

The Partnership

Background Document for New Members

Updated August 2012

This document is designed to provide a brief overview of the origins, mandate, structure and activities of The Partnership. **All Presidents are asked to forward this document to their Vice President/President-Elect at the beginning of their mandate.**

Origins

In the past the Ontario Library Association (OLA) provided financial support to Presidents and Executive Directors for attendance at an annual meeting of what was called the Provincial and Territorial Library Associations' Council (PTLAC). In 2004 the associations were asked to consider whether they wanted to participate in OLA's profit-making businesses. The initial concept was to improve everyone's stability and to grow OLA's businesses - a win/win. The associations were to earn royalties on any sales created by them in their individual provinces. By 2009 every province, territory and region was represented in The Partnership. The Partnership associations have over 7,500 members among them.

Principles behind The Partnership

- The Partnership is a collective revenue generating program and service delivery arm for the provincial and territorial associations taking part.
- The purpose is to strengthen the value of membership in each organization and to contribute to the bottom line.

Membership

- Membership consists of the Presidents, Vice Presidents and Executive Directors of the following organizations: Association des Bibliothécaires du Quebec Library Association (ABQLA), Atlantic Provinces Library Association (APLA), British Columbia Library Association (BCLA), Library Association of Alberta (LAA), Manitoba Library Association (MLA), Nunavut Library Association (NLA), Newfoundland Library Association (NLLA), Nova Scotia Library Association (NSLA), Northwest Territories Library Association (NWTLA), Ontario Library Association (OLA), Saskatchewan Library Association (SLA), Yukon Library Association (YLA).
- Other organizations that are interested in becoming involved are encouraged to do so through their provincial associations.

Structure and Organization

- There is no formal agreement amongst participating organizations.
- Membership is made up of the President and Vice-President of each group and the Executive Directors where they exist to provide some continuity.
- The OLA serves as the administrative hub for the organization.
- Meetings are held semi annually (August and February). The two-day summer meeting is considered a networking opportunity. It is held at the OLA office in Toronto and travel costs are subsidized by OLA. The one-day winter meeting is held during the OLA Super

conference. Travel costs must be covered by the individual members, however conference registration fees are waived.

- There is no governance structure, however it was decided that there would be a chair (current chair is Su Cleyle) who would serve a three-year term (Motion approved Feb. 2010).
- As of 2009 meeting notes have been taken by a volunteer and usually reflect actions rather than motions.
- In the event The Partnership feels a vote is necessary, one vote is assigned to each association.
- It is not the intent of The Partnership to duplicate the services of other library-related organizations. Currently issues of national importance (i.e. advocacy, lobbying, standards & accreditation, data generation/repository, InfoNation, international representation) are not part of the mandate of The Partnership.
- Representatives from other organizations are invited to attend meetings from time to time.

Misc.

- ASTED was asked to join The Partnership and declined.

Initiatives

The Education Institute

(http://www.thepartnership.ca/partnership/bins/index_ei.asp?cid=83&lang=1): Coordinated by OLA, the EI provides online professional development opportunities to members of The Partnership.

- Led by an EI Coordinator, hired by OLA (currently Michelle Arbuckle) and Chair of The Partnership EI Committee (currently Colleen Murphy).
- Each participating association must identify an individual to be a program developer.
- These nine people provide a core set of programs to the Institute each season. On-line courses and stand-alone workshops and conferences are developed on a profit-sharing formula separate from provincial royalties.
- Each province is expected to have someone from that province introduce any program that has been created by that province.
- Each association that has a continuing education committee may still offer programs.
- The OLA Coordinator builds the schedule, sends out support materials such as PowerPoints and other handouts, handles registration and maintains the records and accounting for The Partnership. They also design, print and distribute promotional material as requested by the associations.
- The current platform used for the delivery of sessions is Audibility, however this is currently under review.
- Over the years, the popularity of sessions has fluctuated, and the current strategy for having fewer sessions per month works well.
- The printed catalogue for sessions is no longer being used, and a semi-annual schedule will be posted to the website.
- Fee structure for sessions: Member rates - Audio - \$54; Web - \$75; and Online course - \$149 (all before tax) and Non-member rates - Audio - \$74; Web - \$95(before tax)

- Online courses depend on the length: 6 wk \$149/\$195; 4 wks \$139/\$180; 3 wks \$119/\$159 (before tax).
- Bulk package offers have been offered: eg Summer 2012 a "suite" of sessions for academics was offered. 4 webinars were priced at \$225/\$300, or individually at regular \$75.
- Royalties are paid at a rate of \$12 per site for sessions with enrolment of 11 sites or more. Cheques are distributed in August for the previous January to June period (Semester 1), and in January for the previous July to December (Semester 2) period. Distribution often takes place at The Partnership meetings. If session X has 11 sites here is the payout breakdown :
 - 2 sites where the registrant selects SLA on registration form payout equals 2 x \$12 = \$24
 - 1 site where registrant selects APLA payout equals 1 x \$12 = \$12
 - 3 sites where registrants select MLA payout equals 3 x \$12 = \$36

Job Board (<http://www.libraryjobs.ca>): Coordinated by the BCLA (Allie Douglas), the Job Board is designed to provide a centralized source for job postings within the library and information sector in Canada and more recently, internationally. It is designed to generate revenues for participating provincial associations.

