

Mission Statement

Freedom to Discover

Strategic Priorities

*A Community Beacon Relevant and Responsive
A Creative and Changing Organization*

HAMILTON PUBLIC LIBRARY BOARD

**Regular Board Meeting
Wednesday, October 15, 2014
Central Library, Board Room**

5:30 p.m. Dinner
6:00 p.m. Meeting

AGENDA

- 1. Discussion Period**
 - 1.1 Branch Tour
- 2. Acceptance of the Agenda**
- 3. Minutes of the Hamilton Public Library Board Meeting of Wednesday, September 17, 2014** Attachment #3
- 4. Presentations**
 - 4.1 Local History Images Sales Follow-up - MC
 - 4.2 Facilities Master Plan - Next Steps Discussion - PT
- 5. Consent Items**
 - 5.1 Staff Day 2015 – LD Attachment #5.1

Suggested Action: Recommendation
- 6. Business Arising**
- 7. Correspondence**

8. Reports

8.1 Chief Librarian's Report

Attachment #8.1

Suggested Action: Receive

9. New Business

9.1 Report on Soundings – Brendan Howley/LL

Attachment #9.1

Suggested Action: Receive

9.2 Advocacy and Political Participation Policy - PT

Attachment #9.2

Suggested Action: Receive

10. Private and Confidential

11. Date of Next Meeting

Wednesday, November 19, 2014

Central Library, Board Room, 5th Floor

5:30 p.m. Dinner

6:00 p.m. Meeting

12. Adjournment

**Mission Statement
Freedom to Discover**

**Strategic Priorities
A Community Beacon Relevant and Responsive
A Creative and Changing Organization**

**HAMILTON PUBLIC LIBRARY BOARD
Regular Board Meeting
Wednesday, September 17, 2014
Central Library, Board Room
5:30 p.m. Dinner
6:00 p.m. Meeting**

MINUTES

PRESENT: David Simpson, Nicolas van Velzen, Suzan Fawcett, Wenda Tulloch, George Geczy, Clare Wagner, Jennifer Gautrey, Richard Bagdonas

STAFF: Paul Takala, Lisa DuPelle, Julianna McCormick, Lita Barrie, Michael Ciccone, Karen Anderson, Melanie Southern, Karen Hartog

REGRETS: Mary Ann Leach, Councillor Pearson, Councillor Jackson

GUESTS: Darcy Glidden, Maureen Johnson, Julianna McCormick

Ms Fawcett called the meeting to order at 6:00 p.m.

1. Discussion Period

- 1.1 It was reported that Hamilton Gallery of Distinction has announced that Margaret Houghton will be inducted into the Hamilton Gallery of Distinction at its awards evening to be held on November 18th at Michelangelos Conference and Events Centre. Board members interested in attending the awards dinner were requested to contact Ms Hartog.
- 1.2 As a lead up to the upcoming Juno Awards hosted in Hamilton and the promotion of Hamilton music, Tom Wilson from Blackie and the Radio Kings will be holding a recorded concert at the Central Library on November 14th.
- 1.3 It was announced that Tom Radigan, longterm Library Board Member and Board Chair passed away on Monday, September 15th.

- 1.4 It was reported that during Lifelong Learning Week the Library will be hosting a total of 112 programs to celebrate.
- 1.5 Talk Like a Pirate Day is scheduled for September 19th. Board Members participated in a photo op.
- 1.6 Mr. Simpson inquired whether the Central Library was part of Yale Properties in light of the recent article in the Spectator regarding an offer to buy Jackson Square. Staff reported that the Library is a separate entity.
- 1.7 Mr. Simpson inquired if the hours of operation had been reviewed and where we are in terms of possible expansion of hours of operation at locations. Mr. Takala reported that a report will be forthcoming in the new year.

2. Acceptance of the Agenda

Add: 10.1 RFP Proposal

MOVED by Ms Gautrey, seconded by Mr. Bagdonas,

THAT THE AGENDA BE ACCEPTED AS AMENDED.

MOTION CARRIED.

3. Minutes of the Hamilton Public Library Board Meeting of Wednesday, June 18, 2014

MOVED by Mr. vanVelzen, seconded by Mr. Geczy,

THAT THE MINUTES OF THE HAMILTON PUBLIC LIBRARY BOARD MEETING OF WEDNESDAY, JUNE 18, 2014 BE ACCEPTED AS PRESENTED.

MOTION CARRIED.

4. Presentations

4.1 Summer Reading Club

Ms Barrie and Ms Johnson provided the highlights from the 2014 summer reading program.

4.2 Digital Media Labs

Mr. Glidden provided a presentation on the digital media labs currently at Terryberry and Red Hill.

