



Ontario Library Service – North
Service des bibliothèques de l'Ontario – Nord

Ontario Library Service – North
Legacy Document



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Northern Ontario Library Service Board – Our Legacy

Leadership

[We believe the Board plays a strong leadership in the Ontario public library community because.../We see that the Board could be even stronger in its leadership...if]

The Northern Ontario Library Service Board (NOLSB) engages with its partners and the Ministry of Tourism, Culture and Sport to provide insight into how public libraries in Northern Ontario experience trends in librarianship as well as in society. The NOLSB plays a role in representing the needs of its clients to decision makers and funders and interpreting decisions and trends for public libraries in Northern Ontario. The extent to which the Board is able to assume this role is limited by its financial and staffing resources.

Partnerships

[Partners see our organization as.../The Ministry sees the Board as...]

Due in part to the role of this Board and its staff in leading the planning of Libraries 2020 and Libraries 2025, there is an unprecedented level of collaboration between the key Ontario library organizations. Our partners see us as an important source of information regarding the smaller, more remote public libraries in Northern Ontario. They also see us as a capable partner although they recognize our financial and staffing constraints.

The Ministry also see us as a partner in understanding and addressing the unique needs of Northern Ontario. In recent years, however, there is evidence that they have identified our Southern sister agency as having larger capacity to deliver province wide programming.

Governance

[Major Governance issues in 2015-2018]

The focus of the Board during this time has been transition. In 2015, the Board lost its Chair suddenly and had another Board member resign. In 2016, two other Board members chose not to stand for re-election and the Board integrated four new Board members. The Board is also aware that the CEO of over 15 years will be eligible to retire in two years. Thus the focus of the Board has been on policy review and succession planning.

The Board's other major focus has been on funding, trying to make the case for funding improvements with the Ministry, while working with management to find needed savings.

Challenges for the Board

[We suggest these issues are major challenges for the board to tackle as a priority]

1. *Cultural Strategy* - Determining the effect of the Ontario Cultural Strategy on the organization's future and services- As part of its Cultural Strategy, the Ministry is conducting a needs assessment with our First Nation Clients and is planning a review of their library funding program, which includes funding to the OLS agencies as well as library operating grants and all other library funding. It is essential that libraries recognize that this is not just a review of their operating grants.
2. *Hiring and Orientation* – The hiring of a CEO with the requisite knowledge and vision, must be a priority.
3. *Funding* - The need for adequate sustainable funding must be addressed
4. *Strategic Planning* - The Board must adhere to its planning schedule and work towards their future vision.

The Board wishes success to new Board members as the Board evolves in coming years. It is our sincerest wish that the Cultural Strategy will provide a new opportunity to obtain adequate funding to meet the needs of Northern public libraries for the future.

Understanding OLS - North's Vision for the Future

Ontario Library Service - North (OLS - North) contributes to building strong northern libraries.

Our organization:

- promotes equitable access to library services throughout Northern Ontario.
- accepts the unique challenge of supporting library development in remote communities, First Nation and francophone communities.
- understands the changing needs of libraries and work with library clients and partners to build a strong and stable foundation for service delivery.

OLS - North is recognized as a leader and encourages libraries to be leaders in their communities.

In 1989, OLS - North received a Minister's order which gave them the following mandate:

The objects of the Board are to deliver programs and services on behalf of the minister of Tourism, Culture and Sport [name of Ministry adjusted] by:

- a) Increasing co-operation and coordination among public library boards and other information providers in order to promote the provision of library services to the public' and
- b) Assisting public library boards by providing them with services and programs that reflect their needs, including consultation, training and development services.

The Board may provide library services directly, whether under a contract with the council of a municipality, a local service board, the council of an Indian band or the trustees of an improvement district as described in subsection 29 (1) of the Act or otherwise.

The Board has continued to provide a variety of services within this mandate. The purpose of these services is to strengthen the capacity of Northern libraries.

The Board has for several years been focusing on the need to collaborate with other organizations to strengthen public libraries, while leveraging our knowledge of the North in provide consulting and training services targeted to the specific needs of small, rural, remote libraries. This includes a commitment to meeting the needs of First Nation and Francophone communities.

