

Advocacy Policy

1. Introduction – The Board’s Role

The Board ensures that:

- The community is aware of the importance of the Library and its services and programs;
- The Council and administration of the Town and of any Contracting Municipalities fully understand the role played by the Library in the community in delivering services and programs;
- Provincial and federal legislators are kept informed of the needs of the Library and its patrons.

1.1. Definitions

“Library” shall mean The St. Marys Public Library

“Board” shall mean the Library Board of the St. Marys Public Library

“Community” shall include the residents of St. Marys and Contracting Municipalities, non-resident Library cardholders, and communities served by other libraries with which we share services

“CEO” shall mean the Chief Executive Officer of the St. Marys Public Library

“Town” shall mean the Town of St. Marys.

2. Audience

- Community – to build and maintain good relations with its clients, community organizations and the community at large to ensure awareness of the Library’s services and programs and to secure their continued support.
- Municipal Councils – to represent the community’s needs for Library services and programs on a continuous and consistent basis.
- Legislators – to ensure that upper levels of government have a good understanding of the need for library services and continued support of public libraries, especially through grants.

3. Advocacy Plan

In order to ensure that advocacy efforts are focused and consistent, the Board reviews past advocacy initiatives and prepares an Advocacy Plan each year. The Advocacy Plan includes:

- Coordination with stakeholder organizations;

- Relations with the municipality;
- Relations with other organizations; and
- Key messages for community awareness

The Advocacy Plan is approved by the Board annually.

4. Involvement of Others

In addition to the Board and CEO, the staff, Library volunteers and the Friends of the Library are encouraged to review this policy and the Advocacy Plan to ensure that everyone provides a consistent message highlighting the value of the Library within the community.

History

Date of Latest Board Approval: April 2016

Date(s) of Revision(s): December 2012, November 2008, May 2003

Date of next scheduled review: April 2019

Related Documents

Public Libraries Act, R.S.O.1990, c. P44