4.3 Update on Logo and Website

Ms Barrie and Ms Southern provided an update on the new logo and website.

5. Consent Items

MOVED by Ms Gautrey, seconded by Ms Tulloch,

THAT CONSENT ITEM 5.1, 5.2 AND 5.3 BE APPROVED AS PRESENTED.

MOTION CARRIED.

5.1 YTD Operating Budget Variance Report

That budget variance report as at June 30, 2014 and estimate to December 31, 2014 be received for information.

5.2 YTD Capital Budget Variance Report

That the capital variance report as at June 30th, 2014 be approved.

5.3 2015 Holiday Closures

That the Hamilton Public Library Board approves the following Christmas/New Years closure periods for 2015:

All locations of the Hamilton Public Library will close Sunday, December 20th and reopen on December 21st. All locations of the Hamilton Public Library will close on December 24th and will remain closed through to December 27th and,

That the library reopen on December 28th and service hours be adjusted through December 31st as noted below, and that the library will re-open January 2, 2016

6. Business Arising

No business arising items.

7. Correspondence

7.1 Letter from Danielle McDonald, CEO Ottawa Public Library dated August 8, 2014

MOVED by Mr. Bagdonas, seconded by Ms Wagner,

THAT THE BOARD CORRESPONDENCE BE RECEIVED FOR INFORMATION.

MOTION CARRIED.

8. Reports

8.1 Chief Librarian's Report

MOVED by Ms Tulloch, seconded by Mr. Simpson,

THAT THE CHIEF LIBRARIAN'S REPORT BE RECEIVED FOR INFORMATION.

MOTION CARRIED.

9. New Business

9.1 Facilities Update

MOVED by Ms Gautrey, seconded by Ms Wagner,

THAT THE FACILITIES UPDATE FOR WATERDOWN, KENILWORTH, WESTDALE, BINBROOK, DUNDAS, VALLEY PARK AND CENTRAL - PHASE 3, BE RECEIVED FOR INFORMATION.

MOTION CARRIED.

9.2 2015 Capital Budget Submission

MOVED by Ms Tulloch, seconded by Ms Gautrey,

THAT THE LIBRARY BOARD APPROVES THE FOLLOWING CAPITAL BUDGET SUBMISSIONS TO THE CITY OF HAMILTON FOR 2015:

- a) **REBUILD THE BINBROOK LIBRARY, PREVIOUSLY APPROVED FOR SUBMISSION BY THE HAMILTON PUBLIC LIBRARY BOARD IN SEPTEMBER 2014, BE SUBMITTED AGAIN FOR 2015 TO REQUEST CITY CAPITAL FUNDING.**
- b) **RENOVATE THE CURRENT DUNDAS LIBRARY IN 2015 BE APPROVED TO BE SUBMITTED TO THE CITY OF HAMILTON FOR INCLUSION IN THE 2015 -2024 CAPITAL BUDGET.**
- c) **CONSTRUCT AND EXPAND THE VALLEY PARK LIBRARY ON THE SITE OF THE EXISTING VALLEY PARK COMMUNITY IN 2016.**

MOTION CARRIED.

9.3 Greensville

MOVED by Mr. Geczy, seconded by Ms Tulloch,

THAT THE LEASE BETWEEN THE HAMILTON PUBLIC LIBRARY BOARD AND VANDERLAAN'S C.S. LTD. BE RENEWED FOR A PERIOD OF TWO YEARS FROM JANUARY 1ST, 2015 AND EXPIRING ON DECEMBER 31ST, 2016 AT AN ANNUAL RENTAL COST OF \$25,500 PER ANNUM FOR EACH YEAR.

THAT THE LIBRARY BOARD ENDORSES, IN PRINCIPLE, WORKING IN PARTNERSHIP WITH THE HAMILTON-WENTWORTH DISTRICT SCHOOL BOARD (HWDSB) TO BUILD A NEW PUBLIC LIBRARY ON THE SITE OF THE FUTURE GREENSVILLE ELEMENTARY SCHOOL (625 HARVEST RD, GREENSVILLE). THAT STAFF REPORT BACK TO THE LIBRARY BOARD ON KEY TERMS OF THE AGREEMENTS AND CAPITAL FUNDING SOURCES PRIOR TO PROCEEDING WITH THE PROJECT.

AMENDMENT

MOVED by Mr. Geczy, seconded by Ms Tulloch,

THAT THE LEASE BETWEEN THE HAMILTON PUBLIC LIBRARY BOARD AND VANDERLAAN'S C.S. LTD. BE RENEWED FOR A PERIOD OF TWO YEARS FROM JANUARY 1ST, 2015 AND EXPIRING ON DECEMBER 31ST, 2016 AT AN ANNUAL RENTAL COST OF \$25,500 PER ANNUM FOR EACH YEAR.