This focus on collaboration was strengthened by Libraries 2020 and Libraries 2025, two future oriented symposiums on which OLS - North took the lead on delivering. The planning involved the four major library service organizations in Ontario. OLS - North, Southern Ontario Library (SOLS), the Ontario Library Association (OLA) and the Federation of Ontario Public Libraries (Federation). OLS-North and SOLS have been working in collaboration for a number of years providing certain services together, while each organization took the lead on some province-wide initiatives. The increased opportunity to work with OLA and the Federation has been most welcome. The Canadian Urban Libraries Council (CULC) Director has also participated in meetings.. The current directors of all these organizations have forged a collaborative partnership which surpasses the level of sharing and partnership ever possible in the past.

The Board is strategic in its allocation of resources and planning initiatives, as budget constraints have been a working reality for the past decade. This requires that the Board requires its managers to be creative in implementing service, so that we can provide the greatest value possible with the funds available.

The Ministry of Tourism, Culture and Sport requires that the Board provide them with an annual business plan and annual report. Management reports on finances to the Ministry on a quarterly basis.

The Board is involved in a Policy Review. Current operational policies are being reviewed and provided in a new easier to use format. Legislation has driven much policy development over the last few years in Accessibility and Accommodation, Violence in the Workplace and Workplace Harassment.

The current strategic plan encourages partnership, technological development and building of library competencies. Its main goals are:

To encourage library collaboration to build library capacity.

To enable client libraries to implement technologies.

To provide training that addresses the skills requirements of client libraries, delivered by the most effective means.

To engage CEOs, staff, boards in the identification and evaluation of their skill sets, roles and responsibilities.

In 2015-2016, OLS - North as a partner in the LearnHQ library training portal, committed to using the libraries competencies index, created by our southern counterpart. We are in the process of transferring all OLS - North training materials to a format which can be offered virtually. We are also implementing virtual consulting services. However, as a northern service organization we maintain our commitment to working with our libraries in their communities wherever possible.

We will continue to work with our libraries on building partnerships which strengthen what one library can do on our own. Our Joint Automation Server Initiative (JASI), currently has 93 member libraries and continues to grow. From 2016-2018, we are committed to working with 6 pilot libraries on the development of a tool to measure the value of public libraries in Northern Ontario. This was funded through a joint application to the Ontario Library Capacity Fund. Staff are currently working on a joint collections project which could increase savings to our libraries and assist with selection.

What follows is an overview of OLS-North services organized by strategic initiatives.

OLS - North Initiatives

Promoting equitable access to library services throughout Northern Ontario

Joint Automation Server Initiative (JASI)

2007 saw the inauguration of the first round of Ontario Library Service – North’s automation consortium, the Joint Automation Server Initiative (JASI), funded by a FedNor grant. JASI was established to meet the automation needs of small public libraries. The program has expanded with small public libraries from across Ontario participating. There are currently 93 member libraries.

Pools

A pool is a coordinated purchase of a selection of similar library materials such as book, DVDs, CDs, etc. each participating library pays a fee to cover the purchase of one block of items which circulates to members during the pool’s cycle.

Promotional Items

- *Booth-in-a-box*
Ontario public libraries may reserve a booth-in-a-box, a cost-effective visual tool to promote public libraries.
- *“It Takes a Library to Raise a Community”* is a trademark of OLS - North. Libraries may use this logo on promotional material. A selection of items with this branding is available for sale through the OLS - North store.

Joint Purchasing

Joint purchasing initiatives for items such as bar codes and library cards is offered, as well as access to provincial collaborative purchasing initiatives.

Revenue Development

Information about funding opportunities is communicated with public libraries.

Virtual Online Community Library (VOCaL)

A pilot project building on an earlier mailbox service concept was initiated in 2008 to extend library services with access to interlibrary loan, e-books, and provincial databases to ten unorganized areas through VOCaL, an online virtual library. The future of this service is currently being reviewed.

Accepting the unique challenge of supporting library development in remote communities, First Nation and Francophone communities.

Skills Development

The Skills team provides information and training to library boards and staff in various areas including: library instruction, new librarian support, board development, policy, strategic, business and operational planning, space planning, community needs assessment, advocacy, annual survey, cataloguing, collections, community development, and partnerships.

Ontario Library Service - North offers a variety of programs and services in English and French and has bilingual staff in each service department.

The First Nation public libraries have access to advisors who understand the unique needs of these communities.

