



Policy Type: Operational

Number: LIB-OP-73

Approved: Oct. 14, 2020

Program and Co-Sponsorship Policy

Next review: 2024

Purpose

To provide staff with guidelines when developing library programming and inform the public about the principles and criteria influencing the selection and development of library programs and the parameters for co-sponsorship of library programs.

Definitions

Program: A coordinated activity, event or presentation offered to the public that library staff coordinate, plan, sponsor, and/or present.

Co-sponsorship: a mutually beneficial exchange whereby the Library receives funds, products or in-kind services from a sponsor who, in return, benefits from community recognition and promotion. The Library may also be a co-sponsor of a local event by helping organize, present, promote or otherwise support an event with other cultural, heritage, municipal or community partners.

Outreach: Library programs, or library participation in programs and events, held outside library facilities.

Policy

1. Programs are an integral part of library services and complement collections and other services. Programs support the Library’s values of creativity, community focus and collaboration. They raise the library’s profile in the community, have a positive impact on library use and forge partnerships with a wide variety of groups and individuals.
2. The Library upholds the principle of intellectual freedom and supports the rights of individuals to read, speak, view and exchange differing points of view on any subject. The Library may present or participate in controversial programs in order to ensure public access to all sides of an issue and serving as a forum for idea sharing, information gathering and education. Library sponsorship of a program does not constitute an endorsement of the content of the program or the views expressed by presenters or participants.

3. Fees

- 3.1 While the Public Libraries Act does not prohibit the charging of fees for programs, the Library will endeavour to provide free programs to eliminate barriers to children and other community members. Program fees may be charged by library staff or Library Friends with the approval of the County Librarian.

- 3.2 Fees may be charged to recoup costs such as expensive art or craft supplies.
 - 3.2.1 Fees must be set at registration, be clearly stated, and no additional fees can be charged to the participants during the program.
 - 3.2.2 Admission may be charged at a library program that is held as a fundraiser to support library services and projects.
 - 3.2.3 Library staff may participate in community events that charge entrance fees or request donations to support the event or organization, or raise money for charity (fairs, festivals).
- 3.3 Grants may be pursued to fund programs if available and appropriate.
- 3.4 Grant applications may be made in co-operation with other cultural non-profit, charitable or public agencies or organizations to pursue common, mutually beneficial goals.
- 3.5 The Library does not offer or participate in purely commercial programs or allow pressure selling or the imposition of unexpected fees by presenters at library programs.
- 3.6 Presenters may display products or set out information such as catalogues, brochures or business cards at library programs.
- 3.7 Authors, illustrators, musicians and artists may sign and sell copies of their work when providing a library program. A local book store or publisher may be asked to bring copies on behalf of the author, illustrator, musician or artist.

4. Goals of Effective Program Development

- 4.1 Advance the Library's vision, mission and values.
- 4.2 Make available a wide spectrum of opinions and viewpoints.
- 4.3 Reflect the interests and needs of the community.
- 4.4 Promote literacy and provide training and assistance with new technologies.
- 4.5 Make programs available to all members of the community regardless of age, race, religion, familial belief, gender, or political affiliation.
- 4.6 Make programs open to all with a first come, first served basis, either with advanced registration or at the door.
- 4.7 Limit attendance based on safe use of space or when success of the program requires it.

5. Promotion of Programs

Programs will be promoted through means appropriate to reach the target audience. This may include social media, press releases, the library website, newsletters or calendars.

6. Evaluation of Programs

- 6.1 The delivery of library programs will be regularly reviewed.
- 6.2 Evaluation will consider how successfully the program achieved planned goals.

- 6.3 User feedback and expressions of opinions or concerns about programs will be considered.
- 6.4 Statistics will be kept for both provincial reporting and evaluation purposes.

7. Program sponsorship or co-sponsorship

- 7.1 The Library encourages individuals, business firms and community organizations to become sponsors of library programs, collections, services and events. These sponsorships serve to benefit the community by allowing the Library to maintain or increase and expand levels of service.
- 7.2 The Library reserves the right to refuse any sponsorship opportunity that is deemed inappropriate or unsuitable to the advancement of the mission and values of the Library or is incompatible with available staff, facility or budget resources.
- 7.3 Sponsors must have no expectation of having any influence on the policies and operating procedures of the Library.
- 7.4 Any public use of the name, images and logos of the Library, the County of Huron, the Library Friends groups or any other affiliated organization, must be approved in advance by the County Librarian or designate.
- 7.5 Unsolicited offers of programs from individuals or organizations will be evaluated using the same standards that are applied to programs planned by library staff and Friends.
- 7.6 Sponsors shall be recognized at a level commensurate with their contribution. Recognition shall be in conjunction with, but not limited to, the programs and services which are supported by the sponsor.
- 7.7 The Library may host, co-sponsor or participate in programs within the library facility or in other locations in the community. Outreach events may include (but are not limited to) fairs, markets, festivals, workshops, parades, art shows, school visits, community meetings and other events which promote and develop literacy and the cultural, heritage or social health of the community.

Replacement Statement

This Policy replaces the Program Co-sponsorship Policy and comes into effect on the date passed.

Citations

Public Libraries Act. RSO 1990, c. P44, s. 23 (1 - 3).

Related Documents

Vision, Mission and Values Statement. LIB-FS-10
Intellectual Freedom Statement. LIB-FS-20
Donation Policy. LIB-OP-52