

Madawaska Valley Public Library Policy Manual

Policy Type: Governance

Policy Number: GOV-08

Policy Title: Board Advocacy

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The Township of Madawaska Valley Public Library Board (the Board) must ensure that the community is aware of the importance of the Madawaska Valley Public Library (the Library) and that funding bodies fully understand the important role of the Library in the community.

Through its advocacy work, the Board will promote the profile of the Library and enhance its importance to the community it serves. This policy sets out the advocacy responsibilities of the Board.

1. The Board chair and/or the Chief Executive Officer (CEO) are the official spokespersons for the Library on issues approved by the Board.
 - a) Should an opportunity present itself whereby the aims of the Board could be furthered, other Board members may speak to issues similarly approved by the Board.

2. In pursuing its advocacy activities, the Board shall:
 - a) prepare an annual advocacy plan, or as required;
 - b) Inform council of the needs of the community, the development of library services, plans, and achievements by means of reports;
 - c) meet with council twice a year, if applicable, to review progress and discuss funding needs;
 - d) participate regularly in activities that build relationships with individuals and organizations that share interests with those of the Library;
 - e) identify and respond to issues, concerns, and government policies that may directly or indirectly affect the Library;
 - f) and ensure that government decision-makers at all levels are aware of the value of the library and its benefits to individuals and to the community it serves.