

Title:	Advocacy Policy	Policy Number: 100-02
Policy Type:	Governance	
Approval By:		
Approval Date:	April 16, 2018	
Effective Date:	April 16, 2018	
Reviewed Dates:	April 26, 2021	
Review Date:	April 2024	

PURPOSE:

This policy establishes the Library Board's role in advocacy for the Sault Ste. Marie Public Library and the library community both provincially and nationally.

SCOPE:

This policy applies to all advocacy activities undertaken by the Library Board, staff and volunteers.

DEFINITIONS:

Advocacy – the active support of an idea or cause.

Canadian Federation of Library Associations (CFLA) - an advocacy group comprised of various library associations, which represents Canadian libraries and library values nationally.

Federation of Ontario Public Libraries (FOPL) - an advocacy group that represents Ontario Public Libraries

Ontario Library Association (OLA) - OLA is the largest library association in Canada. OLA has six divisions covering various kinds of Ontario libraries (college and university, library and information technology, library boards, public libraries, school libraries, and French libraries).

POLICY STATEMENT:

It is the Library's policy to ensure that there is a positive public perception of the roles and values of public libraries locally, and in part, provincially and nationally.

BOARD ADVOCACY

The board shall seek to ensure that:

- The community is aware of the importance of the Library through print and online media, social media, events, public participation, and any other method deemed appropriate.
- The municipal, provincial and federal governments respond to the needs of the public library community by entering into discussions and offering opinions on issues that relate to libraries.
- The budget will reflect the use of advocacy tools

ADVOCACY TARGETS

Community:

- The board shall work collaboratively with staff to build and maintain good relationships with individuals and community organizations and ensure continued support for the Library.

Municipal Councils:

- The board shall work collaboratively with municipal councils on a continuous and consistent basis to ensure support for the Library.

Provincial and federal levels of government:

- The board shall work collaboratively with staff to bring issues forward relating to public libraries at the provincial and federal levels of government and ensure support for the Library.
- The board shall maintain membership in FOPL and support FOPL's advocacy efforts undertaken on behalf of all Ontario libraries.
- The board shall register as a member of the OLA and remain in good standing with the association.
- The board recognizes the importance of the CFLA as a national library advocacy group and supports the organization in principle.

LIBRARY SPOKESPERSON

Either the Library Board Chair or the CEO or their designates will be the official spokespersons for the Library, 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.

RELATIONSHIP WITH THE MUNICIPALITY

The Board shall ensure that there are regular communications with Council and senior administration.

The Board shall meet at least annually with Council to review the Library's resources, services, plans and achievements.

RELATIONSHIPS WITH OTHER ORGANIZATIONS

To be an effective advocate, the Library shall communicate, co-operate, and co-ordinate 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.

RELATED POLICIES

100-01 Governance Processes Policy

300-18 Friends of the Sault Ste. Marie Public Library Policy