

RAINY RIVER PUBLIC LIBRARY		
Category: FOUNDATIONAL		Number: FO2
<i>MANDATORY</i>	Topic: BOARD ADVOCACY	Page: 1 of 1
Date: Jan. 25, 2011 Reviewed: Mar. 24, 2015	Authorized by:	

This policy sets out the advocacy responsibilities of the board.

The board must ensure that the community is aware of the importance of the library. Funding bodies must understand the key role the library plays in the community. Through its advocacy work, the board raises the profile of the library and enhances its importance in the community.

1. The board chair (or delegate) shall be the official spokesperson for the Library on issues approved by the board.

2. In pursuing its advocacy activities, the board shall:
 - a) Prepare an annual advocacy plan
 - b) Inform each funding municipal council of the needs of the community, the development of library services, the library's plans, and achievements
 - c) Ensure effective communication and marketing to the library's target audiences, and
 - d) Develop and maintain board membership
 - e) Meet with each funding council annually to review progress and discuss funding needs
 - f) Build alliances with individuals and organizations that share common interests with the library
 - g) Identify and respond to issues, concerns and government policies that affect the library, and,
 - h) Ensure government decision-makers at all levels are aware of the value of the library and its contribution to the community.