

Committee: **London Public Library Board**

Organization/Sector represented: **London Institute for Public Policy (LIPP)**

Name: **Amir Farahi**

Address:

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London, Ontario  
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Occupation: **President of Space Cloud Inc.**

Work experience: **1. Founder & President, Space Cloud Inc. Space Cloud is a digital marketing agency, specializing in custom web design and development. We provide Marketing, Search Engine Optimization, Custom Graphic / Logo Design, Branding, Advertising, Media, Mobile Design and Strategic Planning to clients. My role is to oversee the operations of the organization; assure the organization and its mission, programs, products and services are consistently presented in strong, positive image to relevant stakeholders; expand and retain customer relations; oversee and manage the design, marketing, promotion, delivery and quality of programs, products and services to clientele. 2. Co-Founder & Director of Public Affairs, London Institute for Public Policy (LIPP) LIPP is an independent and non-partisan research institute, connecting business, government and education through public policy to improve quality of life in London. My role is to be responsible for day-to-day interaction with the community-at-large; Develop and implement an integrated strategic communications plan to advance brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences; Create marketing/public relations strategy that will allow the organization to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers; Recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them; Serve as a spokesperson and lead point person on media interactions that help promote and/or impact the organization; Actively engage, cultivate and manage press relationships to ensure coverage surrounding the organization, special events, public announcements, and other projects.**

Education: **Western University, London Ontario - Political Science and Government, 2013 – 2017 (Expected) Mother Teresa Catholic Secondary School - Ontario Secondary School Diploma. - Certificate in French Immersion Studies. - Graduated with a 90%+ average.**

Skills: **- Public Speaking - Community Development - Community Outreach - Communications - Public Affairs - Research - Public Policy - Social Media Marketing**

Interest reason: **I'm interested in changing the role our central library plays in London. I believe it's important for us to centralize our resources in one hub, that being the London Central Library. As a city we need to bridge the gap between existing resources available to the community-at-large and the people who need them the most. Many organizations face a problem of outreach and being able to connect their resources with those that demand it. Middlesex County has turned their central library into a community hub of many organizations. It's important for us to remain relevant to Londoners by providing formats they look for. Therefore, continuing to digitizing our library resources is important. Free access too public computers and the internet is necessary to so many in our community. I also have an idea which is inspired by the natural phenomenon that exists within many newcomer families, where youth and children help their parents integrate into Canadian society. Many young people help their parents with language barriers, and computer skills. I think the library should create a program that allows for youth to teach adult newcomers English and financial literacy. The Educational Curriculum has to be thoughtfully designed by educators and staff to be user friendly and easy for a young person to use. Classes can run for 90 minutes over one 12-week semester, focusing on either conversational English or the basics of computer skills. Youth will go over learning objectives with their adult participant and will go through lessons at the pace of the adult, honoring their learning goals. Each adults and youth are provided with a binder with all lessons pre-organized by Staff, along with checklists to measure the progress of the adult. Overall, i'm interested in bringing innovative new ideas to help our Library be more**

**accessible, friendly and a community hub.**

**Contributions: I'm a hard worker with the experience to get things done efficiently. I can contribute my organizational skills and my ability to work well in a group. I can bring my personal experience and open minded perspective to interact positively with board members. My work and organizational experiences included innovation and creativity in many areas (ie: products and services, HR, client relations) applicable to the board. I can bring effective and prudent ideas to the table which have been implemented in other jurisdictions or that have been proven to create positive results for our public library in London.**

**Past contributions: As a Councillor for the London Youth Advisory Council (LYAC) I represented over 73,000 youth in London, Ontario. I Engaged in strategic planning and development both individually and collectively in the many Municipal level and LYAC initiatives; Developed strong relationships with LYAC partner organizations. I Attended weekly working meetings with other Councillors. Researched topics related to constituent issues as necessary and attended several community events each month to engage with youth, city leaders, politicians and others. As part of the Youth Unemployment Committee, I worked on a step by step method with a team to create a researched policy paper on the various innovative solutions to tackle youth unemployment. I also critiqued the Ontario Youth Job Strategy. I worked with the LMLIP-Inclusion & Civic Engagement Group to strengthen the role of our community in serving and integrating immigrants. I organized workshops, an all candidates meeting and a youth day to promote civic engagement among immigrants and youth in London, Ontario.**

**Interpersonal: During the strategic development process of Space Cloud Inc. and London Institute for Public Policy I engaged with my colleagues and key stakeholders to come up with the best strategies for the success of the organization. This includes articulating different ideas and carefully considering all suggestions to build consensus. I conducted myself in a professional manner through a collaborative approach that includes the consideration of all presented facts, statistics and logical argumentation to put us in the right direction.**

**Interview interest: Yes**