- Employers pay \$55 (member rate) or \$85 (non-member rate) to post a job for up to 3 months. Job seekers can look on the Job Board, or can subscribe to the e-mail notification service to find new jobs. There is no charge for job seekers to use the service.
- Funds received for job postings are paid out to the provincial association where the job takes place, if only one Partnership member association exists in the area, OR to the designated association where multiple Partnership member associations exist in one geographical area, as in the case of APLA and the provincial associations in the area.
- Non-member submissions from the Atlantic region to the job board are to be split between APLA and members of the appropriate provincial associations in Atlantic Canada (Motion approved: Feb. 2010).
- Members pay \$55 for any posting period, up to a maximum of 90 days, non-members pay \$85. Rates were increased from \$50/\$75 in Jan. 2012 (Motion approved: Aug. 2011)
- Generally funds are paid out quarterly, by cheque. The amount paid out is based on the net amount collected (**after** credit card processing fees when applicable), less a 10% administration fee to cover BCLA's costs (admin, hosting, long distance). If over \$1500 is collected for an association in a quarter, the admin fee drops to 5% for the amount over \$1500. Currently a non-member cheque payment results in \$76.50 to the recipient association; non-member credit card: \$71.85; Member postings result in \$49.50 if posting paid by cheque / \$46.31 if paid by credit card.
- The money is not remitted to the member association until it is collected, so if a job was invoiced on Sept. 30 and paid by cheque on Oct. 15, the money would be distributed in the Oct. - Dec. payout (taking place in Jan-Feb. of the following year).
- Library associations can opt out of this arrangement and post their own jobs but participating associations agree to post a link to the job board from their association's website so that they are contributing to the success of the site; this should help ensure that they, and not another association, "earned" the revenue they are receiving.
- Revenues generated from international postings are used to develop and maintain the website (Motion approved Feb. 2010).

- In order to ensure the Board is bilingual, ABQLA has provided the translation of text for the website.
- An RSS feed is available.

Certification Program: Currently coordinated by LAA this originated as a pilot program (43 participants) in Alberta in 2007. Based on an Australian program, it is designed to provide a means for library and information specialists (professionals, technicians) to document their professional development activities over a three-year period.

- This program is not designed to be a credit course and PD activities are not evaluated on their quality or relevance. This is strictly a program to help individuals monitor a cross section of learning and PD activity over a period of time.
- Subject areas are tagged and a point system is used to monitor activity with varying points received depending on the nature of the activity (i.e. individual reading – 1 pt. vs presentation at refereed conference – 3 pt). Once a participant receives 100 points a certificate is received.
- Mentors do not serve as supervisors but instead provide support and assistance to participants. Facebook is also used. Training is provided to the mentors via Illuminate and a handbook.
- The pilot ended in August 2010. All participants were surveyed to learn about what worked and what didn't. Following the analysis of the survey results, a report was issued to The Partnership at the February 2011 meeting and various recommendations were put forward.
- It was decided that a database would be designed, hosting and maintained by LAA. . The development of this database is still outstanding.
- There is a potential for this activity to be revenue-generating as participants could be charged a small fee.

Partnership eJournal: This journal is designed to be an outlet for applied and practical research being conducted by Canadian library and information personnel. It is published in an electronic format, twice a year.

- Led by an editor (currently David Fox) and three volunteers from The Partnership who serve on the editorial board.
- Currently the editor does not get paid, although there have been suggestions that they are offered a small stipend or free registration to their provincial annual conference but because the journal is not revenue generating this is problematic.

Given Partnership activities are designed to be revenue-generating, the new editor will be asked to pursue advertising in the journal. To date there has not been any revenue generation.

Member Benefits

- There was some discussion about offering company benefits (such as discounts) to members of The Partnership and some discounts have been negotiated including car rentals and cell phone plans.

The OLA Store

- Although a link to the OLA Store is on the Partnership website, it remains a service of OLA given a number of administrative and costing challenges with purchasing.

- Product development: OLA is willing to purchase products with The Partnership logo and offer these to member associations at discounted rates. Members were asked to discuss this idea with their boards.

Communication

Listserv: Managed by OLA, the Partnership listserv is designed to inform members about meetings and other items of interest. Members should use the OLA Community (see below) for ongoing discussions.

Partnership website (www.thepartnership.ca): Currently hosted by the LAA, this website provides an important hub to the program and services offered by The Partnership. It is expected that each provincial and territorial partner will have a recognizable brand for The Partnership on their individual websites with links to the specific programs (ie. The Education Institute).

Online Community (OLA Community - <http://www.accessola3.com>): This online environment has been set up by OLA as a means for information sharing and for ensuring continuity for a group that changes its representation every two years. Thus **all new members are encouraged to set up an account** once they are elected to the position of Vice President. Previous meeting notes and other relevant documents are posted in The Partnership section. In order to minimize unwanted emails, members should use this restricted forum for discussions.

Meetings: Attendance by at least one member of each association at the semi-annual meetings is highly encouraged. The Chair will distribute an agenda a couple of weeks prior to each meeting. Relevant documentation will be posted to the OLA Community. Representatives are expected to consult this documentation prior to the meetings.