

Policy Name:	Programming and Outreach
Policy Type:	Operational
Policy Number:	OP-06
Original Adoption Date:	December 2008
Current Approval:	September 2024
Review:	August 2027
Motion:	2024:39

Programming and Outreach

1. Purpose

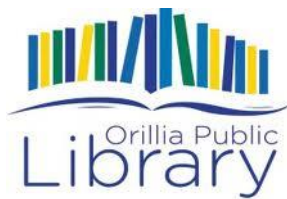
Orillia Public Library is committed to creating a wide range of opportunities for people to engage in learning, inspire imagination, exchange expertise, and cultivate possibilities. The Library provides inclusive, community-based programming and outreach events to support this mission. Programming provides information, invites public discussion and engagement, encourages curiosity and creativity, and promotes literacy and reading. Programs may be in-person or virtual.

2. Policy

This policy sets out the objectives and guiding principles behind the planning and provision of library programming, partnership activities, and outreach activities.

3. Definitions

- a. **“Programs”** are defined as any organized and promoted activity aligning with the Library’s strategic plan and offered to the public at large or to defined audiences that Library staff plan, coordinate and/or present. These activities are held within the Library, on the Library grounds, or in a virtual space hosted by the Library.
- b. **“Outreach”** events are organized library programs, services, or activities that occur elsewhere in the community and align with the Library’s strategic plan.
- c. **“A Partnership”** is defined as a collaboration between the Library and an external organization, individual, business, or community group. Partnership activities provide and/or promote activities, services, events, and programs to the public in ways that are mutually beneficial. Such partnerships must clearly align with the Library’s strategic plan.



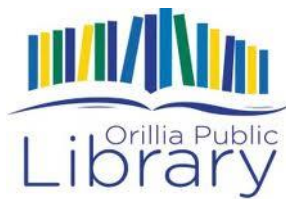
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d. Types of Partnerships:

- i) **Co-Planned Partnerships** are mutually beneficial relationships, where both the Library and the external group, individual, or organization involved contribute to the marketing, planning, content, staff effort, space and other resources necessary for an event or program.
- ii) **Library Outreach** involves library staff providing content and resources in order to participate in an external organization, group, or individual's framework or event.
- iii) **Collaborative or Strategic Partnerships** include programs, events or partnerships that take place in the library's space and are offered by library partners. Generally, the library provides space in-kind and the partner offers a learning opportunity of resource in-kind. The partner can brand the program, but they work with the library to ensure it is promoted and that relevant library resources are identified when appropriate.

4. Procedure

- a. Partnerships are designed to extend and enhance the Library's services and program goals in sustainable ways; support strategic goals and broad-based initiatives that advance the city's economic, social, and cultural richness; and enhance coordination and reduce overlap in efforts between agencies.
- b. Library programs and outreach events promote participation in lifelong learning activities that address the educational, cultural, and recreational needs of the community. Library programs and outreach events promote awareness of Library services and encourage the use of Library resources and spaces.



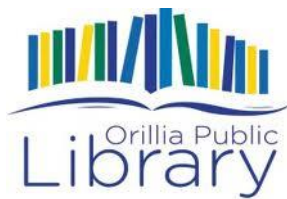
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- c. Library programs and outreach events will be designed to ensure equal access for people who might otherwise be excluded or marginalized. The Library will work with community partners to offer greater access to programs and services and to ensure that programming efforts are not being duplicated.
- d. Priority will be given to innovative programs which directly support the development of multiple literacies, for example textual, media, digital, technological, functional, and civic.
- e. The Library will:
 - i. Regularly determine the community's programming needs, including types and formats, through such tools as program evaluations, service reviews, and community consultation.
 - ii. Develop a programming plan, reviewed at least annually, informed by community programming needs, the availability of other partner programs or community services, and reflecting current trends and public library best practices.
 - iii. Make available a wide spectrum of opinions and viewpoints.
 - iv. Use programs to promote interest in, and the joy of, reading and literacies.
 - v. As a standard practice, make programs available free of charge.
 - vi. Make programs open to all, based on a first-come, first-served basis, either with advanced registration or at the door. Registration will be accommodated in a variety of ways, including online, in-person, and by phone.
 - vii. Develop and deliver library programs to provide reasonable accommodations for accessibility needs.



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- viii. Refrain from offering programming that is purely commercial in nature or intent. Sale of publications may be permitted when in conjunction with an author visit or event.
 - ix. Assess the credibility of any partners involved in delivering programs.
 - x. Conduct an ongoing formal evaluation process of programming to ensure that community needs are being met in an effective, efficient manner. The Library may adjust, adapt, or discontinue programs which are not meeting the Library's mission and/or outcome-based goals.
 - xi. Make available a process for user feedback and expressions of opinions/concerns about programs.
- f. The Library reserves the right to:
- i. Set age guidelines for participation as determined by Library staff, partner organizations or external presenters.
 - ii. Limit program attendance based on space, prior experience with the program and/or compliance with Library policies, including the Code of Conduct.
 - iii. Require pre-registration.
 - iv. Charge fees for program participation under exceptional circumstances as determined by the CEO.
 - v. Determine whether a program is viable based on the Library's budget, staff resources, and community needs.
 - vi. Discontinue any programs that threaten the dignity or safety of the public or library staff, contravene Library policies, or threaten the safety of Library equipment or spaces.



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Related Documents

- Orillia Public Library: Code of Conduct (OP-03)
- Orillia Public Library: Partnership Agreement
- Orillia Public Library: Board Policy Manual
- Orillia Public Library: Strategic Plan