

LIBRARY POLICY MANUAL	SECTION: 03 LIBRARY SERVICES
	SUBJECT: PROGRAMMING

Purpose: Programming is an integral part of St. Thomas Public Library’s connection to the public. Programs shall be conducted throughout the year to support our mission to inform, enrich and educate. Programs raise the library’s profile in the community and have a positive impact on library use. They are a strong mechanism for outreach and promotion, which allow the library to forge partnerships with a wide variety of groups and individuals, in particular those who may not otherwise engage with the library. Programs are chosen for their popular appeal, to promote the use of our resources, to encourage the public to visit the library, to assist customers in the effective use of materials and services, and to support literacy, life-long learning and the enjoyment of reading.

Scope of Programming: Programs are developed to respond to emerging community interest as well as to sustain demonstrated interest and demand.

Programs and events offered by the St. Thomas Public Library will:

- Be consistent with the library’s mission and strategic directions/objectives.
- Be responsive to the current needs and interests of the community. Programs may be tailored to meet the specific needs of certain groups of people we serve.

Library programming shall not exclude topics, books, speakers, media and or other resources because they might be controversial. Sponsorship by the library does not constitute endorsement of program content.

The library does not conduct programming that is purely commercial or religious in nature.

Definitions: Programs are defined as any group activity offered to the community or to a defined group that the library coordinates, plans and/or presents on their own or in partnership with another organization or a third party.

In-house Programs - An in-house program is a program or event that is offered on the library grounds or in an online environment. These programs are offered using library resources or with the assistance of sponsorships, coordinated/hosted by library staff, and marketed by the library. Some examples include story-times, book clubs, and computer classes.

Outreach Programs - An outreach program is a program that is offered using library resources, coordinated/hosted by library staff, but may or may not be marketed by the library. These programs often target specific groups of people, may happen in partnership with other community organizations, and may be held at a location in the community other than the library. Some examples include class tours at the library, visits out to schools, and community fairs.

Sales and Visits

The sale of publications is permitted in conjunction with an author visit as part of “regular programming” (an in-house program). All responsibility for the sale of such material rests with the author and/or his/her designate.

The library will not offer programs focused solely on the sale of a publication, regardless of the book’s merit or origin. Notwithstanding the above, from time to time, the library may offer sales of items or books which are a reflection of our community, such as local history or Friends of the St. Thomas Public Library publications.

Partnerships: Program partnerships with community organizations and corporate sponsorship of a program will be considered if the program serves to enhance the library’s image in the community, and benefits the library, and supports our mission.

If community organizations approach the library requesting to use our existing In-house programs, public spaces and library services to convey their own messages, the library may offer the following ways for agencies to spread their messages:

- staff will put up posters on our community events bulletin board, as space allows
- staff will place copies of flyers or pamphlets in our community information area, as space allows
- agencies are able to rent one of our rooms in order to provide displays, programs, and information sessions, in accordance with the guidelines and schedule of fees in our rental policy

Responsibility: In consultation with the CEO, the Public Services Librarian shall be responsible for developing a varied set of In-house programs for all ages, and the Outreach and Community Development Librarian will be responsible for developing Outreach programs for all ages, according to demonstrated need in the community.

Expenses: The programming budget is established annually by the CEO, in consultation with the Public Services Librarian and the Outreach and Community Development Librarian. A program presenter will be paid a standard fee, or a fee as negotiated, within reasonable limits. Expenses may be included in the presenter's fee or negotiated separately, and will be paid in accordance with the City's Finance Policy. Extraordinary expenses must be approved by the CEO in advance of programs confirmation. A token of appreciation may be given to a program presenter if a fee is not charged.

Fees: Library programs shall be free and open to the public, but a fee may be charged, based on cost-recovery, for programs in which an entertainer or workshop leader is hired or if special supplies are required. Donations may be requested.

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