

POSITION PROFILE
CHIEF EXECUTIVE OFFICER
MIDLAND PUBLIC LIBRARY

July 2021

THE LIBRARY

The Midland Public Library (MPL) is a single-branch system in the downtown core serving a mid-sized population that swells markedly in the summer.

The Midland Public Library was established in 1880 under the name “The Mechanics’ Institute”. Reading materials were available to the public but it was primarily a place of learning for men and women interested in learning new skills such as penmanship, bookkeeping, and mechanical drawing. In 1904 the name was changed to the Midland Public Library. The library moved to its present location, which is a beautiful historic limestone building on the main street in 1967. The Midland Public Library was renovated to include an addition in 2010, more than doubling the space. Recent renovations in 2018 saw the creation of a makerspace and community living room space.

The library continues to be the hub of our community and is a welcoming space for all. It is no wonder that people say we are MPL Proud!

MPL MISSION

To provide engagement, inspiration & empowerment.

MPL VISION

The Midland Public Library will be a central part of what makes Midland and the surrounding areas a great place to live, work & play.

MPL STRATEGIC PLAN

The Strategic Plan for 2021-2025 focuses on the following values:

- *Inspiration*
- *Innovation*
- *Engagement*
- *Literacy*
- *Collaboration*

The staff complement of seven full and eight part-time is non-unionized with a mix of long-tenured and new employees. The library is fortunate to have several staff with either MLS/MLIS designation, Library Techniques diploma, or EXCEL certificate.

As an Ontario public library, MPL is funded through the town and province with a current budget that is just over \$1.2 million. The Town of Midland owns and shares maintenance of the building and provides various administrative services and support. Simcoe County provides IT support, and MPL is a member of the Simcoe County Library Cooperative. MPL relies on the strength of these positive relationships that acknowledge and respect the library as a part of the town, but a separate legal entity. The library is governed by its own board of between seven and nine members. At this time there are no councillors on the MPL Board, as the Town views the Board as a 'well-oiled' machine. MPL is supported by an active "Friends of the Library" group, who run a used bookstore in the lower level of the Library.

MPL prides itself on its broad range of services and programs with staff regularly initiating new events such as an annual community block party, Christmas market, Bookmobile services and loanable Wi-Fi hotspots. Like most public libraries, it offers a range of technology-related support and has pivoted recently to a wide variety of online training sessions.

MPL'S 2019 SERVICE ACTIVITY LEVELS

- Borrowing (physical) : 203, 781
- Electronic resources use : 16, 726
- In-person visits: 117, 946
- Program attendance: 10, 469
- Card holders: 19, 964

MPL participates in a reciprocal borrowing program with other libraries in the local area, which extends resources available, and the number of potential users.

MPL embraces the principles of Truth and Reconciliation with Ontario's Indigenous populations, understanding that recognition and respect are key to developing healthy reciprocal relations which MPL attempts to reflect in its collection and programming.

THE COMMUNITY

Located in the Heart of Georgian Bay, Midland is in an area of natural beauty, one of Ontario's hidden gems. Midland offers a myriad of year-round outdoor activities, including many watersports, being located directly on Georgian Bay. Midland also offers a myriad of cultural and historical sites and activities, including the annual Butter Tart Festival.

Midland's population of over 17,000 continues to grow. Many people reconsidered their life and work accommodations during the pandemic, leaving urban centres. Being on a major highway 1.5 hours from Toronto and minutes from Huronia airport make Midland a desired destination. Although Midland is also a retirement destination, there is a significant increase in the number of young families moving to the area. Housing throughout North Simcoe has become increasingly in short supply, with most homes being

owner-occupied. Internet connectivity is strong in town, less so in some rural areas. A public transit route is in place throughout Midland and Penetanguishene, as well as access to LYNX transit throughout Simcoe County. As the cost-of-living increases, pressure is growing on lower-income long-term residents. The population increases dramatically in the summer and on weekends with cottage owners and seasonal visitors, skewing the demand for service delivery. Some summer visitors and those moving to Midland have 'big city' service expectations.

Midland's economy has a very strong industrial base as well as a thriving tourism sector and is home to the Midland Cultural Centre. The Town is also home to the Georgian Bay General Hospital, although there is still a need for additional healthcare professionals in the area.

Midland has five public schools, three separate schools, and a satellite campus of Georgian College.

Midland's mayor, council, and senior staff are committed to ensuring Midland is *a safe, liveable and prosperous community that respects its cultural heritage and celebrates the natural beauty of Georgian Bay*. Indigenous, Metis and Francophone citizens interspersed throughout Midland community proudly celebrate their culture with annual pow-wows and festivals inclusive of and enjoyed by all.

The library facility of 22,700 sq. ft. is well-sized to serve Midland's growing population. The town also has an active sporting community with the North Simcoe Sports & Recreation Centre (NSSRC).

THE CEO'S ROLE & KEY OPPORTUNITIES

This is a role for an enthusiastic leader, innovator, and relationship builder. The CEO helps the board develop and implement its vision, championing the library to be a community-builder, place of possibilities, and key player as the town adapts to its fast-changing environment. The CEO seeks to develop sound partnerships to provide services residents and businesses need and want. The new CEO will continue to galvanize, encourage, and support MPL's loyal staff. Together, they will continue to evolve MPL to meet Midland's changing needs in a complex digital society.

