa) in order to help us better strategically plan for success towards reaching our goal.
6. Paramount in this process is knowing to what degree we actually have full endorsement of the

HCCA Board of Directors for our advocacy campaign.

Recommendations:

- a) At the June, 2021 board meeting, reassess the board's support by asking for a show of hands by directors who fully support our library branch advocacy campaign.
- b) Get a commitment from the HCCA board at its September 2021 meeting that they will support a set amount of funds requested by the LSMC to cover administrative costs and service fees for advocacy purposes and information gathering as needed.
- c) Request assistance from the HCCA board to develop clear guidelines to inform our area on the HCCA website.
- d) Request direction from the HCCA board to clarify the authority of our LSMC (Chair and team) to communicate with OPL staff and board directors, municipal and provincial representatives, and other stakeholders about requests and support for our advocacy campaign.

Respectfully submitted by: Christine Johnson

On: Friday, June 4, 2021