



## Partnership Policy

Policy Number: O I 19-51

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### DEFINITIONS

Annex: the Annex I 11 Minerva St. E.

HPL: Huntsville Public Library

Library: Huntsville Public Library I 7 Minerva St. E.

Partnership: is an umbrella term that can be defined in the following ways for the Library:

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 direction 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. 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.
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 Facility Rentals Policy).

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

## **Policy**

The purpose of this policy is the formation of a framework within which the Huntsville Public Library may work together with community groups, agencies for individuals. These alliances may include partnerships or co-partnerships.

## **Guiding Principles**

Huntsville Public Library will enter into partnerships that:

- Align with and further HPL's vision, mission, goals, objectives and priorities of the Strategic Plan;
- Are developed in the best interests of HPL;
- Enhance and do not compromise HPL's image in the community;
- Do not jeopardize the equity of access to HPL library services;
- Support the Town of Huntsville and broad based community initiatives that advance Huntsville's economic, social and cultural richness;
- Increase awareness of Library services and programs;
- Build and implement value added services; and,
- Are conducted in a transparent, consultative and accountable manner.

## **Partner/External Participant Roles:**

1. The vision, mission and values of the 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 HPL before entering into such an agreement, and/or before moving forward with an event.
2. The Library will not enter into a partnership where, in the opinion of HPL, unfair advantage for, or discrimination to any sectors of the community are apparent.
3. A partnership may involve the supplying by a third party of goods and services, provided this relationship with the partner is well defined and acceptable to HPL before entering into the alliance.

## **Intellectual Freedom**

1. Any partnership must comply with the Canadian Federation of Library Associations Statement on Intellectual Freedom and Libraries.
2. Partners, sponsors, or collaborating entities are not permitted to place any limits on the use of HPL 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.

## **Endorsement and Preferential Treatment**

1. HPL will not endorse products and/or services of partners.
2. HPL will not provide any degree of exclusivity for suppliers of certain products or services through a strategic alliance with sponsors.
3. Partners will have no preferential treatment during the procurement processes and are required to follow the required processes for HPL procurement such as tendered products and/or services.

## **Partnership Levels**

There are three different levels of partnership. Generally, the approach will be to demonstrate success and establish trust on demonstration projects before engaging in long term major commitments.

The level of oversight and reporting will be proportional to the level of commitment to the partnership.

While some flexibility in working with partners is understood and encouraged, we need to keep in mind that the levels have been developed to encourage mutually beneficial relationships with partners. The stronger the alignment and the greater the partner's commitment will mean greater commitment from HPL.

Staff procedures specify reporting requirements for each and other requirements around communication.

### **Local Community Partnership**

- A Local Community Partnership between library branches/departments and organizations/groups located in their community. These partners may be local groups, organizations or service clubs that align with HPL and community priorities. These partnerships do not require a formal Memo of Understanding (MOU).
- HPL Commitment: Local Community Partners (pending room/staff availability) may be allowed free meeting room bookings a year.
- Authorization: the CEO is responsible for signing off on Local Community Partnerships.

### **Collaborative Partnerships**

A Collaborative Partnership also aligns with HPL and community priorities, however,

they also work collaboratively with HPL to support Library program offerings and/or otherwise contribute to community initiatives the Library is formally participating in. For Collaborative partners, there is a shared commitment from both parties to shared project planning, evaluation and tracking.

- HPL and Partner Commitments: An annual MOU that outlines the goals and commitments of both parties will be completed. Examples of activities that could be included in an MOU are: shared programs, joint promotion, collaboration on community initiatives and joint grant applications. Generally, the focus will be on joint in-kind contributions, however, financial support for Library programs could also be included. The MOU will cover reporting accountability and a dispute escalation process that includes both parties.
- Authorization: the CEO is responsible for signing off on Collaborative partnerships.

### Strategic Partnerships

A Strategic Partnership is distinguished by its long-term duration and level of commitment between HPL and the partner. Strategic Partners involve either a long term commitment in terms of space, service alignment, program development or financial commitment. Requirements for Strategic partners include:

- HPL and Partner Commitments: An annual Memo of Understanding (MOU) that outlines the goals and commitments of both parties will be completed. Examples of activities that could be included in an MOU are: shared programs, joint promotion, collaboration on community initiatives, financial commitments and joint grant applications. The MOU will cover reporting accountability and a dispute escalation process that includes both parties.
- Authorization: The Library Board will approve Strategic Partnerships. Strategic Partnerships will be included in the Annual Report of the Library.

### Confidentiality

1. Huntsville 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”).
2. HPL will not sell or give personal information held by the Library to sponsors or partners.
3. HPL may provide access to personal information held by the Library, to sponsors or partners if it is consistent with the disclosure provisions under MFIPPA.

## **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.

## **Concluding Partnerships**

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

- The alliance organization uses the HPL name and/or trademark outside the parameters of the agreed upon association and without prior consent;
- The organization develops a public image inappropriate to HPL's service 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.

## **Parameters for Partnership**

1. Joint understanding and statement of the goals, expected outcomes, and success measures for the alliance;
2. Establishment of the principles of the working relationship;
3. Definition of the organizational boundaries and clarification of ownership matters as required;
4. Definition of resource contributions and/or costs and clarification of financial responsibilities for each organization;
5. Completion of legal agreements, as appropriate and required;
6. Application of all federal, provincial and municipal legislative requirements;
7. Communications plan addressing internal and external communications;
8. Clarification of recognition for each organization;
9. Milestones and timelines including direction of the partnership; and
10. Identification of key staff contacts in each organization and joint understanding of their roles and accountabilities.

## **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)

**Related Documents**

Canadian Federation of Library Associations Statement on Intellectual Freedom and Libraries

Facilities Rental Policy

Privacy Policy

Town of Huntsville Procurement Policy

**History**

Approved by the Board June 10, 2019 | Motion 19-00

September 11, 2017 | Motion 17-73