	OXFORD COUNTY LIBRARY BOARD POLICY MANUAL

Board Motion Number:	2022-31	Date of Review:	2024
Date Approved:	October 17, 2022	Chairperson's signature:	Original Signed by Chair, Marcus Ryan

Programming and Outreach Policy

BACKGROUND

The Oxford County Library provides programs and outreach events to the public to support the library's mission and vision.

Programming and Outreach are an integral part of the services provided to the community by the Oxford County Library. Library programs and outreach events promote community participation and life-long involvement in cultural, educational and recreational activities. Programs and outreach events are intended to:

- Raise the library's profile and reinforce its essential role in the community.
- Encourage use of the library's spaces and resources.
- Provide training and assistance with technologies and equipment offered in the library.
- Support all types of literacy and lifelong learning.
- Support social inclusion by welcoming, valuing, and respecting individuals and groups to attend and fully participate.
- Stimulate the imagination by supporting creativity and discovery.

Oxford County library upholds the principles of intellectual freedom and has adopted the Canadian Federation of Library Association's (CFLA) *Statement on Intellectual Freedom and Libraries* (2019) and the Ontario Library Association's *Statement on Intellectual Freedom and the Intellectual Rights of the Individual* (2020). From time to time, the library may present controversial programs in order to ensure public access and discourse to all sides of an issue. Community members take the responsibility to engage in conversation with dignity and respect even when there are opposing points of view.

PURPOSE

The purpose of this policy is to guide the development and delivery of inclusive, community-based, high-quality programming and outreach services. This policy will provide the public, community partners and external program facilitators with information on the objectives and guiding principles of programming and outreach at the Oxford County Library.

PROCEDURES

The library engages the community through programs that support lifelong learning, social and community development, creativity and innovation.

The library is committed to providing equitable access to all and will prioritize inclusive programs and outreach opportunities that respond to the direct needs and interests of the diverse communities the library serves.

Definitions:

1. **Programs**: Any coordinated activity offered to the community at large or to a defined audience that is hosted within a library branch, on the grounds of a library branch or in a virtual space hosted by the library.
2. **Outreach Events:** Coordinated programs, services, or activities that do not occur in a library building or on the grounds of a library building.
3. **Partnership:** A mutually beneficial relationship between the library and an outside agency, organization or individual.
4. **Partner Programs / Co-Sponsored Programs:** A program that is developed and delivered with a partner as defined above.

Programming Framework

1. Small Branches (Tier 1)
   a. Small Branches will provide basic programming to families, children and teens outside of regular operating hours of the branch and subject to the availability of resources.
   b. Opportunities for co-sponsored programs with outside agencies or organizations will be pursued using a community-led approach.
   c. A limited number of external presenter programs will be offered throughout the year based on budget availability and allocation. These programs will be planned collaboratively with other library branches and/or other organizations to minimize costs.
2. Medium Branches (Tier 2)
   a. Medium Branches with programming rooms / spaces may offer programs during regular operating hours, subject to the availability of staffing and resources.
   b. Building on the 1st tier, Medium Branches will offer programs for all ages and a broader range of family and children's programs.
   c. As with the Small Branch locations, staff will look for opportunities to partner with community organizations to provide programming using a community-led approach.
3. Large Branches (Tier 3)
   a. As larger, urban branches within the Oxford County Library, the Ingersoll and Tillsonburg branches have system-wide responsibilities for programming.
   b. Specialized programming staff plan, deliver and evaluate a wide range of library and co-sponsored programs for all ages on a year-round basis.
   c. Specialized staff also work with the local community to offer Local and Family History programming, partnering with Oxford County Archives and other community agencies as possible.
   d. Large branches will also offer a wider range of technology and equipment, and will support said technology through programs for all ages.
4. Virtual Programs (Tier 4)

a. The library will offer a limited number of virtual programs using live streaming, interactive media and audio/video recording options.

b. Virtual programs will be evaluated with clear outcomes and service standards. Programs that do not meet said standards will be discontinued.

c. Virtual programs will be subject to the availability of staffing and other resources.

d. Programs delivered via a virtual platform will:

    i. Abide by any copyright restrictions specific to sharing materials in a virtual and/or recorded format.

    ii. Ensure that appropriate security protocols are followed.

    iii. Not be recorded without prior knowledge and consent of all participants and/or parents/caregivers.

Ox on the Run

1. Ox on the Run is the Oxford County Library's mobile unit designed to provide programs and services in communities across Oxford County.

2. Ox on the Run will provide the following:

    a. Wi-Fi access

    b. Assistance with library resources

    c. Library card registration

    d. Storytimes, crafts and activities for all ages

    e. Hands-on learning of tech toys, gadgets, and devices

Partnerships and Collaboration

1. The library proactively collaborates with community partners, as well as County and Municipal departments, to identify individuals and groups not adequately served in order to develop a variety of programs that meet the literacy needs of target audiences.

2. The library designs and implements outreach services and library programs for these target audiences that offer information, special skills or entertainment.

3. Partnerships with community groups, agencies, governments and businesses will be mutually beneficial agreements that assist the library and the partner organization in the delivery of services.

4. The library will explore opportunities to enhance and adapt service through partnerships to help meet programming and outreach goals.

5. Partnerships may include the sharing of library spaces and materials to provide programs and other events for the public in library branches or other shared facility spaces.

6. Library staff will develop contacts between the library and other service providers. The CEO/Chief Librarian, or designate, will negotiate shared service / partnership agreements as opportunities arise.

External Presenters

1. External presenters delivering programs will not, generally, solicit business, customers or market their commercial products or services. Exceptions must be approved by the CEO/Chief Librarian or designate.
2. Sale of publications may be permitted in conjunction with an author / creator visit or event.
3. External presenters are bound by all applicable library policies, including the *Code of Conduct.* These policies are binding for both in-person and virtual programs.

Program Evaluation

1. Programs and outreach events will be designed with measurable outcomes that align to the library's mission and vision.
2. Data collected for programs and outreach events will be reviewed regularly.
3. A regular cycle of program evaluation will occur during each programming season. Evaluation will include feedback from staff, participants and partners.
4. To determine community needs and interests, the library reviews suggestions for programs, partnerships and outreach events. The library will use various mechanisms to gather community input to assist in setting programming priorities and plans.

Restrictions

Oxford County Library reserves the right to:

1. Limit program attendance based on considerations such as space, program experience and/or compliance with library policies, including the *Code of Conduct*.
2. Set age guidelines for participation based on the different developmental stages as determined by library staff, partner organization or external presenters.
3. Decide whether a program is viable and/or fiscally responsible to offer or continue based on the library's budget, community input, current or future interest, community needs, and library resources.
4. Terminate programs that do not ensure the dignity and safety of the public or library staff; are not compliant with library policies; and/or that threaten the integrity of library equipment or spaces.
5. Charge a fee for program participation to cover direct costs if the program could not be otherwise offered.

References and Related Documents:

Oxford County Library Policies

Oxford County Library. (2022, June). *Code of Conduct.*

Oxford County Library. (2022, July). *Children and Teen Services Policy.*

Documents from Outside Organizations

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Position Statements

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