THAT THE LIBRARY BOARD EXPRESSES ITS INTEREST IN EXPLORING A PARTNERSHIP WITH THE HAMILTON-WENTWORTH DISTRICT SCHOOL BOARD (HWDSB) TO BUILD A NEW PUBLIC LIBRARY ON THE SITE OF THE FUTURE GREENSVILLE ELEMENTARY SCHOOL (625 HARVEST RD, GREENSVILLE). THAT STAFF REPORT BACK TO THE LIBRARY BOARD ON KEY TERMS OF THE AGREEMENTS AND CAPITAL FUNDING SOURCES PRIOR TO PROCEEDING WITH THE PROJECT PARTICULARLY IN RESPONSE TO THE FORTHCOMING REVISIONS IN THE FACILITIES MASTERPLAN.

AMENDMENT CARRIED.

MOTION CARRIED AS AMENDED.

1 conflict of interest (Rich Bagdonas)

1 abstention (Clare Wagner)

1 opposed (Jennifer Gautrey)

5 in favour (Suzan Fawcett, Nick vanVelzen, Wenda Tulloch, George Geczy, David Simpson)

9.4 Ottawa Public Library eBook Advocacy

MOVED by Ms Wagner, seconded by Mr. Simpson,

WHEREAS the Hamilton Public Library is committed to providing equitable access to information and services regardless of format and customer demand for eBooks and other digital formats is increasing; and

WHEREAS Hamilton Public Library staff are working together with publishers to find mutually beneficial solutions so that public library customers have access to the wide range of eBooks and digital content they have available to them in a physical printed copy; and

WHEREAS the specialized market terms for libraries provided by some publishers for the purchase of eBooks and digital content restrict the Hamilton Public Library's ability to purchase these materials for public use, resulting in an inequity of access to electronic content, pressures on the Hamilton Public Library budget, and a potential undermining of the Hamilton Public Library's ability to fulfil its role;

THEREFORE BE IT RESOLVED that the Hamilton Public Library Board:

1. Request that the Department of Canadian Heritage and the Ontario Ministry of Tourism, Culture and Sport investigate publishers' restrictive practices in making eBooks and other digital content available to public libraries, including the higher prices charged to public libraries; and
2. Request staff bring the issues faced by libraries in obtaining access to eBooks and other digital content to the attention of the Competition Bureau of Canada; and
3. Staff continue to participate in and support efforts by the Canadian Library Association (CLA), the Canadian Urban Library Council (CULC) and other associations to improve the availability and terms of use of digital content including eBooks.

MOTION CARRIED.

9.5 Access Card and Visitor Pass Update

MOVED by Ms Wagner seconded by Ms Tulloch,

THAT THE LIBRARY BOARD ENDORSES THE REPLACEMENT OF THE CURRENT COMPUTER VISITOR PASS PROGRAM WITH THE LIBRARY ACCESS CARD PROGRAM.

MOTION CARRIED.

9.6 Quarterly Statistical Report Update

MOVED by Mr. vanVelzen seconded by Mr. Bagdonas,

THAT THE LIBRARY BOARD RECEIVE THE QUARTERLY STATISTICAL REPORT UPDATE FOR INFORMATION.

MOTION CARRIED.

10. Private and Confidential

MOVED by Mr. Geczy, seconded by Mr. Bagdonas,

THAT THE HAMILTON PUBLIC LIBRARY BOARD MOVE IN-CAMERA TO DISCUSS A RFP PROPOSAL.

MOTION CARRIED.

MOVED by Ms Wagner, seconded by Mr. Geczy,

THAT THE IN-CAMERA SESSION BE ADJOURNED.

MOTION CARRIED.

11. Date of Next Meeting

Wednesday, October 15, 2014

Central Library, Board Room, 5th Floor

5:30 p.m. Dinner

6:00 p.m. Meeting

12. Adjournment

MOVED by Ms Tulloch,

**THAT THE HAMILTON PUBLIC LIBRARY BOARD MEETING OF WEDNESDAY,
SEPTEMBER 17, 2014 BE ADJOURNED.**

MOTION CARRIED.

The meeting was adjourned at 9:15 p.m.

Minutes recorded by Karen Hartog

Date: October 10, 2014
To: Chair and Members of the Board
c.c. Paul Takala, Chief Librarian
From: Lisa DuPelle, Director Human Resources
Subject: **Staff Professional Development Day 2015**

RECOMMENDATION:

That the Hamilton Public Library Board authorize the one-day closure of the system on a date to be determined in 2015 by management in order that a staff professional development day be held.

