Agenda – Executive Policy Committee – October 11, 2017

Report – Standing Policy Committee on Protection, Community Services and Parks – October 6, 2017

Item No. 2 TD Summer Reading Club Agreement

STANDING COMMITTEE RECOMMENDATION:

On October 6, 2017, the Standing Policy Committee on Protection, Community Services and Parks concurred in the recommendation of the Winnipeg Public Service and submitted the following to Council:

1. That Council approve the TD Summer Reading Club Agreement with the Province of Manitoba, Sport, Culture and Heritage Department, Public Library Services Branch so that the Library Services Division may participate in the 2018 national TD Summer Reading Club program.

2. That the City enter into, execute and deliver the TD Summer Reading Club Letter of Agreement with the Province of Manitoba and such other agreements as determined necessary by the City Solicitor / Director of Legal Services to implement the intent of the foregoing (the "Ancillary Agreements").

3. That authority be delegated to the Chief Administrative Officer to negotiate and approve the terms and conditions of the TD Summer Reading Club Letter of Agreement and the Ancillary Agreements, in accordance with this report and such other terms and conditions deemed necessary by the City Solicitor / Director of Legal Services to protect the interests of the City.

4. That authority be delegated to the Chief Administrative Officer to negotiate and approve the terms and conditions of all future similar agreements with the Province of Manitoba, in accordance with this report and such other terms and conditions deemed necessary by the City Solicitor / Director of Legal Services to protect the interests of the City.

5. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Agenda – Executive Policy Committee – October 11, 2017

Report – Standing Policy Committee on Protection, Community Services and Parks – October 6, 2017

DECISION MAKING HISTORY:

STANDING COMMITTEE RECOMMENDATION:

On October 6, 2017, the Standing Policy Committee on Protection, Community Services and Parks concurred in the recommendation of the Winnipeg Public Service and submitted the matter to the Executive Policy Committee and Council.

ADMINISTRATIVE REPORT

Title: TD Summer Reading Club Agreement

Critical Path: Standing Policy Committee on Protection, Community Services and Parks – Executive Policy Committee - Council

AUTHORIZATION

Author	Department Head	CFO	CAO
E. Cuddy	C. Fernandes	n/a	D. McNeil

EXECUTIVE SUMMARY

This report recommends that the Community Services Department, Library Services Division enter into a partnership agreement with the Province of Manitoba, Sport, Culture and Heritage Department, Public Library Services Branch so that the Library Services Division may participate in the 2018 national TD Summer Reading Club program.

By participating in the program, Library Services is able to provide free reading kits, at no cost to the Library, to children who can track time spend reading as they strengthen literacy skills between school years.

RECOMMENDATIONS

1. That Council approve the TD Summer Reading Club Agreement with the Province of Manitoba, Sport, Culture and Heritage Department, Public Library Services Branch so that the Library Services Division may participate in the 2018 national TD Summer Reading Club program.

2. That the City enter into, execute and deliver the TD Summer Reading Club Letter of Agreement with the Province of Manitoba and such other agreements as determined necessary by the City Solicitor / Director of Legal Services to implement the intent of the foregoing (the “Ancillary Agreements”).

3. That authority be delegated to the Chief Administrative Officer to negotiate and approve the terms and conditions of the TD Summer Reading Club Letter of Agreement and the Ancillary Agreements, in accordance with this report and such other terms and conditions deemed necessary by the City Solicitor / Director of Legal Services to protect the interests of the City.

4. That authority be delegated to the Chief Administrative Officer to negotiate and approve the terms and conditions of all future similar agreements with the Province of Manitoba, in accordance with this report and such other terms and conditions deemed necessary by the City Solicitor / Director of Legal Services to protect the interests of the City.

5. That the proper officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

REASON FOR THE REPORT

Council approval is required to enter into an agreement with the Province of Manitoba, Sport, Culture and Heritage Department, Public Library Services Branch.

