Programming & Outreach Policy

Policy Number: 18-16
Policy Approval Date: February 12, 2018
Policy Review Date: November 2020

Definitions

Annex: The Annex | 1 Minerva St. E.

Library: Huntsville Public Library | 7 Minerva St. E.

Program: a coordinated activity or event with a specific purpose, such as highlighting collections, services or sharing knowledge and expertise that happen at the Library.

Outreach: any coordinated program, service or activity happening offsite. These may be regular library programs brought into a school or other public space for the purpose of engaging with non-users, and reaching at risk audiences.

Purpose
The purpose of this policy is to provide staff with the necessary guidelines to assist them in the development of Library programs and to inform the public about the principles and criteria for program selection.

Introduction

Programming is an integral part of Huntsville Public Library's service to the Public. It supports our mission provide accessible services and programs to inspire and enrich the community, promote life-long learning and promote literacy. Programs are designed to:

- Stimulate imagination and inquiry by providing information, inviting public discussion, encouraging curiosity and creativity, and/or promoting literacies (information, technical, cultural, and reading).
- Promote the Library's collections, services & spaces.
- Engage Library & users in collaborative efforts.
- Foster innovation.

Policy

In keeping with the overall Huntsville Public Library goals and mission statement, programming is an integral part of the Library service offered to the community. The Library initiates programs and art exhibits to stimulate the use of the Library and its

material and to provide for the general enjoyment and enlightenment of the community. Programs are developed to respond to emerging community interests as well as to sustain demonstrated interests and needs. Programs are evaluated on a regular basis to determine community response and program effectiveness. Programs provide another format for the dissemination of information and an opportunity for discussion of ideas.

Statements made or positions taken during programs, events and meetings do not necessarily reflect the opinions or values of the Huntsville Public Library.

The Library may partner with third party organizations for programming content. The Library may provide content and present programs in other venues or other organizations may provide content and present programs at the Library. The Library will consider content that meets these criteria and supports Huntsville Public Library 2017-2020 Strategic Plan goals and objectives.

When partners provide content, Huntsville Public Library will waive room rental fees. Staff support for promotion and on-site assistance may be provided. Content-based partnerships do not mean that the Library endorses particular points of view promoted at programs. Partners will be selected and acknowledged as per the Partnership Policy.

The Library may present programs that some individuals find controversial.   Holding a program does not indicate an endorsement of its contents by the Huntsville Public Library, but rather is an affirmation of the principle of intellectual freedom as embodied in the CFLA Statement on Intellectual Freedom and Libraries. Library programs should promote the communication of ideas and information and extend Readers Advisory (recommended reads) and information service to library users; they bring library collections to life. Preference will be given to programs that promote the social, health, education, and leisure needs of residents.

Huntsville Public Library is committed to providing quality programs that are accessible to everyone who wish to obtain and use Library services.

Selection Criteria

Programs must:

- Support the Library Mission and Vision Statements.
- Be responsive to current interests and needs of the community
- Create or promote community partnerships.
- Encourage literacy and the enjoyment of reading
- Highlight collections and services available at the Library or within the community.
- Offer training and assistance with new technologies.
- Celebrate local history.
- Promote cultural awareness.
- Attract new or unique audiences

<u>Fees</u>

The Library will offer core programs free of charge and non-core programs for a modest fee in line with the Public Libraries Act. Core programs include preschool storytimes, general orientation tours, literacy programs such as ~~reading circles~~, book clubs, summer reading clubs, and basic technical competencies training.

<u>Suggestions for Programs</u>

Community members are encouraged to suggest topics for future programs. These suggestions will be considered in light of the program criteria, strategic priorities and library resources. The Library reserves the right to determine which programs will be utilized. The program suggestion form is available through the virtual library.

<u>Evaluation</u>

Programs will be evaluated upon completion to assess the level of participant satisfaction, attendance, and cost effectiveness upon completion.   To help gage participant satisfaction and to collect new ideas, program participants will be provided with program evaluation forms to be collected by staff as they leave. Program evaluation summaries will be kept on file as a resource for planning future programs.

<u>Liability</u>

The Library does not assume responsibility for damages, personal injury, illness or theft arising from participation in any program, or in any facility, or at any location where a program is held.

The Library does not assume responsibility for the supervision of minors attending programs.   Parents, caregivers, and legal guardians must comply with the Unattended Children Policy adopted by the Huntsville Public Library Board on February 12, 2018 (Motion 18-1).

The Library does not assume responsibility for children while on Library property. Parents and caregivers are encourages to inform program facilitators if the child has any pertinent medical, physical or allergy problems.

Related Documents

Partnership Policy
Art in the Library Policy
Statement on Intellectual Freedom and Libraries- CFLA
Unattended Children Policy
Strategic Plan 2017-20
Program Suggestion Form
Fee Schedule

Policy History

Amendment approved by the Library Board February 12, 2018 | 18-16.
Supersedes the Library Board November 13, 2017 | 17-86.
Supersedes the policy approved by the Board August 28, 2014 | 14-53.