

<b>Section</b>	<b>Governance and Administration</b>	<b>Section # :</b>	<b>1</b>
<b>Sub-Section:</b>	<b>Organization of the Board</b>	<b>Sub-Section #</b>	<b>1.1</b>
<b>Topic</b>	<b>Advocacy Policy</b>	<b>Policy #:</b>	<b>1.1.5</b>

## **Purpose**

The Selwyn Public Library Board shall ensure that the community is aware of the Library system, the materials and services that are offered, and the location of Library facilities.

The Board shall also ensure that the external decision makers and funding bodies are apprised of the important work of the Library and of the positive impact on the community.

## **Responsibilities**

The Board shall work collaboratively with staff to:

- Build and maintain good relationships with community members and organizations and ensure continued support for the Library;
- Work collaboratively with the Township on a continuous and consistent basis to ensure support for the Library; and,
- Bring forward issues relating to public libraries at the provincial and federal levels of government, either alone or in concert with other Library systems or associations and ensure support for the Library.

The Chair, or designate, shall be the official spokesperson for the Library on issues of a political nature, or those activities involving the Board's position. The CEO, or designate, shall be the official spokesperson for operational issues.

Individual trustees shall not initiate advocacy activities without the support and consent of the Board, but all trustees are encouraged to:

- Inform family, friends and acquaintances that they are a member of the Board and what that entails;
- Encourage people to use the Library;
- Promote the vision and mission of the Library;
- Participate in activities that build relationships with individuals and organizations that share interests with those of the Library; and,
- Welcome feedback and suggestions from Library patrons and share this with the CEO and the Board in a timely and appropriate manner.

## **Procedure**

1. The Board recognizes that advocacy activities are ongoing and may range from general awareness and promotion of local Library services to specific and targeted lobbying efforts. All advocacy efforts shall be presented in a positive manner, stressing the contribution that the Library makes to the community.
2. Excellent communication with Council is of primary importance. While ongoing information and updates are necessary, at least once annually the Board shall

formally present library plans, achievements and related data to the Council in an open, public meeting.

3. The Board shall ensure open lines of communication with municipal staff, library staff and volunteers to promote library efforts.
4. Not only is excellent customer service at the core of a good library system, it also affects the image of the Library within the community. Through their interactions with the public, staff, volunteers and Board members play a role as ambassadors for the Library system and should act in the best interest of the Library
5. Board member participation in community events is encouraged as a means of increasing awareness of the Library at work in the community. Cooperation and coordination of efforts with other cultural and community organizations is encouraged for the benefit of the Library and the community as a whole.
6. The Board is encouraged to participate in activities and initiatives of the broader Library community to be aware of current issues and impending legislation, to influence decision makers, and to advance the core values of the Library.

Review: Each Board term.

<b>History:</b>		
Date of Original Board Motion:	October 9, 2007	07.071
Date of Amendments: (if any)	November 26, 2013	2013.73
	December 15, 2015	2015.102
	June 22 <sup>nd</sup> , 2021	2021.064