

**Policy: Governance - Board Advocacy**

**Department: Library**

**Effective Date: May 2014**

**Revision Date:**

**Next Year of Review: 2018**

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The board must ensure that the community is aware of the importance of the library and that funding bodies fully understand the important role 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 to the community. This policy sets out the advocacy responsibilities of the board.

1. The Library Board Chairperson (or delegate) or the Chief Executive Officer (or delegate) shall be the official spokesperson for the Bruce County Public Library on advocacy issues, depending upon availability and the nature of the issue.

2. In pursuing its advocacy activities, the board shall:

- a) Seek to ensure that the county council and administration fully understand the important role played by the library in the community
- b) present funding requirements to council
- c) participate regularly in activities that build relationships with individuals and organizations that share interests with those of the Bruce County Public Library
- d) identify and respond to issues, concerns and government policies that may directly or indirectly affect the Bruce County Public Library and ensure that government decision-makers at all levels are aware of the value of the library and its benefit to individuals and to the community