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

Supporting staff development is an essential element of our current strategic priority: *A Creative and Changing Organization*. The Hamilton Public Library conducted a one-day training session in 2008, 2010, 2012, 2013 and 2014, plus a half-day session in 2009. All sessions have resulted in very positive feedback from staff at all levels. The purpose of the closure is to allow all staff to attend various training sessions. Staff Day is an efficient means of sharing information and allowing staff to participate in a range of professional development opportunities including seminars relating to delivering public service and discussions about the opportunities and challenges public libraries in future will face.

Chief Librarian's Report – October 2014

Southern Ontario Library Service – First Nations Fall Gathering

On October 1st and 2nd, the Library hosted the Southern Ontario Library Service's Fall Gathering for First Nations Librarians. The Gathering had a technology focus. HPL provided participants with a presentation about HPL's Tech Liaison Program, a tour of the Terryberry Digital Media Lab and Local History and Archives as part of the two day schedule.

Customer Satisfaction Survey – October Campaign

For the month of October, we have embarked on our 2nd promotional campaign for the Counting Opinions Customer Satisfaction Survey for the year. We've been promoting the survey in all branches, on the website and through our social media platforms. We've developed a business card size handout to give to customers. We will be providing all Board members with a message promoting the survey if you could consider forwarding the message and link to your community networks.

Province of Ontario Vendor of Record Arrangements

The Library received notification from the Ministry of Tourism, Culture and Sport that we have been approved to use Ontario's VOR arrangements at our option. These arrangements are for a defined time period, with defined terms and conditions and pricing and may provide the Library the opportunity to obtain advantageous pricing enabling potential savings; streamline administrative and access to a pre-qualified list of vendors. The Ministry of Government Services (MGS) centrally manages Ontario's VOR program. We're currently reviewing the more than 50 different VOR arrangements that are available. We will bring a report to the Library Board if we determine if any may be appropriate for the Library's use.

Community Information Kiosk Launched in Dundas Branch

On October 9th the first Information Kiosk was launched at the Dundas Branch as part of an initiative to provide older adults with information on leisure activities and community services. The project is a collaborative effort between the Hamilton Public Library and the Dundas Active 55+ Steering Committee, the Hamilton Community Foundation, the Hamilton Council on Aging, and Community Information Hamilton. The community kiosks are part of a strategy to improve access to information, particularly for those without internet access. The intent is to place additional kiosks throughout the Dundas community.

Visitor Pass Transition

On October 1st, the Library discontinued the distribution of visitor passes for regular computer use. Out of town guest passes will continue to be made available for out of town guests. The transition went very well, many regular customers had library cards and we were able to register a number of new borrowers. We did experience a reduction in computer use the 1st week but we appear to be returning to regular levels of use.

Junior JUNO Awards

HPL will be hosting the 2015 JUNO Awards Children's Album of the Year nominee showcase at Central Library on Saturday, March from 9:30 – noon. Top acts of the year will perform live, in concert as part of the JUNO Awards. Last year this event was held at Winnipeg's Children's Museum, and in 2013, the Regina Public Library and Dunlop Art Gallery hosted this event. Staff are already discussing different programming ideas to further promote this event.

The JUNO Awards history dates back to 1970 when the inaugural Gold Leaf Awards were held in Toronto as an industry awards event. In 1971, it became recognized as the JUNO Awards in honour of Pierre Juneau, the first chairman of the Canadian Radio-Television Commission (CRTC). Today, the JUNO Awards have evolved from a one-day awards event to a weeklong celebration featuring events that attract thousands of music fans from across the country and abroad.

Research into Reading and Literacy

HPL is pleased to collaborate with Dr. Victor Kuperman from McMaster University's Department of Linguistics and Languages on his study on literacy and reading research. The study is looking to identify cognitive processes that predict reading ability, and explore the relationship between reading, cognitive assessments and eye movements. McMaster is recruiting volunteers whose education does not exceed secondary school, are between the ages of 18-25, and speak English as their first language. HPL will help promote this volunteer opportunity, and since the Reading Lab is portable, Central will host a number of sessions to support the participation of recruits. Participants will be compensated for taking part and the research protocol has received appropriate ethical review approval.

Exterior Branch Signage with the New Logo

Staff completed the Request for Quote (RFQ) process to determine the successful vendor to supply exterior signage for our branches. Fine Lines Signs of Hamilton was the successful proponent and they are currently working through the

graphical elements and design. Installation is anticipated to start in November and the project is on budget.

