

**Title** Advocacy Policy  
**Policy Number** CPL-17-17  
**Policy Type** Governance  
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**Notes**

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## Purpose

The Caledon 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. Through its advocacy work, the Library Board seeks to promote the profile of the Library and enhance its importance to the community.

This policy applies to the Library Board, the CEO/Chief Librarian, or designate, and any other staff members who are authorized by the CEO/Chief Librarian to advocate on behalf of the Library. This policy defines when, why, how and who would engage in advocacy activities on behalf of the Caledon Public Library.

## Guidelines

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 Caledon 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.
- Ensure that advocacy remains a planned and sustainable ongoing process at the Library, by preparing and communicating an Annual Advocacy Plan and reflecting advocacy related goals and actions within its Strategic Plan.

## Municipal and Community Relations

The Library Board shall:

- Advocate carefully to build relationships and understandings with the people who make the decisions.
- Ensure that there are regular communications with Town Council and senior administration.

- Present, at least annually, to Council to review the Library's resources, services, plans and achievements.
- Work toward having a 'voice at the table' to be part of the process when problems are identified, solutions proposed, programs and funding for the community are discussed and decisions made.
- Make every reasonable effort to ensure that there is a consistent and coordinated response to advocacy issues from the Board and the Friends of Caledon Public Library
- Communicate, co-operate, and co-ordinate with other libraries, organizations, agencies and institutions when and as appropriate.
- Ensure that the Library regularly participates in activities aimed at increasing community awareness of the variety and importance of public library services.

### **Issue 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.
- May convey its decision to the general public and to the Library membership and customers in an appropriate manner.
- Shall advise government officials on the impact of current and proposed policies.
- May, at its discretion and by duly approved motion, undertake lobbying activities in support of or in opposition to these policies.

### **Communications**

In addition to supporting staff efforts to raise awareness of library programs and services, the Library Board will:

- Communicate in one voice, in an informed manner, relaying the unique benefits of the Library to the community.
- Ensure that all messages are positive and consistent.

Either the Library Board Chair (or designate) or the CEO/Chief Librarian (or designate) will be the official spokesperson for the Library on advocacy issues, depending upon availability and the nature of the issue. If contacted by the media or stakeholders, Board members should coordinate with the Board Chair and/or CEO/Chief Librarian to ensure appropriate information is shared.

All Board members are encouraged to promote the value of the Caledon Public Library and its impact on the community by:

- Sharing stories and relevant information about library programs, services and relevance.
- Sharing information about the Board's values, vision and strategic plans.
- Acting as an excellent ambassador for the Caledon Public Library and advocating within the guidelines of this policy.
- Assisting the Board Chair and/or CEO/Chief Librarian in officially representing the Library at meetings or other events as requested.

### **Related Documents:**

- **Caledon Public Library Board By-Laws**, CPL-16-06
- [Public Libraries Act](#), R.S.O. 1990, c. P.44