Madawaska Valley Public Library Policy Manual

Policy Type: Governance **Policy Number: GOV-08**

Policy Title: Board Advocacy **Initial Approval Date: June 2012**
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The Township of Madawaska Valley Public Library Board (the Board) must ensure that the community is aware of the importance of the Madawaska Valley Public Library (the Library) and that funding bodies fully understand the important role of the Library in the community. Through its advocacy work, the Board will promote the profile of the Library and enhance its importance to the community it serves. This policy sets out the advocacy responsibilities of the Board and the role of staff in this work.

Section 1: Roles

1. **The Board chair and/or the Chief Executive Officer (CEO)** are the official spokespersons for the Library on issues approved by the Board, including being a media spokesperson.
2. All **Board members** are encouraged to promote the value of the Library and its impact on the community. This is done by:
   - Sharing stories and relevant information about library programs, services and impact.
   - Sharing information about the Board's values, vision, and strategic plans.
   - Being an ambassador for the library and advocating consistent with this policy.
   - When requested, assisting the Board Chair in officially representing the library at meetings or other events.
   - Respecting the confidentiality appropriate to any issues of a sensitive nature and understand that it is the Chair's role to represent and speak on behalf of the Board.
   - If contacted by the media, coordinate with the Board Chair and Library CEO to ensure appropriate information is shared. Because of their roles the Board Chair and Chief Librarian are responsible for responding to media inquiries. This role may be delegated to others, but the delegation requires the approval of the Board Chair or Chief Librarian.

Sectjon 2: Advocacy Strategy

In pursuing its advocacy activities, the Board shall:

a) prepare an annual advocacy plan, or as required;
b) Inform council of the needs of the community, the development of library services, plans, and achievements by means of reports;
c) meet with council twice a year, if applicable, to review progress and discuss funding needs;
d) participate regularly in activities that build relationships with individuals and organizations that share interests with those of the Library;
e) identify and respond to issues, concerns, and government policies that may directly or indirectly affect the Library;
f) and ensure that government decision-makers at all levels are aware of the value of the library and its benefits to individuals and to the community it serves.