



## Board Advocacy Policy

### Statement of Purpose

The purpose of this policy is to determine the Perth East Public Library Board's role in advocacy for the Perth East Public Library.

The Board must ensure that the community is aware of the importance of the library and that funding bodies fully understand the important role in which the library plays in the community.

Through its advocacy work, the Board seeks to promote the profile of the library and enhance its importance in the community.

### Definition

Advocacy is the active support of an idea or cause.

### Responsibilities

This policy sets out the advocacy responsibilities of the Perth East Public Library Board (PEPL).

1. The PEPL Board Chair (or delegate) shall be the official spokesperson for the Perth East Public Library on issues approved by the Board. The CEO, or designate, shall be the official spokesperson for operational issues.
2. Individual board members shall not initiate advocacy activities without the support and consent of the Board, but all members are encouraged to:
  - a. Promote the vision and mission of the Library;
  - b. Encourage people to use the Library;
  - c. Welcome feedback and suggestions from Library patrons and share this with the CEO and the Board in a timely and appropriate manner.

### Board Advocacy

The Board shall seek to ensure that:

1. The community is aware of the importance of the library,
2. The provincial and federal legislators respond to the needs of the public library community,
3. The Board works collaboratively with Council on a continuous and consistent basis to ensure support for the Library,
4. The Board identifies and responds to issues, concerns, and government policies that may directly or indirectly affect the Perth East Public Library and ensure that government decision-

Policy Type: Governance

Policy Number: GOV-02

Approval Date: January 12, 2010

Last Reviewed: January 2025

Next Review: January 2029

makers at all levels are aware of the value of the library and its benefit to individuals and to the community.

5. The Board participates regularly in activities that build relationships with individuals and organizations that share interests with those of the Perth East Public Library

## Advocacy Targets

1. Community:
  - a. The Board shall work collaboratively with staff to build and maintain good relationships with individuals and community organizations and ensure continued support for the Library.
2. Municipal Council
  - a. The Board shall work collaboratively with Council on a continuous and consistent basis to ensure support for the Library
  - b. Inform council of the needs of the community, the development of library services, plans and achievements by means of reports.
3. Provincial and federal levels of government
  - a. The Board shall work collaboratively with staff to bring issues forward relating to public libraries at the provincial and federal levels of government and ensure support for the Library.

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