
Township of Uxbridge Public Library
POLICY STATEMENTS AND PRACTICES

POLICY NO.: B-1 Library Advocacy Policy

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OBJECTIVE: To define when, how, and who will engage in advocacy activities on the Library's behalf.

DATE OF APPROVAL: June 16, 2005

MOTION: 05-35

DATE OF AMENDMENT AND MOTION: 07-25 March 15, 2007; 16-50, August 9, 2016

Policy Statement

The Township of Uxbridge Public Library Board shall be an effective advocate for the provision of good library service by ensuring the community is aware of the importance of the library and that government decision-makers at all levels understand the pivotal role that the Library plays in the community.

Policy Practices

1. Definition

1.1 Advocacy

Advocacy is an ongoing, year-round activity that lays the foundation for specific lobbying campaigns, should they become necessary. The purpose is to foster a general awareness and understanding of the importance of the Township of Uxbridge Public Library.

1.2 Lobbying

The purpose of lobbying is to persuade a level of government to resolve a particular decision, policy or law in the in interest which benefits the library's users.

2. Authority

2.1 Advocacy initiatives must be in harmony with the Library's current Mission

Statement and the Strategic Plan.

3. Advocacy Role

The Board shall fulfil its advocacy responsibility by identifying and responding to issues, concerns, and government policies that may directly or indirectly affect the Township of Uxbridge Public Library.

4. Issue Identification

4.1 The Board shall encourage board members and advisors, committee members, staff, stakeholder organizations, concerned individuals, and other community or professional organizations to bring advocacy issues to the Board's attention.

4.2 The Board shall encourage board members and advisors, committee members, and especially staff to monitor government legislation and maintain close liaison with appropriate government agencies and professional associations.

5. Issue Response

5.1 After discussion of advocacy issues, the Board shall direct the Board Chair or the Chief Executive Officer to convey its concerns in person or in writing to the appropriate organization or government agency, and to the media where appropriate.

5.2 The Board may convey its decision to the general public and to the Library membership and library users in an appropriate manner.

5.3 The Board shall advise government officials on the impact of current and proposed policies.

5.4 The Board may, at its discretion and by duly approved motion, undertake appropriate lobbying activities in support of or in opposition to said policies.

7. Library Spokesperson

Either the Board Chair (or designate) or the Chief Executive Officer (or designate) will be the official spokesperson for the Library on advocacy issues, depending upon availability and nature of the issue.

8. Co-ordination with Stakeholder Organizations

The Board should make every reasonable effort to ensure that there is a consistent and co-ordinated response to advocacy issues from the Board and other stakeholder organizations (eg., Zephyr Friends of the Library, Friends of the Library, Council).

9. Relations with the Municipality

The Board shall ensure that there are regular communications with the Municipal Council and senior administration. The Board shall meet at least annually with Council to review the Library's resources, services, plans, and achievements.

10. Relations With Other Organizations

To be an effective advocate, the Library shall communicate, co-operate, and co-ordinate with other libraries, arts, heritage and cultural organizations.

11. Community Awareness

The Board shall ensure that the Library regularly participates in activities aimed at increasing community awareness of the variety and importance of public library services.