Training, Conferences, and Area Workshops

Training for public library board members and staff is provided through individualized consultation and training, at annual conferences, area workshops, and through webinars and summits. Various toolkits are developed in response to client need. Staff are transitioning existing training courses into virtual courses to be offered through LearnHQ. New initiatives will also be available through Learn HQ. Clients can build professional development plans using the competencies index through Learn HQ.

Toolkits

OLS - North has developed several marketing and community development toolkits in the last decade. These are available through the OLS - North website.

Understanding the changing needs of libraries and work with library clients and partners to build a strong and stable foundation for service delivery

Technology and Innovation

The Technology team offers training and support for the Joint Automation Service Initiative (JASI), assistance in developing technology plans, and free website development and hosting for all public libraries.

Virtual Consulting Service and Virtual Collaboration Service

These services are being implemented to overcome the barriers of distance and isolation amongst our clients. Staff and clients will be able to consult and work collaboratively in a virtual environment.

OLS - North is recognized as a leader and encourages libraries to be leaders in their communities

First Nations Public Library Week

Since 2000, First Nation public libraries have used this week to increase local awareness and gain support for the library's role in the community, and to celebrate First Nation cultural uniqueness through creative library programming. Posters are distributed to all public libraries in Ontario.

Leadership Summits

Beginning in 2009, OLS - North organized Leadership Summits for northern public library CEOs. Since that time, we have offered four leadership summits at level one including one designed for our First Nation clients. We also offered two level two summits, one being for our First Nation clients. Two later summits have specifically been focused on Policy and Technology. Client feedback indicates there is renewed interest in the earlier leadership summits due to staffing changes in libraries across the north.

Northern Lit Award

This program began in 2006 to celebrate and champion works with Northern connections in English and French adult fiction. A non-fiction category was added in 2011.

OLS - North Leadership

Board Chairs		Chief Executive Officer
Bert Woodhouse	1989 - 1993	Richard Jones (1989-1993)
Armand Landry	1993 - 1995	Richard Jones (1993-1994) Alan Pepper (1994-1995)
Michael Corbett	1995 - 1997	Alan Pepper (1995-1997)
Kris Kiviaho	1997 - 1999	Alan Pepper (1997-1998) Archibald Campbell (1998-1999)
Margaret MacLean	1999 - 2004	Archibald Campbell (1999-2000) Leanne Clendening - Purpur (2001-2004)
Jan Perfect	2004- 2006	Leanne Clendening - Purpur (2004-2006)
Claire Smerdon	2006 - 2007	Leanne Clendening - Purpur (2006-2007)
Joyce Cunningham*	2008 - 2015	Leanne Clendening - Purpur (2008-2015)
Christopher Rous	2016 -	Leanne Clendening - Purpur (2016-

* Joyce passed away in November 2015, Christopher Rous as Vice Chair assumed responsibility until the Board could have an election

A Short History

Northern Ontario has a rich history of service by regional library systems to meet the needs of public libraries in the northwestern, north-central, northeastern, and southern parts of our service area. These regional library systems served as the forebearers of Ontario Library Service - North. Ontario Library Service Boards were established under The Public Libraries Act, R.S.O., 1984.

The board of an Ontario library service area designated by the Minister as a northern Ontario library service area may provide library services directly, whether under a contract with the council of a municipality, a local service board, the council of an Indian band or the trustees of an improvement district in the Ontario library service area as described in sub-section 29 (1) or otherwise.¹

In 1985 the North Central and Algonquin Regional Library systems were amalgamated to form Ontario Library Service – Voyageur with Richard Jones as Director.² The Northwestern Regional Library System was renamed Ontario Library Service – Nipigon, with Alan Pepper as Director, and the Northeastern Regional Library System was renamed Ontario Library Service – James Bay, with Brian Cahill as Director. From 1968 to 1975, Richard Jones was Assistant Director of the North Central Regional Library Service and became its director in 1976. Mr. Jones retired in 1994. Alan Pepper was appointed as Director of the Northwestern Regional Library System in 1966, and CEO of OLS - North in 1994.³

The government further consolidated regional library systems throughout Ontario in 1989 at which time Richard Jones was appointed CEO of Ontario Library Service – North. This service area encompassed the northeastern, northwestern and northcentral areas of the province. Some of the primary functions of the Ontario Library Service at that time included rotating book collections, interlibrary loan, and the Tri-Regional Catalogue including cataloguing services. Other services offered at that time included a mailbox library, cultural programs, Native services, talking books, large print books, and film/AV.⁴ Richard Jones retired in 1994 and Alan Pepper served as CEO of OLS-North until he retired in 1998. Arch Campbell was appointed as CEO of OLS – North. Brian Cahill served as Deputy Director of Ontario Library Service – North from 1994 through the early 2000s. Following Arch Campbell's retirement in 2000, Leanne Clendening (Clendening-Purpur) was appointed CEO of OLS – North. Previously Leanne served as CEO of the Stormont, Dundas and Glengarry County Library.

