



<b>Policy Name:</b>	Advocacy Policy		
<b>Section:</b>	Governance	<b>Effective Date:</b>	October 27, 2014
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## Purpose

The Barrie Public Library Board ensures that the vision, values and mission of the Barrie Public Library are understood, supported and fulfilled within the community. Through its advocacy work, the Board seeks to promote the profile of the Library and enhance its importance to the community.

## Policy

The Board’s role in advocacy is to ensure that:

- The community is aware of the goals and services of the Library;
- Municipal council and administration fully understand the future direction, needs and important role that the Library plays in the community; and,
- Provincial and federal funding bodies respond to the needs of the library community.

The Board 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.

## Responsibilities

The Board shall work collaboratively with staff to:

- Build and maintain good relationships with community members and organizations and ensure continued support for the Library;
- Work collaboratively with City Council on a continuous and consistent basis to ensure support for the Library; and,
- 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.

The Chair, or designate, shall be the official spokesperson for the Library on issues of a political nature, or those activities involving the Board’s position. The CEO, or designate, shall be the official spokesperson for operational issues.

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 that 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 patrons and share this with the CEO and the Board in a timely and appropriate manner.