



SUBJECT: BOARD - ADVOCACY POLICY

Policy No: B-2012-09

Date: June 18, 2012

Review Date: June 2015

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PURPOSE

This policy defines when, why, how and who would engage in advocacy activities on the Library's behalf.

POLICY

Application

This policy applies to the Library Board, the Chief Librarian, or designate, and any other staff members who are authorized by the Chief Librarian to advocate on behalf of the Innisfil Public Library.

General

The Innisfil Public Library Board shall be an effective advocate for the provision of good Library service by ensuring that the community is aware of the importance of the Library and, that government decision-makers at all levels fully understand the pivotal role played by the Library in the community. Advocacy is an ongoing activity which lays the foundation for specific lobbying campaigns, should they become necessary. The purpose is to foster a general awareness and understanding of the importance of the Innisfil Public Library. Lobbying is necessary as a means of working to persuade the government to resolve a decision, policy or law in favour of the Library(ies).

Guidelines

Advocacy Role

The Library Board shall:

- Fulfill its advocacy responsibilities by identifying and responding to issues, concerns and government policies that may directly or indirectly affect the Innisfil Public Library.
- Encourage Board members, advisors, committee members, staff, volunteers, stakeholder organizations, concerned individuals and other community or professional organizations to bring advocacy issues to the Board's attention.

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Issues Response

- After discussion of the advocacy issue(s), the Library Board shall direct the Board Chair or the CEO/Chief Librarian to convey its concerns in person or in writing to the appropriate organization or government agency, and to the media where appropriate.
- The Board may convey its decision to the general public and to the Library membership and customers in an appropriate manner.
- The Board shall advise government officials on the impact of current and proposed policies.
- The Board may, at its discretion and by duly approved motion, undertake appropriate lobbying activities in support of or in opposition to these policies.

Library Spokesperson

- Either the Library Board Chair (or designate) or the CEO/Chief Librarian (or designate, including the Community Development Librarian) will be the official spokesperson for the Library on advocacy issues, depending upon availability and the nature of the issue.

Coordination with Stakeholder Organizations

- The Board will make every reasonable effort to ensure that there is a consistent and coordinated response to advocacy issues from the Board and the Friends of the Library.

Relations with the Municipality

- The Board shall ensure that there are regular communications with the Town Council and senior administration.
- The Board shall meet at least annually with Council to review the Library's resources, services, plans and achievements.

Relations with Other Organizations

- To be an effective advocate, the Library shall communicate, co-operate, and coordinate with other libraries, organizations, agencies and institutions when and as appropriate.

Community Awareness

- The Board shall ensure that the Library regularly participates in activities aimed at increasing community awareness of the variety and importance of public library services.

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Approved by the Innisfil Public Library Board, June 18, 2012
Motion Number: 2012.48

Supersedes Policy Number 2009-02, approved February 17, 2009, Motion #2009.13; &
Supersedes Policy Number 2006-03, approved January 16, 2006, Motion #2006.09.