

ADVOCACY

Board motion number: 61:08

Definitions

Advocacy – Advocacy seeks to promote the profile of the library and an understanding of its importance to the community. It is a continuous activity of the board and may lay the groundwork for lobbying.

Lobbying – Lobbying attempts to influence the decision of a level of government in a manner favourable to the library.

Intent

The Bonnechere Union Public Library believes that it has a responsibility to advocate for the best possible public library service for the community. In view of the fact that the Public Libraries Act, R.S.O. 1990 provides that municipal council shall have the power to appoint members to the library board. The board, therefore, assumes the responsibility to promote the interests and aims of the Bonnechere Union Public Library. In pursuing its advocacy activities, the board shall:

- * Respect federal legislation governing advocacy and lobbying, the Public Libraries Act and any applicable municipal by-laws governing local boards
- * Comply with the library's current mission and strategic directions
- * Seek to ensure that:
 - the community is aware of the importance of the library;
 - the municipal council and administration fully understand the important role played by the library in the community; and that
 - provincial and federal legislators respond to the needs of the public library community.

Regulations

Community: The board shall endeavour to build and maintain good relationships with its clients and with community organizations that use library services to ensure their continued support.

Municipal council: The board shall endeavour to represent the community's needs for public library service to municipal council on a continuous and consistent basis.

Other levels of government: Identify and respond to issues, concerns, and government policies that may directly or indirectly affect the Bonnechere Union Public Library.

Procedures

The board chair (or delegate) or the chief executive officer (or delegate) shall be the official spokesperson for the Bonnechere Union Public Library on advocacy issues, depending upon availability and the nature of the issue. The board shall prepare an advocacy plan each year in December for the following year. The advocacy plan shall include:

- Coordination with stakeholder organizations;
- Relations with the municipality;
- Relations with other organizations; and
- Community awareness.

The board shall approve the advocacy plan early in each new year.

While recognizing that all board members may have varying skills in advocacy, all board members are required to participate in implementing the advocacy plan. To that end, each board member will educate themselves on the need for and methods of advocacy. (The Canadian Library Association offers an on-line workbook.)