



FRENCH LANGUAGE SERVICES AND COLLECTIONS PLAN SUMMARY REPORT

French and Multicultural Services Committee

November 27, 2002

1. Purpose

The amalgamated Toronto Public Library (TPL) has harmonized and refined many past practices, services and policies. While progress has been made, the French collections and services have not been submitted to this evaluative process. An integrated approach to French services and collections will improve the service and will enable the library to reach more of the members of Toronto's French language communities.

New policy initiatives at the City of Toronto have also made French services a timely subject for review, as described further in this report.

The goals of the French Plan are to better meet needs of library users in the following ways:

- coordinate and harmonize French collections and services in TPL;
- improve the use of TPL French collections by:
 - promoting French services and collections by making better use of marketing and communication strategies;
 - modifying the collections to focus more clearly on library user needs;
 - increasing access to the collections by producing printed and digital information about the collections;
- create new connections and partnerships with French language community groups, agencies and schools;
- align the Library's French services and policies with those of the City of Toronto Multilingual Services Policy.

In order to achieve these goals, the French Language Services and Collections Plan provides a framework for integrating and improving library service to the French language communities in Toronto. The French language has special significance in Canada as one of our official languages. For over two decades, this status has fostered in many parents a desire to have their children learn French through courses or by sending their children to French immersion or French language schools. Many Anglophone adults continue to make an attempt to speak or read the language as part of their national heritage or because French has been part of their education. While Toronto is not a bilingual city officially, it certainly provides some services in French and a wealth of possibilities to participate in French cultural and social experiences. At the provincial level, Ontario provides some services in French in designated areas, and Toronto is one of those areas, as well as policies encouraging French language and culture.

This report provides recommendations in four fundamental areas of service: resources, collections, service delivery, and marketing.

2. Recommendations

Resources

1. That responsibility for coordinating French services be assigned to a position at the system-wide level or the position be created. Further, that the position requirement be for a person completely bi-lingual in French and English. This position will be referred to as the French Service Specialist in the Report.
2. That a French Services Sub-committee of the French and Multicultural Services Committee be formed to facilitate information sharing throughout TPL, to plan or participate in service initiatives including staff training, programming and marketing projects and to evaluate their results. The group would be headed by whoever has responsibility for system French services coordination. It would maintain a strong focus on children's services and meet twice a year.
3. That, in partnership with the TPL Foundation, opportunities for funding proposals be investigated.
4. That a staff French language skills list and promotion of the language line service be implemented to facilitate French language services.

Collections: Locations and Tiers of Service

5. **Small Collections**
That TPL continue providing many small local collections of French children's materials up to grade 8. Collections would be established in both neighbourhood and district branches that have community need for them. They could be a combination of deposit, permanent and small resource collections.
6. **Larger Collections (3,000 or more)**
Following the French and Multilingual Resource Deposit Plan model and information in this Report, that the number and location of larger French collections be reviewed and consolidated to approximately ten (including the two Reference & Research libraries) throughout the City. The object would be to improve the depth and currency of collections. The review would be done in consultation with directors, managers and other staff.
7. **North York Central Library**
That North York Central Library remain as a large, general French collection, including a reference component, adult, teen's and children's materials, and a variety of formats.

8. **Toronto Reference Library**

That an assessment be conducted on the advantages and disadvantages of consolidating French materials into a separate French reference monograph collection, except for specialized reference materials kept with the appropriate subject departments.

9. **Collection Development**

That a French Collection Development plan be produced, in accordance with existing collection guidelines within the framework of the Library's collection assessment process. This project would include the following guidelines:

- Children's collections to provide recreational materials in most formats and selected curriculum support up to grade 8.
- Adult collections to include recreational and information materials, print, magazines, audio-visual formats, and selected curriculum support up to and including grade 12.

10. **Collection Development: North York Central Library**

That North York Central Library continue providing a large adult, teen, and children's collection with a variety of formats for the public to borrow. That is, the adult non-fiction collection will include selected curriculum support up to grade 12. Fiction will include popular genres and literary fiction. Children's will provide recreational materials and selected curriculum support up to grade 8. In addition, that selection strengthen the range of selected non-fiction curriculum support materials in many fields of study up to grade 12.

Collection Development: Toronto Reference Library

11. That Toronto Reference Library continue to focus on materials related to Canadian history, literature, culture and society, not acquire children's material, and strengthen the range of selected non-fiction curriculum support materials up to grade 12.

12. That Toronto Reference Library in discussion with Yorkville branch and the South Region, determine the best location downtown for a circulating collection of popular materials in French.

Services: Service Delivery, Programming and Outreach

13. That the French Service Specialist work with the French and French immersion schools and regional library contacts to provide library visit opportunities.

14. That the French Service Specialist target French community agencies and groups for outreach efforts to promote library services and to develop partnerships. These partnerships could include projects to jointly develop and promote French language programs in the library, share resources such as speakers, and fund raise with the Foundation. The French Service Specialist would be responsible for developing relationships with French media and partnerships with school boards and community agencies. Together with Marketing and Communications and relevant staff, develop a current resource list of French spokespeople for media contacts.
15. That the French Service Specialist work with relevant staff to plan or take the lead in French children's and adult programming, such as author readings and children's programs in branches, and to enlarge the French component in central programming, such as including French speakers in speaker series central funding for French-speaking author visits or storytimes, inviting classes from nearby French schools to attend.
16. That a summary of this Report be translated into French and distributed for comment to contacts made through the consultation process.

Marketing

17. That the translation of library information into French be made available, in full or in a condensed form, for all public information campaigns that are being translated into any other languages, in accordance with City of Toronto Multilingual Services Policy.
18. That a guide to French collections in French and produced in sufficient volume to distribute to various French organizations and events.
19. That French language and services be promoted on a French language component of the TPL web site in French. It would include branch French collection locations, size and formats, upcoming events and programs and other important information relating to French language services.
20. That system-wide and branch training and promotion of French materials be implemented by French & Multicultural Services Committee to build staff knowledge of collections and inform the public, thereby improving reader's advisory and referral services. Communication activities could include displays and in-branch promotions. The focus of these activities would be the larger French collections.

3. Implementation

What follows is a preliminary outline of the implementation plan. It is anticipated that discussion of this Report will revise this section.

Year 1

- Appoint a French Service Specialist
- Consolidate collections, identify large collections and implement the French and Multilingual Collections Resource Deposit Plan
- Produce French collection development guidelines
- Form a French Services Sub-committee of the F&MCS
- Investigate the possibility at TRL of establishing a consolidated French reference collection, identifying budget implications and looking at items that could be transferred to circulating collections elsewhere
- Investigate setting up a large collection of circulating, popular, French materials in the downtown area
- Begin community & school liaison, outreach, and programming
- Compile a staff French language skills list
- Marketing to translate and produce the TPL *Your Guide to the Library* with two panels devoted to a guide to French collections

Year 2

- Create a guide to French collections for the TPL website
- Marketing plan for translation and production of other informational materials in French
- Develop and maintain a current list of French spokespeople for media contacts

Year 3

- Review and evaluate the performance of French collections and services within the French and Multilingual Collections Resource Deposit Plan in a brief report to Directors committee
- Marketing to translate and produce promotional materials in French as a regular part of their mandate
- Investigate developing a component to the TPLweb site in French