

Policy Name:	<b>Advocacy</b>
Policy Type:	<b>Governance</b>
Policy Number:	<b>GOV-07</b>
Original Adoption Date:	<b>October 2024</b>
Current Approval:	<b>October 2024</b>
Review:	<b>October 2027</b>
Motion:	<b>2024:46</b>

## **Advocacy**

### **1. Purpose**

The Orillia Public Library Board has a responsibility to advocate for the best possible public library service for the community.

### **2. Policy**

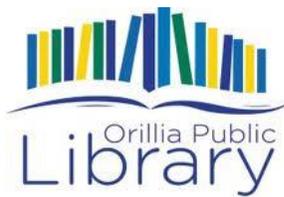
This policy provides the framework to consistently communicate the Library's impact to the community, the public, and its funding bodies.

### **3. Definition**

**"Advocacy"** seeks to promote the profile of the Library and an understanding of its impact and value to the community. It is a continuous activity of the Board.

### **4. Responsibility**

- a. The Board Chair (or designate) is the official spokesperson for the Library Board. Only the Chair (or designate) may represent and speak for the Board in an official capacity to outside parties and the media. This role may be delegated to others but requires the approval of the Chair or their delegate, the CEO.
- b. The Board will be careful to avoid the appearance that specific candidates or political parties are being endorsed during advocacy efforts.
- c. The CEO:
  - i. speaks on behalf of the Orillia Public Library in matters relating to the operation and procedures of the Library and may speak on behalf of the Board in cooperation with the Chair.
  - ii. identifies and maintains effective relationships with appropriate stakeholders such as other library systems, governments, agencies,



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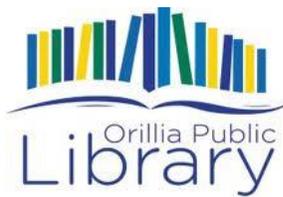
- iii. businesses, service clubs, media, non-governmental organizations, and community leaders.
- iv. ensures that procedures are in place to support effective coordination with the media.
- v. will periodically report to the Board on advocacy efforts undertaken by staff.

## **5. Procedure**

### **Section 1 – Advocating for Orillia Public Library**

All Board members are encouraged to promote the value of the Orillia Public Library and its impact on the community.

- a. This can be accomplished by:
  - i. sharing stories and relevant information about Library programs, services, and impact.
  - ii. sharing information about the Board’s values, vision, and strategic plans.
  - iii. articulating its advocacy efforts in annual action plans.
  - iv. assisting the Board Chair, when requested, by officially representing the Library at meetings or other events.
  - v. being a strong ambassador for the Library and advocating in ways consistent with this policy.
  - vi. exercising discretion and respecting confidentiality around issues of a sensitive nature and respecting the Board Chair’s role as official representative and spokesperson.



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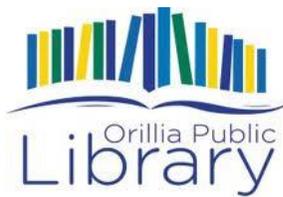
- vii. promptly coordinating with the Board Chair and CEO if contacted by the media, to ensure appropriate information is shared. The Board Chair and CEO are responsible for responding to media enquiries.
- viii. informing funding municipalities of the Library’s effectiveness in meeting the needs of the community, and of the resources and funding needed to deliver services, through meetings and reports (e.g. annual reports, budget requests, regular updates).
- ix. building and maintaining effective two-way communication channels with municipalities and organizations to identify shared priorities and reach agreement on ways to work together for solutions to common issues.

**Section 2 - Advocating on Behalf of Libraries**

Advocacy efforts should be undertaken in a thoughtful way that strengthens the depth and breadth of support for libraries in the long term.

a. Key points:

- i. The goal of advocacy is to promote awareness of the impact and value of public libraries.
- ii. A focus on positive merits will be maintained.
- iii. Where appropriate, Orillia Public Library will participate in advocacy efforts with provincial and national library organizations and with the wider library community in the research and development of best practices.
- iv. In general, the Library’s formal advocacy efforts will focus on issues that are related to the Board’s mission as a public library. For example, efforts to influence the provincial and federal governments will focus on funding or legislation that impacts public



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libraries or libraries in general. This does not preclude the Library from participating in or supporting awareness campaigns consistent with our values of respect and inclusion, or, in general, support of issues related to health and wellness and democratic participation.

### **Related Documents**

- [Ontario Library Association and the Federation of Ontario Public Libraries Advocacy Priorities](#)
- Orillia Public Library: Advocacy Workplan Template
- Orillia Public Library: Collection Development (OP-04)
- Orillia Public Library: Equity, Diversity, and Inclusion (FN-06)
- Orillia Public Library: The Library and Political Elections (OP-16)
- Orillia Public Library: Meeting Rooms (OP-08)
- Orillia Public Library: Missions Statement (FN-01)
- Orillia Public Library: Programming (OP-06)
- Orillia Public Library: Purpose and Duties of the Board (GOV-01)
- Orillia Public Library: Statement of Intellectual Freedom (FN-04)
- Orillia Public Library: Statement of Values (FN-03)
- Orillia Public Library: Vision Statement (FN-02)