

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 Library;
- the municipal council and administration fully understand the future direction, needs, and important role that the Library plays in the community; and,
- the provincial and federal funding bodies respond to the needs of the library community.

The Board as a whole will determine its position on any particular issue as well as any actions it may choose to take. 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 Library;
- 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 Library; and,
- work collaboratively with City Council on a continuous and consistent basis to ensure support for the Library.

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

- inform family, friends, and acquaintances that they are a member of the Board and what this entails;
- encourage people to use the Library;
- promote the vision and mission of the Library;
- participate in activities that build relationships with individuals and organizations that share interests with those of the Library; and,

- welcome feedback and suggestions from Library customers and share this with the Board in an appropriate manner.

Effective Date:	Last Review Date:
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