¹ The Public Libraries Act, R.S.O., 1970 CH.57, Part II, 34. (2).

² Libraries North, Number 9, 1994. Ontario Library Service – North.

³ Libraries North, Number 9, 1994. Ontario Library Service – North.

⁴ Northern Library Services. A report prepared by Unisource, 1986.

Finance and Staffing

In 1996, OLS - North's transfer payment from the Ministry was reduced by 37%, and a variety of special grants stopped. During this time, OLS - North lost approximately 50% of its staff of 50+ employees. A staff restructuring undertaken in 2001 was intended to redesign the organization to better meet the current needs of the libraries. In 2005, a further cut to the transfer payment led to the closure of the Thunder Bay and Kirkland Lake Offices, and the redeployment of staff to new positions at the only remaining office in Sudbury. OLS - North assumed responsibility for new Pools and Marketing and the Southern Ontario Library Service (SOLS) assumed responsibility for EXCEL. Provincial marketing was abandoned as a service in 2012 due to budget constraints.

Governance

The Northern Ontario Library Service Board which is the governing board of OLS - North has also seen many changes. As part of the 2005 transfer payment reduction, the Board recreated itself from a 17 member, committee driven board to a nine member board working for the most part as a committee of the whole. The board has introduced more opportunities for virtual participation, however a trial of having one of the meetings completely virtually was abandoned as it provide obstacles to board development.

An Early History: Services and Support for Public Libraries

In 1952, the Director of the Public Library Service, Angus Mowat, along with other pioneers, realized the future of small libraries in northern Ontario lay in cooperation. In 1953, with the aid of a small provincial grant and fees from member libraries, a bookmobile and books were purchased and the rotating book service began.⁵

Twelve regional library cooperatives were established by October 1965.⁶ The Public Libraries Act, R.S.O., 1970 stated that each regional library cooperative established under a predecessor of this Act "shall be deemed to be a regional library system for the region in which it then had jurisdiction as it may be altered by the Minister."⁷ Members of the regional library systems held a position on the Ontario Provincial Library Council for a one year period.⁸ The Provincial Library Service was managed by a director, appointed by the Lieutenant Governor in Council, "to supervise the operation of the Act and promote and encourage the extension of library service throughout Ontario."⁹

⁵ A.Pepper, Origins. Libraries North, Winter 1992.

⁶ Regional Library Cooperatives, October 1965.

⁷ The Public Libraries Act, R.S.O., 1970 CH.381, Part III, 39.

⁸ The Public Libraries Act, R.S.O., 1970 CH.381, Part II, 33.(3).

⁹ The Public Libraries Act, R.S.O., 1970 CH.381, Part II, 33.(1).

In the north, these regional library cooperatives included:

1. Algonquin Regional Library Cooperative (ARLS) was established as the Muskoka-Parry Sound Regional Library in January 1962 and renamed the Algonquin Regional Library in 1964. It served the districts of Muskoka, Nipissing, and Parry Sound (13,481 sq.mi. Population 113,000). Ray Smith was the Regional Director located in Parry Sound, formerly CEO of the Parry Sound Public Library.
 - Libraries in this area were more dependent on the rotating book service and there was less emphasis on rotation. It developed a closer relationship with schools which led to the first 16mm film library in the north.
 - This area was one of the first to become involved with the Ontario Educational Communications Authority (later TVO). Eventually the ARLS area amalgamated with the North-Central Regional Library Cooperative.
 - ARLS was heavily involved in cultural programming. One of its most famous touring artists was Leona Boyd long before she attained international stardom.¹⁰
 - When legislation forming the new Ontario Library Service was passed, Algonquin and North-Central Regions were merged into Ontario Library Service - Voyageur.