IMPLICATIONS OF THE RECOMMENDATIONS

There is no financial cost to the Library Services Division to participate in the TD Summer Reading Club.

HISTORY/DISCUSSION

In 2004, Manitoba Public Library Services approached the Library Services Division with an invitation to participate in the 2005 TD Summer Reading Club along with other public libraries across Manitoba.

In 2005, Council authorized the Community Services Department, Library Services Division to participate in the 2005 TD Summer Reading Club. Nearly 4,000 children participated in the 2005 program in Winnipeg.

In 2006, Council authorized the Community Services Department, Library Services Division to enter into an agreement with the Province of Manitoba, Culture, Heritage, and Citizenship Department, Public Library Services to participate in the TD Summer Reading Club for the following five years (2006-2010).

The agreement expired in 2010; however, the Library Services Division has continued to participate in the annual TD Summer Reading Club. Participation has increased each year with over 10,000 children participating in 2016. This includes hundreds of reading kits distributed to students enrolled in Community School Investigator (CSI) day camps run by Boys & Girls Club of Winnipeg Inc.

TD Summer Reading Club is Canada's largest bilingual summer reading program for children up to age 12. This free program, delivered by 2,000 public libraries across Canada, celebrates Canadian authors, illustrators and stories. It's designed to inspire children to explore the fun of reading their way – the key to building a lifelong love of reading.

Development of this national, bilingual program is led by the Toronto Public Library in partnership with Library and Archives Canada. Title sponsorship is provided by TD Bank Group.

The Province of Manitoba, Sport, Culture, and Heritage, Public Library Services Branch, signs a memorandum of understanding with Library and Archives Canada every year and is the Regional Partner for the TD Summer Reading Club for the province of Manitoba. A Letter of Agreement is used between Public Library Services and the City's Community Services Department, Library Services Division for the delivery of the program in Winnipeg.

Studies show that school-age children lose many of their reading skills over the summer months if they do not continue to read while they are out of school. Summer is an ideal time for young readers to strengthen literacy skills and enjoy the fun of reading. Reading every day, independently or together, can help reduce summer learning loss and prepare children to return to school ready to learn.

For the pre-school child, TD Summer Reading Club is an opportunity to increase school readiness. The more stories a child hears read aloud before they enter kindergarten, the more ready they will be to learn to read in grade one.

The TD Summer Reading Club program is aligned with the following strategic goals in the Library Services Division's Strategic Plan:

- Support the development of early literacy skills in young children through increased investment in materials, services and programs for families, childcare providers and educators

- Increase awareness of the library and its benefits through expanded promotion of programs and services

- Expand the impact of the library beyond physical branches through community outreach and digital services

Each year, the TD Summer Reading Club sends out print materials, valued at approximately $12,000, at no cost to the Library Services Division or other participating library systems. There is also no cost to the Library Services Division or other participating libraries for the graphic design and production of these materials.

If a replacement program was not provided, there would be significant dissatisfaction among parents, caregivers and educators who all expect the summer reading club to be delivered annually as an important strategy for reducing learning loss during the school break.

FINANCIAL IMPACT

Financial Impact Statement Date: September 7, 2017

Project Name:

TD Summer Reading Club Agreement

COMMENTS:

There are no financial implications with respect to the recommendations of this report..

Original signed by Kelly Lemoine
Kelly Lemoine, CPA, CA
Manager of Finance & Administration
Community Services Department

CONSULTATION

This Report has been prepared in consultation with:
Legal Services (as to legal issues)

OURWINNIPEG POLICY ALIGNMENT

This report is consistent with OurWinnipeg policy direction that speaks to providing quality, responsive and innovative library programs and services that emphasize literacy and life-long learning and that enrich all Winnipeggers and their communities.

SUBMITTED BY

Department: Community Services Department
Division: Library Services Division
Prepared by: Ed Cuddy, Karin Borland
Date: August 10, 2017
File No: CMS-2017-5

Attachments: