



## Orangeville Public Library

### Advocacy Policy

Board motion number: 22:09

Date of next review: April 2026

Date: April 27, 2022

Date of original motion: December 15, 2011

Policy type: Board

Chair's signature: \_\_\_\_\_

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#### **Purpose:**

This policy defines when, why, how and who would engage in advocacy activities on the library's behalf.

#### **Policy:**

The Orangeville Public Library Board believes that it has a responsibility to advocate for the best possible public library service for the community. Since *The Public Libraries Act, R.S.O. 1990* provides that municipal council shall have the power to appoint members to the library board, the board, therefore, accepts responsibility to promote the interests and goals of the Orangeville Public Library.

Advocacy is an ongoing 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 Orangeville Public Library. Lobbying is necessary when needing to persuade government to resolve a decision, policy or law in the favour of the library(ies).

#### **1. Advocacy Role**

The library board shall fulfill its advocacy responsibilities by identifying and responding to issues, concerns and government policies that may directly or indirectly affect the Orangeville Public Library.

#### **2. Issues**

##### **2.1 Issues Identification**

Encourage members, advisors, staff, stakeholder organizations, concerned individuals and other community or professional organizations to bring advocacy issues to the board's attention.

## **2.2 Issues Response**

After discussion of the advocacy issue(s) the library board shall direct the board chair, the CEO or designate to convey its concerns in person or in writing to the appropriate organization or government agency, and to the media where appropriate.

The board may convey its decision to the general public and to the library membership and customers in an appropriate manner.

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

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

## **3. Library Spokesperson**

Either the library board chair (or designate) or the CEO (or designate) will be the official spokesperson for the library on advocacy issues, depending upon availability and nature of the issue.

## **4. Coordination with Stakeholder Organizations**

The board will make every reasonable effort to ensure that there is a consistent and coordinated response to advocacy issues from the board and the Friends of the Library.

## **5. Relationships**

### **5.1 Relations with the Municipality**

Close integration with town council and senior administration is maintained under the current structure of the board:

- a. Membership of the board includes two municipal Councillors
- b. The treasurer for the Town of Orangeville serves as treasurer to the library board.
- c. When the library board is an identified voting member of a committee of council, the board shall appoint a public board member to fulfill that role.
- d. The CEO may attend town corporate leadership team and council meetings as required/directed by the General Manager, Community Services.

An opportunity for the board to meet with town council will be organized at least annually. This meeting may be organized as an informal social event.

### **5.2 Relations with Other Organizations**

To be an effective advocate, the library shall communicate, cooperate, and coordinate with other libraries, arts, heritage, cultural organizations and educational institutions.

## **6. Community Awareness**

The board shall make every reasonable effort to ensure participation in regular activities that build relationships with individuals and organizations that share interest with those of the Orangeville Public Library and increasing awareness of the variety and importance of public library services.