2. Northeastern Regional Library Cooperative (NERLS) was established April 1959 to service the districts of Cochrane and Timiskaming (58,133 sq.mi. Population 123,280). Service was provided by bookmobile, train, freighter canoe, and mail. Formed in 1959, its first director was Sam Neill, who would later become a respected professor at the School of Library and Information Services (SLIS) at the University of Western Ontario. The next director was Mrs. C.W.A. Ames with the office located at the Kirkland Lake Public Library.
 - “Before NERLS was formed in 1959, several communities in Northeastern Ontario were without library service of any kind. Other places had small inadequately-housed, poorly-lighted libraries containing ephemeral rainy-day reading, discards from more affluent libraries in Southern Ontario, and a very few reference books, most of which were out-of-date. These places, in the care of willing but untrained workers, were usually open to the public for only an hour or so once or twice a week.”¹¹
 - The library development budget was split 50/50 with half going to public library service courses for library workers in member libraries, the other half for expenses to attend conferences for NERLS trustees, director and staff. OLA membership for each library was purchased and the OLA conference fee paid for one member per library.

¹⁰ Origins. Libraries North, Number 7. 1993. Ontario Library Service – North.

¹¹ Northeastern Regional Library System---Past, Present and Future. 1972.

- At the end of 1960, the Northeastern Regional Library System partnered with the Ontario Northland Railway (ONR) for the use of a flatcar to ship the bookmobile to Moosonee and then on to Moose Factory. Without the ONR this would not have been possible as the cost was prohibitive.¹²
 - “Municipal support is inadequate, chiefly because most of the small communities are economically-depressed one-industry towns with low revenues from local taxes. Low revenues – low library levys.... The vast area to be served, scattered population, the lack of large urban centres with well-stocked public and university libraries, and too little money stand in the way of good library service in Northeastern Ontario.”¹³
3. North-Central Regional Library Cooperative (NCRLS) was established in July 1960 to service Manitoulin and Sudbury with service extended to Algoma in 1965. The director was Peter Hallsworth with the office located at the Sudbury Public Library.
- Richard Jones arrived in Canada in 1966 with a wife and three small children to accept a Branch Librarian’s position at the Sudbury Public Library. From 1968 to 1975 he was Assistant Director of the NCRLS and became its Director in 1976.
 - Institutional memberships to OLA were purchased for member libraries with expenses of OLA conference attendance expenses paid for board members. Expenses to attend public library service courses were paid for staff of member libraries. A \$1,500 bursary program was introduced in 1966.
 - A mailbox library was available free of charge to residents of unorganized townships.
4. Northwestern Regional Library Cooperative (NWRLS) was established in June 1957 and was formerly known as the Thunder Bay District Library Cooperative, established January 1953 (212,000 sq.mi Population 183,000). Dan Sudar and Alan Pepper were directors located in Thunder Bay.
- Dushan Dan Sudar immigrated from Yugoslavia in 1924. He was the first Director of the NWRLS, Director of the Library Technician Program at Lakehead University, professor at the School of Library and Information Science at the University of Western Ontario, and finally Director of the Lake Erie Regional Library System, retiring in 1980.¹⁴
 - Alan Pepper worked in the library field since 1949 and he was accredited by the British Library Association. On October 2, 1963 Alan became Deputy Director of the NWRLS) and was confirmed as Director in 1966.¹⁵

¹² Northeastern Regional Library System---Past, Present and Future. 1972.

¹³ Northeastern Regional Library System---Past, Present and Future. 1972.

¹⁴ Libraries North, Number 12, 1995. Ontario Library Service – North.

¹⁵ Libraries North, Number 9, 1994. Ontario Library Service – North.

- Grants supported interlibrary loan services, cooperative book displays, purchase of collections and art exhibits, workshops, meetings, and conferences, scholarships to attend accredited library schools and library technique programs, travel expenses for advisory work.
- Bookmobiles figured prominently in the NWRLS.
- In the early 1960s the NWRLS assumed responsibility for collection and distribution of films available through the volunteer Northwestern Film Council which circulated film blocks to remote locations and First Nations. This led to one of the major film collections in Ontario. "At its zenith over \$100,000 a year was spent on new films" with over 30,000 circulations a year. In 1996 this service ended as 16mm film was replaced with newer technologies.¹⁶

Notable Initiatives of OLS - North and Its Predecessors

Collections

Supporting public libraries with rotating collections was a long-held practice beginning with the regional library systems in 1953 and ending in 1995 due to budget cuts. Public libraries were provided with book exchanges at least twice a year. Films had also been provided to public libraries for thirty years when the service ended in 1995. In 1995 a system of pools funded by local libraries and administered by OLS - North was suggested as a replacement for the rotating books service.

