

<b>Title:</b>	Strategic Alliances Policy	<b>Policy Number:</b> 200-04
<b>Policy Type:</b>	Business/Financial	
<b>Approval By:</b>	Resolution Number RB 2013-04-15	
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<b>Review Date:</b>	June 2025	

**PURPOSE:**

This policy sets out the principles for the negotiation of strategic alliances between the Library and external organizations.

**SCOPE:**

This policy governs strategic alliances including, but not limited to collaborative arrangements, and partnerships undertaken by the Library.

**DEFINITIONS:**

**Strategic Alliance** – a partnership between two (or more) entities to achieve strategically significant objectives that are mutually beneficial.

**Letter of Agreement** – a legally binding contract that states what has been agreed to between two or more parties.

**Memorandum of Understanding (MOU)** - an agreement between two or more parties outlined in a formal document. A MOU is not legally binding but signals the willingness of the parties to work together.

**MFIPPA** - the Municipal Freedom of Information and Protection of Privacy Act.

**Partnership** – a mutually beneficial agreement that assists participating organizations in the delivery of a service to a target audience(s).

**POLICY STATEMENT:**

It is the Library’s policy that it will enter into strategic alliances that:

- are aligned with and further the Library’s strategic plan;
- enhance the Library’s image in the community;
- ensure equity of access to Library services;
- build and implement value-added services;
- are conducted in a transparent, consultative and accountable manner, and
- adhere to all policies of the Library.

**PARAMETERS OF AGREEMENT DEVELOPMENT**

The Library will enter into a strategic alliance through the development of either a MOU or Letter of Agreement which will include, but not be limited to, the following:

- joint understanding and statement of the goals and expected outcomes (including success measures) for the alliance;
- establishment of organizational boundaries and the principles of working relationships;

- definition of resource contributions and/or costs and clarification of financial responsibilities for each organization;
- completion of legal agreements, as appropriate and required;
- application of all federal, provincial and municipal legislative requirements;
- communication plan addressing internal and external communications;
- clarification of recognition for each organization;
- milestones and timelines;
- identification of key staff contacts in each organization and joint understanding of their roles and accountabilities, and
- any other terms and conditions.

MOUs and Letter of Agreement must be signed by parties that have authority to enter into an agreement for their organization.

## **PARTNERS AND COLLABORATORS**

The vision, mission and values of the partner or collaborating agency, the value added by a strategic alliance and the expectations around each entity's participation must be well-defined and acceptable to the Library before entering into an alliance.

A strategic alliance may involve the provision by a third party of goods or services, provided this relationship with the partner is well-defined and acceptable to the Library.

## **ACKNOWLEDGEMENT**

The Library reserves the right to determine appropriate publicity, advertising, acknowledgement and recognition of partners and collaborators.

## **CONFIDENTIALITY**

The Library will ensure the confidentiality of personal information held by the Library, in accordance with its policies and with the requirements of the MFIPPA.

## **TERMINATION OF STRATEGIC ALLIANCES**

The Library reserves the right to terminate the strategic alliance for reasons including, but not limited to:

- the alliance organization uses the Library's name and/or trademarks outside the parameters of the agreed upon association and without prior consent;
- the organization develops a public image inappropriate to the Library's services and/or objectives;
- the failure of the organization(s) to deliver the agreed upon resources and services, or
- whenever any terms set out in the MOU or Letter of Agreement are not met.

### **Accountability:**

The CEO is responsible and accountable for documenting, implementing, enforcing, monitoring and updating strategic alliance agreements developed under this policy.

## **RELATED POLICIES**

200-03 Donor and Sponsorship Policy