

Advocacy Policy

South Sioux City Public Library

(Approved the City Council of the City of South Sioux City 8/28/2017)

Purpose

This policy defines when, why, how, and who would engage in advocacy activities on behalf of the South Sioux City Library.

Policy

Advocacy is an ongoing activity which lays the foundation for specific awareness and understanding of the importance of the Library. This policy applies to the Library Advisory Board, the Library Director, or designee, and any other staff members who are authorized by the Library Director to advocate on behalf of the South Sioux City Public Library. This assures communication in one voice, in an informed manner, the unique benefits of the Library in the community. This will ensure communication be positive and consistent.

GUIDELINES

Advocacy Role

The Library Advisory Board:

- Participates in advocacy planning.
- Ensures that advocacy remains a planned and sustainable ongoing process at the Library.
- Fulfills its advocacy responsibilities by identifying and responding to issues, concerns, and government policies that may directly or indirectly affect the Library.
- Encourages Board members, staff, volunteers, concerned individuals, and other community organizations to bring advocacy issues to the Board's attention.
- May communicate, cooperate, and coordinate with other libraries, organizations, agencies, and institutions in order to support the advocacy initiatives of the Library

Issue Response

After discussion of the advocacy issue(s), the Library Board:

- Shall advise the Library Director to convey its concerns, in person or in writing, to the appropriate person, organization, or government agency, and possibly to the media.
- May convey its decision to the general public and to the Library membership and customers.
- Shall advise government officials on the impact of proposed policies.
- May, at its discretion and by duly approved motion, undertake lobbying activities in support or opposition to these policies.

Library Spokesperson

Either the Library Director (or designee) will:

- Be the official spokesperson for the Library on advocacy issues, depending upon availability and the nature of the issue.
- Speak to the transformative impacts on the Library.

Coordination with Decision Makers

The Library Board:

- Advocates carefully to build relationships and understandings with the people who make the decisions.
- Shall be an effective advocate for the provision of good Library service by ensuring that the community is aware of the importance of the Library and that the government decision-makers at all levels fully understand the pivotal role played by the Library in the community.
- Will work toward having a 'voice at the table' to be part of the process when problems are identified, solutions proposed, programs and funding for the community are discussed, and decisions made.
- Sees lobbying as a means of working to persuade the government to resolve a decision, policy, or law in favor of the Library.

(Approved by the Advisory Board, 7-5-2017)