

ADVOCACY

MGT-12

Approved: 08/11/2015

Policy Statement

Jensen Memorial Library aims to promote a comprehensive understanding of the library's objectives and services among governing officials, civic leaders, and the general public as well as to promote active participation in the varied services offered by the library to people of all ages.

Definition

For purposes relating to the public library, advocacy is defined as the support sought and given for financial and philosophical goals and/or needs.

Guidelines

Library staff and board members are encouraged to participate in a variety of local, regional, state and national activities that promote the library in a positive way.

Regulations

Advocacy may be performed in order to:

1. Promote the library and its collections, events, goals, activities, or the like.
2. Raise awareness of services provided by the library.
3. Demonstrate the library's value to the community on an intellectual, educational or economic level.
4. Stimulate support of the library in the form of volunteer, monetary or material donations.