

017 - OPLB Board Role in Advocacy

Guiding Principles

Advocacy is defined as the active support of an idea or a cause. The Board role in advocacy is to ensure that:

- The community is aware of the goals and services of ~~the~~ OPL;
- The municipal council and administration fully understand the future direction, needs, and important role that ~~the~~ OPL plays in the community; and,
- The municipal, provincial, and federal funding bodies respond to the needs of the ~~OPL~~ community **OPL serves**.

The Board as a whole will determine its position on any particular issue as well as any actions it may choose to take **(i.e. the Board writing and submitting a letter of support to funders, or developing a Board Position Statement)**. The Board does not support, endorse, or advocate the viewpoints or beliefs of any one candidate, political party, organization, or group.

Practices

The Board shall work collaboratively with staff to:

- Build and maintain good relationships with customers, the public, and community organizations, and ensure continued support for ~~the~~ OPL;
- **Participate, as appropriate, in introducing OPL sessions, programs, and events;**
- Bring forward issues relating to public libraries at the provincial and federal levels of government, either alone or in concert with other library systems or associations, and ensure support for ~~the~~ OPL; and,
- Work collaboratively with City Council on a continuous and consistent basis to ensure support for ~~the~~ OPL.

Individual ~~T~~rustees shall not initiate advocacy activities without the support and consent of the Board, but all ~~T~~rustees are encouraged to:

- ~~Inform family, friends, and acquaintances that they are a member of the Board and what this entails;~~
- **Act as a goodwill ambassador and** Encourage people to use the OPL;
- Promote the **OPLs** vision, and mission, **services, and initiatives** of the OPL:
- ~~Promote OPL services and initiatives;~~
- Participate in activities that build relationships with individuals and organizations that share interests with those of the OPL; and,
- **Inform family, friends, and acquaintances that they are a member of the Board and what this entails;**
- Welcome feedback and suggestions from OPL customers and ~~share this with the Board in an appropriate manner~~ **share with the CEO and Chair for action and discussion with the Board.**

Effective Date: November 8, 2022

Last Review Date: December 2018