Along with book rotations, a video pool was developed in 1994 to enable clients to make the most of limited funds and provide clients with the best possible selection of videos. Pools enabled clients to purchase new formats. Each block contained an average of 20 videos and rotated every three months. Blocks were retired after 3 years in the pool. Other pools developed at this time included a large print books pool and books on tape pool.

Cultural Programming

Up until 1989, Ontario Library Service - Voyageur and other northern service areas received grants from the province to provide cultural programming to public libraries in its service areas.

¹⁶ Libraries North. Number 14, 1996.

First Nation Services

Since 1985, Richard Jones administered the Northern Native Library Development Program resulting in improved service to First Nation libraries in the north. Through this program several new First Nation public libraries were established. In 1985 a coordinator was hired to encourage First Nations to open public libraries.¹⁷ A few years later, library consultants were hired to consult with and train First Nation librarians. The First Nation Salary Supplement now administered by the Ministry of Tourism, Culture and Sport began as a project of the James Bay Library Service, and became OLS - North's responsibility to administer until 2013.

Interlibrary Loan

In 1986, interlibrary loan across the north was centralized in the Voyageur office because of its lead role in the Tri-Regional Catalogue.

By 1995 a new provincial interlibrary loan network using Aviso, an integrated interlibrary loan management system, was introduced. Thirty-five northern libraries, the Metropolitan Toronto libraries, and most southern Ontario libraries were on the network. Aviso enabled small libraries to send interlibrary loan requests directly to lenders and manage their own transactions. A help desk located in the Sudbury office was launched for northern libraries. A new internet-based interlibrary loan system for the province, Impact/ONLINE, was introduced in 1999.

Joint Automation Server Initiative (JASI)

2007 saw the inauguration of the first round of Ontario Library Service – North's automation consortium, the Joint Automation Server Initiative (JASI), funded by a FedNor grant. JASI was established to meet the automation needs of small public libraries. The program has expanded with small public libraries from across Ontario participating.

Tri-Regional Union Catalogue

In 1977 the Tri-Regional Union Catalogue was launched in partnership with the North Central, Algonquin and Northeastern Regional Library Systems. This catalogue provided public access to the holdings of larger public libraries in northern Ontario and was available in every public library service point in northern Ontario. This catalogue formed the basis for the CD-ROM NorOnCat (1990s).¹⁸

¹⁷ Audit Report. Northern Native Library Development Program. August 1987.

¹⁸ Libraries North, Number 9, 1994. Ontario Library Service – North.

Mailbox Library/Virtual Online Community Library

Up until the mid-1990s, a mailbox library service provided access to books for people living in unorganized areas. Books were delivered by mail.

A pilot project building on this service concept was initiated in 2008 to extend library services with access to interlibrary loan, e-books and provincial databases to ten unorganized areas through the Virtual Online Community Library (VOCaL).

Ontario Public Library Guidelines

In 1997, the Guidelines Working Group of the Strategic Directions Council (SDC) produced its final report, *Public Library Guidelines: A developmental tool for small, medium and county libraries*. After a period of testing, the SDC established the Ontario Public Library Guidelines Monitoring and Accreditation Council. Englehart Public Library was the first northern public library to be accredited in 1999. Ontario Library Service – North has been the administrative lead on this project since its inception.

Public Library Marketing and Advocacy

Also throughout the 1990s and into the early 2000s, Ontario Library Service – North played a lead role in marketing Ontario public libraries through the Public Library Marketing Committee which was responsible for Ontario Public Library Week initiatives and library advocacy at municipal conferences including the Association of Municipalities of Ontario (AMO), Federation of Northern Ontario Municipalities (FONOM), and Northwestern Ontario Municipal Association (NOMA). In 1992, the Public Library Marketing Committee organized a meeting with municipal councillors and public library representatives to discuss public libraries from a municipal council point of view. Three geographically based focus groups met separately. These focus groups confirmed that municipal councillors did not have a high degree of awareness of what public libraries do, and acknowledged that public libraries were highly valued by the community.¹⁹ In 2001 the Public Library Marketing Committee hosted a breakfast meeting with public library representatives and municipal councillors to discuss the value of the library in the community.

