

SPARWOOD PUBLIC LIBRARY ASSOCIATION (SPLA) STATEMENT of POLICIES		Page:	1 of 2
Chapter:	OPERATIONS	SP No.	D.5
Subject:	Programs and Outreach	Approved:	June 12, 2024
Issued by:	Board Trustees	Subject to Review:	2025
Replaces:	NEW	Dated:	

POLICY

Program Development

1. Sparwood Public Library shall endeavour to offer a wide range of public programs as part of its normal service to the community. The programs shall be designed to fulfil one or more of the following functions:
 - a. To actively promote the benefits of reading and life-long literacy.
 - b. Provide training and support on topics of interest to the community.
 - c. Promote, for community enjoyment and education, local and touring authors, and speakers.
 - d. To increase community awareness, support, and use of the library.
2. Programs will be selected by the Sparwood Public Library Chief Librarian and library staff. The general public shall be encouraged to suggest topics for future programming or changes to existing programs. These suggestions shall be considered based on programming criteria, library resources, and funding.
3. Programs shall be open to the public, though some program attendance may be limited and require membership or pre-registration.
4. Programs may be delivered on the Sparwood Public Library premises or, as part of outreach initiatives or partnerships, in other suitable locations within the community.
5. The Sparwood Public Library endorses the [Statement on Intellectual Freedoms and Libraries](#) and recognizes that some programs may have controversial content in order to ensure public access to all sides of an issue. The **SPLA** board takes no position on the views, ideas, or opinions that may appear in program content.
6. Programs shall not be used for commercial, religious, or partisan purposes or for the solicitation of business.
7. The activities, beliefs, or opinions of the speakers expressed in a program do not necessarily state or reflect those of the library.

Partnerships

8. The Sparwood Public Library shall draw upon other community resources in developing programs and actively partners with other community agencies, organizations, educational and cultural institutions, or individuals to develop and present co-sponsored programs.
9. Presenters shall not usually accept a fee or reimbursement of travel expenses, but exceptions may be made with the approval of the Chief Librarian prior to the program confirmation.
10. External organizations or individuals partnering with the Sparwood Public Library shall coordinate marketing efforts with the library. The library shall determine how logos and other partner organization branding items appear on information presented during a program.

Outreach

11. The Sparwood Public Library shall endeavour to engage in outreach activities to offer programs and services outside of the library, thus increasing awareness of the library in the community.
12. Outreach activities shall fulfil one or more of the functions listed in paragraph 1.

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13. Outreach activities may include, but not be limited to:

- a. Delivering programs or services offsite;
- b. Presenting to community clubs, groups, businesses, and organizations;
- c. Participating in events organized by other community groups;
- d. Attending meetings to increase awareness of the Sparwood Public Library and;
- e. Distributing information material about the Sparwood Public Library's services and programs.

Fees and Sales of Goods

14. Any sales of products at library programs must be approved by the Chief Librarian. and align with the values of the Sparwood Public Library. Library staff will not coordinate the sale of items.
 - a. Authors may sell copies of their works as part of their event. They may sell directly or make arrangements with their publisher to have a local bookseller present.
15. Reference made in programs to any specific products or services does not necessarily constitute or imply its endorsement or recommendation by the Sparwood Public Library.

PURPOSE

16. To provide the guidelines for how programs are developed and implemented.

RESPONSIBILITY

17. The oversight of the programs and outreach policy is the responsibility of the Board and the Chief Librarian.

PROCEDURES

18. This policy will be reviewed annually.