

Board Motion Number:	2024-10	Date of Review:	2028
Date Approved:	February 20, 2024	Chairperson's signature:	Laura Langford, Vice Chair

ADVOCACY

BACKGROUND

Public libraries provide incredible value and play an essential role in promoting all forms of literacy. As such, promotion and advocacy for the Library is a critical role for staff and Board members.

The Oxford County Library Board ensures that the vision, mission and values of the 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.

PURPOSE

This policy provides guidance for Oxford County Library Board and staff in regards to advocacy activities on the Library's behalf.

PROCEDURES

General

Advocacy is an ongoing activity, which lays the foundation for specific lobbying campaigns, should they become necessary. Lobbying may be necessary as a means of working to persuade the government to resolve a decision, policy or law in favour of the Library.

Oxford County Library Board and authorized staff, shall be effective advocates for the provision of good library service by ensuring that the community is aware of the importance of the Library and, that government decision-makers at all levels fully understand the pivotal role played by the Library in the community.

Guidelines

Advocacy Role

The Oxford County Library Board believes that it has a responsibility to advocate for the best possible public library service for the community. In view of the fact that ***The Public Libraries Act, R.S.O. 1990*** provides that municipal council shall have the power to appoint members to the library board, the Board, therefore, is responsible to promote the interests and aims of the Oxford County Public Library. In pursuing its advocacy activities, the Library Board shall:

- Respect Federal legislation governing advocacy and lobbying, the Public Libraries Act and any applicable municipal by-laws governing local boards.

Board Motion Number:	2024-10	Date of Review:	2028
Date Approved:	February 20, 2024	Chairperson's signature:	Laura Langford, Vice Chair

- Seek to ensure that the community is aware of the importance of the Library, and that the municipal council and administration fully understand the important role played by the library in the community.
- Share stories and relevant information about library programs, services and impacts.
- Respect the confidentiality appropriate to issues of a sensitive nature and understand the Board Chair's role to represent and speak on behalf of the Board.
- Coordinate with the Board Chair and CEO / Chief Librarian to ensure appropriate information is shared when contacted by the media.

Individual Board Members and/or Library Staff shall not initiate advocacy activities without the support and consent of the Board and/or CEO. However, all Board Members and Library Staff are encouraged to:

- Inform family, friends and acquaintances that they are a member of the Board or staff and what that entails;
- Encourage people to use the Library;
- Promote the vision, mission and values 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 CEO / Chief Librarian and the Board in a timely and appropriate manner.

Library Spokesperson

- The Board Chair and CEO / Chief Librarian, or their designates, shall be the official spokesperson(s) for the Library on advocacy issues, depending upon the availability and nature of the issue.
- The CEO will speak on behalf of the Library in matters related to the operation and procedures of the Library and may speak on behalf of the Board in cooperation with the Board Chair.

Advocacy Targets

- Community: The Library Board will work collaboratively with the CEO and staff to build and maintain good relationships with individuals and community organizations to ensure continued support for the Library.
- Municipal Councils: The Board and CEO / Chief Librarian shall work collaboratively with County and Area Councils on a continuous and consistent basis to ensure support for the Library.

Board Motion Number:	2024-10	Date of Review:	2028
Date Approved:	February 20, 2024	Chairperson's signature:	Laura Langford, Vice Chair

- Provincial and Federal Governments: The Board and CEO / Chief Librarian shall work collaboratively to bring forward issues relating to public libraries at the provincial and federal levels of government and ensure support for public libraries.