In 2004, OLS – North oversaw development of a provincial public library strategic marketing plan, *Community Heartbeat*. From about 2002 - 2010, Ontario Library Service - North offered marketing services to Ontario public libraries. A number of marketing toolkits were developed as well.

First Nations Public Library Week was initiated in 2000 by OLS-North and SOLS in partnership with the First Nation librarians to encourage the promotion of library resources and services and increase awareness of the value of a library in First Nation communities. OLS-North is the lead on this initiative. First Nation Communities Read was initiated in 2003 and is lead by SOLS.

¹⁹ Libraries North, Fall 1992. Ontario Library Service – North.

Training

Each regional library system sponsored workshops and courses to upgrade library skills. In 1969, the Algonquin, North Central, Northeastern, and Northwestern Regional Library Systems sponsored a three week course in library techniques held at Laurentian University. Expenses were subsidized by each library system for library workers to attend the workshops.

Starting in 1969, Alan Pepper began a three year librarian training program in the Northwest which became the foundation for such provincial programs as EXCEL and the Sourcebook for Small Public Libraries. A 1986 report stressed the importance of a certification program for small libraries.²⁰ When OLS – North was formed in 1989, Alan Pepper became deeply involved in the Library Trustee Development Program. Around 1994, this program produced a series of Trustee Tips, Trustee 20/20, and a Trustee Orientation Kit. In addition, the Municipal Councillor's Public Library Handbook was introduced in 1998.²¹

Prior to the formation of Ontario Library Service - North, separate training events were held for francophone and First Nation librarians. As well, a separate conference was planned for librarians served out of the Thunder Bay and Sudbury offices. A province-wide francophone librarians' conference was held in the north in 1991 and a province-wide First Nations conference was held in 1991 and 1992. These separate events continued under OLS - North until they were amalgamated into one annual conference for Ontario Library Service - North in the 2000s.

World Wide Web

In 1995, the Ontario Library Service - North board approved an eighteen month period of free access to those libraries having local dial-up access to the internet. This was to enable public library staff in the north to become acquainted with “this new information tool and to demonstrate to municipalities the need for them to support their libraries in using the Internet.”²²

²⁰ Northern Library Services. A report prepared by Unisource, 1986.

²¹ Libraries North, Number 9, 1994. Ontario Library Service – North.

²² Libraries North, Number 13, 1995. Ontario Library Service – North.

Appendix A: OLS - North Clients

Parry Sound	North Shore	Manitoulin	Near North
Britt Burks Falls Whitestone- Hagerman McKellar Magnetawan Parry Sound Seguin	Blind River Bruce Mines Elliot Lake Hilton Union Huron Shores Michipicoten Sables-Spanish St. Joseph Sault Ste. Marie Spanish Thessalon	Assiginack Billings Central Manitoulin Espanola Gore Bay Northeastern Mani- toulin Tehkummah	Bonfield Callander Cartier East Ferris French River Gogama Kearney Loring, Port Loring and District Mattawa North Bay Perry Twp Powassan & Dist. South Algonquin South River St. Charles Sudbury Sundridge Warren & Markstay West Nipissing
7	11	7	19
44			

First Nations	Kirkland Lake	Thunder Bay
	English	
Aundeck Omni Kaning Big Grassy Dokis Garden River Henvey Inlet Iskatewizaagegan #39 M'Chigeeng Magnetawan Mattagami Michipicoten Mississauga Naotkamegwanning #158 Nipissing Ojibway of Onegaming Ojibways of the Pic Rivers Rainy River Sagamok Anishnawbek Sachigo Lake Seine River Serpent River Shawanaga Sheshegwaning Temagami Thessalon Wasauksing Whitefish Lake Whitefish River Wikwemikong	Armstrong (Earlton) Black River-Matheson Chapleau Cobalt Cochrane Englehart Foleyet Iroquois Falls Kirkland Lake Larder Lake McGarry Temagami Temiskaming Shores Timmins	Atikokan Conmee Dorion Dryden Ear Falls Emo Fort Frances Greenstone Hornepayne Ignace Kenora Manitouwadge Marathon Nipigon Oliver Paipoonge Rainy River Red Lake Red Rock Schreiber Sioux Lookout Sioux Narrows Terrace Bay Thunder Bay White River
28	23	24
75		

Appendix B: OLS - North Service Area Map





Ontario Library Service – North
Service des bibliothèques de l'Ontario – Nord

334 Regent Street Sudbury, ON

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