



The City of Kawartha Lakes Public Library

Policy Number: LIB2019-16

Policy Name: ADVOCACY POLICY

Developed By:	David Harvie, CEO	Date:	
		Adoption Date:	22 Dec 2013
Resolution #:	LIB2019-16	Effective:	22 Dec 2013
Review Cycle:	Once per Term	Last Reviewed Date:	05 Sep 2019

POLICY STATEMENT AND RATIONALE:

The purpose of this policy is to provide a definition of terms and identify key objectives respecting library advocacy.

SCOPE:

This policy shall apply to City of Kawartha Lakes Public Library and the City of Kawartha Lakes Public Library Board.

DEFINITIONS:

In reading and interpreting this policy, the following definitions shall apply;

“City” means the Corporation of the City of Kawartha Lakes.

“Designated Funds” means donated funds that are designated by the donor as a gift for a special.

“Library” means the City of Kawartha Lakes Public Library.

“Library Board” means the City of Kawartha Lakes Public Library Board.

POLICY, PROCEDURE AND IMPLEMENTATION:

1.0 General Guidelines

1.1 Advocacy is a planned, deliberate, sustained effort to raise awareness. Advocacy is thus an ongoing process whereby support and understanding are built incrementally. Advocacy uses many of the tools of marketing and public relations, but it is not solely one or the other.

1.2 Advocacy may include lobbying. Lobbying involves interaction with decision-makers to secure specific objectives at an appropriate point in the legislative, policy making, or budget process.

2.0 Responsibility

- 2.1 The Library Board Chair (or delegate) or the Chief Executive Officer (or delegate) shall be the official spokesperson for the City of Kawartha Lakes Public Library on advocacy issues, depending upon availability and the nature of the issue.
- 2.2 All members of the Board shall participate in advocacy in order to promote and enhance the profile of the Library.

3.0 Objectives

- 3.1 In pursuing advocacy activities, the Board shall seek to ensure that:
 - 3.1.1 The community is aware of the services and programs provided by the Library and the important of the Library.
 - 3.1.2 Efforts are made to build relationships with organizations that promote interests which co-ordinate with the interests of the City of Kawartha Lakes Public Library; and
 - 3.1.3 The municipal council and city administration understand the important role played by the Library in the community.
- 3.2 All advocacy work shall comply with the Library's current Mission Statement and strategic directions.
- 3.3 All advocacy work shall respect Federal legislation governing advocacy and lobbying. The Public Libraries Act, and any applicable municipal by-laws governing local Boards.

4.0 Standing Committee

- 4.1 The Board shall create an Advocacy Standing Committee which works to raise the profile of library objectives, programs, projects, and services. It will extend public knowledge of library services and identify events and initiatives to promote programs and services.
- 4.2 The Advocacy Standing Committee will prepare an annual Advocacy Plan for approval and adoption by the Board in the first quarter of each year.
- 4.3 The Advocacy Plan will include:
 - 4.3.1 Development of community awareness
 - 4.3.2 Co-ordination with stakeholder organizations and the development of relations with other organizations with the community; and
 - 4.3.3 Relations with the municipality.
- 4.4 The Advocacy Standing Committee shall review the Advocacy Polity at least once during the Board's term of office.

Attachment: Advocacy Standing Committee – Terms of Reference

Advocacy Standing Committee

TERMS OF REFERENCE

1. Purpose

The Committee will work to raise the profile of library objectives, programs, projects, and services. It will extend public knowledge of library services and identify events and initiatives to promote programs and services.

2. Accountability

The Advocacy Committee is a Standing Committee of and reports regularly to the Board.

3. Standing Committee Membership

The Committee shall consist of:

- At least two Board members, one of whom shall act as Chairperson and another as Recorder. In the absence of the Chairperson, those members of the Committee who are present shall appoint one of their numbers to be Chairperson.
- Community members whose contributions are deemed to be relevant may be recruited by the Committee based on their needs. Community Members will be appointed to the Advocacy Committee by the Board.
- The Library CEO (or delegate) shall be an advisor to the Committee.

4. Term of Office

The term of office for community members of the Advocacy Committee will be for a two year term with the possibility of renewal, with permission of the Board via a motion.

5. Report and Recommendations to the Board

Regular reports will be provided to the Board as part of the regular Board agenda. Motions will be brought back to the Board for approval where there are specific recommendations related to the Committee's mandate.