The CEO reports to the board. The CEO's responsibilities include and are not limited to: serves as Secretary/Treasurer for the board; supports the board in its governance and strategic planning; leads and inspires staff to bring the library's values to life. The CEO works closely with the town CAO and oversees MPL's collaboration with town management to collectively and organizationally best serve Midland's residents and businesses. Building and fostering strategic alliances with the town, businesses and community organizations, the CEO ensures a solid infrastructure is maintained and designed for the future – facilities, funding and staff, collections, and programs. The CEO must be aware of the past, firmly rooted in the present and working on the future. For some issues, such as collections and programming, the CEO's planning horizon is three to five years, while for facilities, that horizon is 20 years and beyond.

The new incumbent will address a range of opportunities and issues to ensure that service levels are consistent and meet the needs of the community:

- Engage in fundraising as needed for the new initiatives and expanded capital projects, as well as tracking sources of funding beyond municipal and provincial operating grants

- Develop creative approaches to deal with short staffing levels in relation to marketing and communication and programming expectations
- Support the board in:
 - Developing short and long-range strategic directions and annual operating plans
 - Managing the payments required for the existing debt resulting from the renovation
 - Updating the Memorandum of Understanding (MOU) with the town
 - Development through orientation and training, policy development, and in positioning and development with town council, taking best advantage of board member skills, interests, commitment, and contacts.
- Envision and implement service strategies to reach residents and businesses in all neighbourhoods of Midland, building on existing staff roles of community engagement and development in an increasingly digital world
- Identify ways to serve those with marginal and unreliable or no internet service
- Be aware of the unique alliance of the Economic Development Corporation of North Simcoe to develop and provide skill related professionals for conducting business operations in the greater North Simcoe area and collaborate with them to provide STEM opportunities
- Champion the work of staff while providing leadership and motivation, assessing training and development needs and ensuring on-going staff growth
- Clarify and foster relationships and responsibilities with town staff, particularly working with the CAO and collaborating with all the town's key staff and organizational units
- Work with the Town on long-term facility plans and management of a heritage facility that is a focal point of the downtown core.

THE IDEAL CANDIDATE

This position will appeal to those who are passionate about the difference community-led libraries make and who have:

- A graduate-level degree in library-information science (preferred) or comparable level of education (including and not limited to business, technology, or public administration)
- Five years of management experience including financial planning and management, policy development, strategic planning, project management and personnel management
- A strong understanding of emerging trends, new technologies and advancements in library service
- Political acuity and ability to adapt to political changes; an understanding of legislation that pertains directly to libraries and to public entities in general; ability to continue to present the continuing relevance of public libraries in a world of rapid change

- A clear understanding of the CEO's role and relationships with the board, town staff, council, community influencers and decision-makers
- Experience with facility planning and development, ideally for shared-use solutions
- An inspiring vision for the library as an essential contributor and partner with organizations and groups to deliver community-based programs and services that strengthen the social fabric and quality of life
- The ability to forge both formal and informal partnerships and relationships
- A willingness to problem-solve and seek creative solutions
- The belief and ability to articulate the distinctive role of the public library, particularly in upholding intellectual freedom and the democratic right of education for all
- Excellent oral and written communications skills and confidence in representing the library in a range of forums demonstrating diplomacy and negotiation skills
- Advanced technical skills with strong awareness of social media, on-line promotion, and marketing
- Demonstrated ability to lead, motivate, influence, and work collaboratively and effectively with a wide spectrum of individuals
- Ability and willingness to be a leader, manager, delegator, and achiever in a small library, ready to move from long-range planning to developing the annual budget, to guiding the work of staff that they 'own' themselves, to working directly with library clients when required
- An ability to work with “at-risk” populations
- A sincere desire to be an integral part and champion of the growing and evolving Midland community.

COMPENSATION:

Midland Public Library offers a highly competitive salary range of \$94,938-\$118,673 with a comprehensive benefits plan and participates in the OMERS pension plan.

FOR ADDITIONAL INFORMATION:

We welcome and encourage inquiries; please contact: Daryl Novak, Dysart Jones and Associates; daryl@dysartjones.com or 905-468-5550/647-774-4959.

APPLICATION PROCEDURE AND TIMELINE:

Please submit your covering letter and results-oriented resume combined into one Word or PDF document. The covering email subject line should state your name (last name first) followed by: MPL Application. Send to daryl@dysartjones.com. To help ensure that we hear from serious applicants

only, a hard copy is also required. Mail this to Dysart & Jones Associates, 15526 Niagara Parkway, RR#1, Niagara-on-the-Lake, ON, L0S 1J0. **Note: In order to be considered, both hard copy and e-mail must be received by August 3, 2021.** Only complete applications will be acknowledged.

Preliminary phone interviews will be August 9-11, 2021. Interviews with the search committee will be held August 30-31, 2021. Final interviews with the entire board will be held the week of September 12 (afternoon) and September 13 and 15 (evenings).

A final decision and offer will be made in late September, with a view to the new incumbent to beginning in late October 2021.

Interviews will be conducted via Zoom™ unless evolving protocols allow for Covid-safe in-person interviews.

The successful candidate will be subject to credential and security checks.

Midland Public Library is an Equal Opportunity Employer and welcomes applications from candidates of diverse backgrounds. In accordance with the Accessibility for Ontarians with Disabilities Act, 2005; Midland Public Library provides accommodations throughout the recruitment and placement process to applicants with disabilities. If selected to participate in the recruitment process, please inform us of the nature of any accommodation(s) required. Any information received relating to accommodation measures will be addressed confidentially.