

OP-06	PROGRAMS & OUTREACH		
APPROVED	19 January 2022	EFFECTIVE	2006
AMENDED	2009, 2011, 2016, 2021	NEXT REVIEW	2026

1. PURPOSE

To provide the framework for how programs are developed and implemented.

2. SCOPE

Library employees are expected to plan programs and outreach activities based on this policy.

3. DEFINITIONS

Nil.

4. PROGRAM DEVELOPMENT

- a. Literacy-based programming is a core service provided by the Library.
- b. The Library offers a wide range of public programs as part of its normal service to the community. The programs are designed to fulfill one or more of the following functions:
 - i. Actively encourage the benefits of reading and promote literacy;
 - ii. Provide an alternate format for communicating information and ideas;
 - iii. Highlight and encourage the use of particular parts of the collection or promote the Library as a resource centre for further exploration of issues;
 - iv. Actively assist the public in discovering the resources that pertain to their needs and interests;
 - v. Meet the needs and interests of the community;
 - vi. Provide effective publicity so that potential users are attracted to the Library and so that community awareness of, support for and awareness of the Library is increased.
- c. Programs will be selected by Library employees. The public is encouraged to suggest topics for future programming or changes to existing programs. These suggestions will be considered in light of the programming criteria, library resources and funding.
- d. Programs will be evaluated to determine their effectiveness in fulfilling the listed functions.
- e. Programs organized by the Library are open to the public, but when necessary, numbers may be restricted and registration required.
- f. Recordings of programs and outreach activities may be made and used by the Library subject to Library policies.
- g. Programs may be delivered on Library premises or, as part of outreach initiatives or partnerships, in other suitable locations within the community.
- h. The Library endorses the International Federation of Library Associations and Institutions' *Statement on Libraries and Intellectual Freedom* and recognizes that some programs may have controversial content in order to ensure public access to all sides of an issue. The Library Board takes no position on the views, ideas, or opinions that may appear in program content.
- i. The activities, beliefs or opinions of the speakers expressed in a program do not necessarily state or reflect those of the Library.
- j. Programs are not used for solicitation, recruitment or any activity that contravenes local, provincial or federal laws.

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5. PARTNERSHIPS

- a. The Library utilizes employees' expertise, collections, services, and facilities in developing and delivering programming. As part of this development, the Library may draw upon other community resources in developing programs and actively partner with other community agencies, organizations, educational and cultural institutions, or individuals to develop and present co-sponsored public programs.
- b. Presenters do not usually receive a fee or travel expenses, but exceptions may be made with the approval of the Chief Librarian or Deputy Librarian prior to the program.
- c. External organizations or individuals partnering with the Library on programs must coordinate marketing efforts with the Library. The Library determines how logos and other branding items from partner organizations appear on information presented during a program.

6. OUTREACH ACTIVITIES

- a. The Library will engage in outreach activities to offer programs and services outside its facility, and increase awareness of the Library in the community.
- b. Outreach activities will fulfill one or more of the functions listed in paragraph 4. b.
- c. Outreach activities can take a number of forms including, but not limited to:
 - ◆ Delivering programs or services offsite;
 - ◆ Presenting to community clubs, groups, businesses and organizations;
 - ◆ Participating in events organized by other community groups;
 - ◆ Attending meetings to increase awareness of the Library;
 - ◆ Distributing informational material about the Library's services and programs.

7. FEES AND SALES OF GOODS

- a. The Library may charge fees to recover costs associated with planning and implementing programs.
- b. Any sales of products at Library programs must be approved by the Library and benefit the Library.
 - i. Authors may sell copies of their works as part of their event. They may sell directly or make arrangements with their publisher to have a local bookseller present.
- c. Reference made in programs to any specific products or services does not necessarily constitute or imply its endorsement or recommendation by the Library.

RELATED POLICIES

VS-03	Protection of Privacy
OP-13	Communications Protocol
OP-15	Social Media