



## **Advocacy Policy**

**Authority:** Library Board

**Date Created:** October 11, 2000

**Date Reviewed:** February 24, 2014

### **Purpose**

The East Gwillimbury Public Library Board ensures that the vision, mission, values, and importance of the Library are understood and fulfilled by the community.

The intent of this policy is to set out the advocacy responsibilities of the board. Through this policy the Board will;

1. Ensure that patrons are aware of the value and importance of the Library.
2. Support its patrons, funding bodies and library community.
3. Create an environment through collective actions that increases the capacity of libraries to support the informational, educational, research, cultural and recreational needs of Ontarians.

### **Responsibility**

1. The Board Chair (or delegate) shall be the official spokesperson for the East Gwillimbury Public Library on issues approved by the board.
2. In pursuing its advocacy activities, the Board shall:
  - .1 Inform the Town's Council of the needs of the community, the development of library services, plans and achievements by means of reports
  - .2 Meet with Council at least once a year to review progress and discuss funding needs
  - .3 Participate regularly in activities that build relationships with individuals and organizations that share interests with those of East Gwillimbury Public Library
  - .4 Identify and respond to issues, concerns and government policies that may directly or indirectly affect East Gwillimbury Public Library and ensure that government decision-makers at all levels are aware of the value of the library and its benefit to individuals and to the community

**Procedures**

## The Board:

- Ensures effective internal and external communications
- Develops and maintains its membership
- Maintains effective relations with government at all levels
- Ensures a consistent and positive corporate image
- Ensures that its programs are marketed effectively
- Identifies target audiences
- Ensures plans are developed and implemented
- Provides for advocacy training for its members.

The Board, with the support of Library staff and resources, is responsible for developing and implementing plans for communication, government relations, lobbying, corporate image and marketing. These plans may include but are not limited to goals and objectives, appropriate target audiences, specific messages, spokespersons as required, strategies and/or tools for specific audiences..

The Library is committed to meeting the needs of patrons with disabilities and will provide, upon request, alternate formats and communication supports, in compliance with the *Integrated Accessibility Standards Regulation, Ontario Regulation 191/11* and the *Accessibility for Ontarians with Disabilities Act, 2005 (AODA)*

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