

Title Advocacy Policy
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Purpose

The Caledon Public Library Board shall be an effective advocate for the provision of exemplary library service. Through its advocacy work, the Library Board seeks to:

- Educate and inform stakeholders, funders and community members of the Library's unique governance, continued relevance and value within the community;
- Build relationships in support of library governance, representation and voice; and,
- Strengthen facilities by securing funds to improve existing spaces and expand facilities, technologies, and services in support of municipal growth and evolving community expectations.

This policy applies to the Library Board, and also delegates authority to the CEO/Chief Librarian as well as any 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, staff, volunteers, stakeholder organizations, concerned individuals and other community or professional organizations to bring relevant issues to the Board's attention.
- Ensure that advocacy remains a planned and sustainable ongoing process at the Library, by:
 - Forming an Advocacy Committee to direct and implement the Board's efforts, as per the *Caledon Public Library Board By-laws*.
 - Adopting an Annual Advocacy Plan and reflecting advocacy related goals and actions within its Strategic Plan.
 - Welcoming development opportunities to support and enhance Board members' advocacy-related skills.

Municipal and Community Relations

The Library Board shall:

- Build relationships and understandings with key decision makers and individuals and organizations whose interests and objectives align with those of Caledon Public Library.
- Ensure that there are regular communications with Town Council and senior administration.
- Present to Council, at least twice annually, to inform Council of the Library's resources, services, plans and achievements.
- Adopt and implement strategies to ensure that the Library has a 'voice at the table', expanding opportunities for the Library to demonstrate its value, contribute to shared community initiatives and encourage investments in library spaces and services.
- 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 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 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 the CEO/Chief Librarian (or their designates) 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 refrain from responding on behalf of the Library and instead 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 unedited stories and relevant information about library programs, services and relevance, as initially published by CPL, across their personal and social media networks. All such posts should be made in alignment with the guidelines of the *Caledon Public Library Social Media Policy (CPL-07-19)*.
- 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.
- Supporting the work of the Board's Advocacy and Fundraising Committee by contributing to deliverables or initiatives identified within the Library's Annual Advocacy Plan.
- Assisting the Board Chair and/or CEO/Chief Librarian in officially representing the Library at meetings or other events as requested.

Related Documents:

- CPL-16-06 Caledon Public Library Board By-Laws
- CPL-17-19 Caledon Public Library Social Media Policy
- [Public Libraries Act](#), R.S.O. 1990, c. P.44