

Policy Type:	GOVERNANCE PROCESS POLICY GP 11		
Policy Title:	Advocacy		
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The Pickering Public Library Board ensures that the vision, mission, and values of the Pickering Public Library are supported and fulfilled within the community. Through its advocacy work, the Board seeks to promote the profile of the Library and enhance its value in the community.

The Board's role in advocacy is to:

Raise awareness within the community about the goals and services of the Library;
 Communicate with City Council and administration about the Board Ends and the role of the Library in the community; and,
 Identify opportunities to spotlight library issues at provincial or federal levels of government.

Advocacy is the responsibility of the Board. At the first meeting of each calendar year, the Board creates a calendar of advocacy events for the year. The Board may elect to form an ad hoc advocacy committee to support the CEO in completing these advocacy events. Per the PPL Board By-Laws, reports and recommendations of the committee require Board approval.

The Board will determine its position on any particular issue as well as any actions it may choose to take. The Board does not support, endorse, or advocate the viewpoints or beliefs of any one candidate, political party, organization, or group.

The Board shall work collaboratively with staff to:

Build and maintain good relationships with community members and organizations and ensure continued support for the Library;
 Work collaboratively with City Council on a continuous and consistent basis to ensure support for the Library; and,
 Bring forward issues relating to public libraries at the provincial and federal levels of government, either alone or in concert with other library systems or associations and ensure support for the Library.

The Chair, or designate, shall be the official spokesperson for the Library on issues of a political nature, or those activities involving the Board's position. The CEO, or designate, shall be the official spokesperson for operational issues.

Individual board members shall not initiate advocacy activities without the support and consent of the Board, but all board members are encouraged to:

Inform family, friends and acquaintances that they are a member of the Board and what that entails;
 Encourage people to use the Library;
 Promote the vision and mission of the Library;

Participate in activities that build relationships with individuals and organizations that share interests with those of the Library; and,
Welcome feedback and suggestions from Library patrons and share this with the CEO and the Board in a timely and appropriate manner.