

Acceptance Date:	January 28, 2003	Resolution #:	03-10	Reference #	BPL-03-01
Revision Date:	July 6, 2004 June 21, 2006 June 23, 2009 January 12, 2012 August 1, 2012 October 31, 2013	Resolution #:	04-95 06-65 09-74 No Change No Change No Change		

BRAMPTON LIBRARY

Policy on Strategic Alliances

1. Purpose

The purpose of this policy is to set out the principles for the negotiation of strategic alliances between Brampton Library and external organizations. The Brampton Library policy is built on the position statement passed at the Canadian Library Association annual General Meeting on June 21, 1997. (See Appendix 1)

2. Definitions of Strategic Alliances

A strategic alliance (also called partnership, sponsorship) is a contractual arrangement between Brampton Library and an external organization that sets out an agreed-upon exchange of cash, goods and/or services that have a direct measurable value. It is mutually beneficial to both the Library and the external organization. A strategic alliance agreement signed by an external organization and the Library covers a pre-defined period of time. Additional benefits included in a strategic alliance will take various forms such as cash, products or services in-kind, promotional items and others, in exchange for marketing value back to the external organization or delivering service to their customer base. The components of a strategic alliance agreement will vary depending on the business category and the needs of the Library.

A partnership is a mutually beneficial agreement that assists both parties in the delivery of a service to their customer base. Partnerships do not involve the payment of cash or in-kind services to the Library for the delivery of service but rather the sharing of total costs for the service delivery among participants.

A sponsorship is the direct provision of cash or in-kind service by an organization to support a service or product of the Library in exchange for marketing value.

3. Principles

Only companies and organizations deemed appropriate and compatible with the policies, goals, mission, vision and values of Brampton Library will be considered. The Brampton

Public Library Board will ultimately determine, on a case-by-case basis if necessary, whether a strategic alliance is in the best interest of the Library.

The objective is to search out and enter into only those strategic alliances that provide a benefit to the Library and align with the mission, vision and values of the Library as outlined in the strategic plan.

Consideration will be given to the compatibility of the mission and vision of each organization, the value added by a strategic alliance and the expectations around each organization's participation before entering into an alliance.

4. The Process

Partnerships and sponsorships should be sought out and developed by the Management Team or their delegate under the direction of the Chief Executive Officer. When it is deemed appropriate, the Chief Executive Officer or a representative from the Library Board will be involved in the discussion and negotiation of alliances.

Any strategic alliance should cover the following:

- A demarcation of the goals and expected outcomes for the project.
- A definition of the organizational boundaries and clarification of ownership issues.
- Identification of a process for communication and sharing of ideas.
- A definition of project-related costs and clarification of financial responsibilities for each organization.
- Creation of an overview of the project.
- Clarification of recognition for each organization.
- Creation of a timeline of benchmarks and deadlines.
- Identification of project manager(s).

5. Termination of Strategic Alliance

Brampton Library reserves the right to terminate an existing strategic alliance should any of the following occur:

- The strategic alliance organization uses the Brampton Library name outside the parameters of the agreed upon association and without prior consent.
- The organization develops a public image inappropriate to Brampton Library's services and/or objectives.
- The failure of the partnering organizations to deliver the agreed upon resources and services.

This policy will be reviewed annually.

Appendix 1

The Canadian Library Association believes the following principles are important in developing policies on strategic alliances. Brampton Library agrees with these principles.

- ✓ Demonstrate that the strategic alliance furthers the library's mission, goals, objectives and priorities, but does not drive the library's agenda or priorities.
- ✓ Safeguard equity of access to library services and not allow strategic alliance agreements to give unfair advantage to, or cause discrimination against, sectors of the community.
- ✓ Protect the principle of intellectual freedom and not permit strategic alliances to influence the selection of collections, or staff advice and recommendations about library materials, nor require endorsement of products or service.
- ✓ Ensure the confidentiality of user records by not selling or providing access to library records.
- ✓ Be sensitive to the local political and social climate and select alliances, which will enhance the library's image in the community.