
**BARRIE PUBLIC LIBRARY
ADVOCACY POLICY**

MOTION #16-34

Reviewed June 23, 2016

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Advocacy is a planned, deliberate, sustained effort to raise awareness of an issue or issues whereby support and understanding is created on an incremental basis. Advocacy uses many of the tools of marketing and public relations, but it is not solely one or the other. Advocacy includes an interaction with decision-makers to secure specific objectives at an appropriate point in the legislative, policy making, or budget process.

1. STATEMENT OF INTENT:

The Barrie Public Library Board ensures that the vision, values and mission of the Barrie Public Library are understood, supported and fulfilled.

2. POLICY:

The Board will strive to educate the community, its representatives and its organizations about the value and importance of the Barrie Public Library.

The Board will ensure the support of its funding bodies, library community and assist the Library in its advocacy efforts.

The Board will create an environment through collective actions that increase the capacity of libraries to support the informational, educational, research, cultural and recreational needs of the community.

3. PROCEDURES:

The Board:

- Ensures effective internal and external communications
- Develops and maintains its membership
- Develops and maintains effective relations with government
- Ensures a consistent and positive corporate image
- Ensures that its programs are marketed effectively
- Responds to issues of provincial and national scope
- Identifies target audiences
- Ensures plans are developed and implemented
- Provides for advocacy training for its members
- Participates in alliances with other organizations with common goals

MOTION #14-36 November 27, 2014
MOTION #15-27 Reviewed June 25, 2015
MOTION #16-34 June 23, 2016