CLA eBook Task Force

The Canadian Library Association (CLA) has established a special task force to look at access to eBooks. Michael Ciccone, Director of Collections has been selected to participate in the Task Force. We will report back to the Board on major developments.

Update on Management Team

Due to maternity leaves and a pending retirement, I am pleased to announce some changes to management assignments. Effective September 29th, Dawna Wark moved to the Waterdown Cluster to replace Meg Uttangi Matsos who is now on maternity leave. Yvonne Patch returned to Central as the Manager of Central Floors to replace Dawna. Sue Beattie will be retiring on November 21st after more than 30 years of service with Dundas/HPL. To fill this vacancy we have recruited a new manager, Suzanne Hampson, who will be joining HPL in early November to ensure there is a smooth transition. Most recently Suzanne served as Customer Service Manager for the Brantford Public Library. As the new Central Manager, her portfolio will include Central 1st floor, Circulation, Bookmobiles and Visiting Library Service.

We also have a couple short term assignment changes. Amy Hunter has temporarily moved from Ancaster to Sherwood to cover a temporary vacancy. Naomi Brun, Concession/Binbrook/Mount Hope Community Youth Librarian, has been selected to cover Ancaster as Manager until the beginning of the year.

Paul Takala
Chief Librarian

Date: October 09, 2014
To: Chair and Members of the Board
c.c. Paul Takala, Chief Librarian
From: Melanie Southern, Director, Public Service, Partnerships & Communications
Subject: **SOUNDINGS Executive Summary**

Recommendation:

That this report be received for information and comment.

Background

HPL's strategic priority of being a *Creative and Changing Organization* recognizes the importance of having staff engaged in their roles and in the library profession. The Library system seeks new ways for staff to add value to the experiences of customers and to the communities we serve. During the summer, HPL initiated a staff engagement project as part of our logo replacement project to ensure the messaging around the logo replacement is based on real experiences. We also saw this as an opportunity to strengthen our corporate culture and to ensure it aligns with our mission of *Freedom to Discover*.

This staff engagement component was initiated through a series of staff conversation -- shared storytelling -- facilitated by an outside consultant, Brendan Howley. He was a key note speaker at the recent *Community Led Think Tank* that was held at HPL and has extensive experience facilitating community information sessions. Howley comes to HPL with considerable experience in the library field having worked extensively with the Stratford Public Library. Later this month we will be the keynote speaker at this year's Internet Librarian Conference.

Goals of this initiative, named SOUNDINGS, included the opportunity to manifest an 'esprit de corps' amongst HPL library staff. By gathering these stories, we recorded both the content and the context to the HPL brand 'story engine' for present and future brand storytelling. In essence, we wanted to record staff members' sense of discovery as lived through their work as a shared value.

The methodology to collect this staff input was through three, ninety (90) minute facilitated sessions involving 30 HPL staff. The collective storytelling was prompted by asking staff a number of standard questions. The shared storytelling was live-mapped using a dialogue-mapping software call Compendium. The sessions unfolded in an atmosphere of trust and openness,

staff who participated reported that these conversations were a powerful opportunity for them to connect and give voice to the library experience.

Some clear messages emerged and offer a wide range of potential story threads to further develop the HPL story:

- Working at the library is a life-choice: multiple voices expressed, passionately, that other jobs would not yield the life-satisfaction that working at HPL does
- HPL is viewed not simply as a place to work but a locus of community interactivity utterly unique in the lived experience for both staff and customers
- Hamilton itself is a focus of circles of affection and affiliation grounded, quite profoundly, in a sense of place and a sense of service
- Trust is a keyword: again and again, trust as a value and as a motivator, emerged as the means of connecting HPL and its community
- 'Customer service' is an expression of that trust, a motivator and a responsibility embodied in the working lives of the staff, a 'lived value'. Staff see 'customer service' as an unexpressed contract with the community: staff are well aware their role in the community is one of high-trust, high-expectation and high performance
- From personal stories of immigration to lost family connections rediscovered, to a shared sensibility of Hamilton region's natural assets; Hamilton as a lived experience is not simply a connector but a tangible set of values, values which inform the dedication to 'customer service'
- That tangible set of values is embodied in Local History as the set of 'cultural triggers'—shared memory, shared discovery of shared memory, shared relationships around those shared memories
- These values mean that the staff's perception of their own role is rooted in relationships not transactions
- The understanding of Local History as 'Hamilton's story engine' is recognized but needs to be further developed
- The staff are highly attuned to 'Hamilton pride' and the city's cultural renaissance and understand how that renaissance is an engine for 'public prosperity'

The results of SOUNDINGS confirm that staff are willing to share the HPL story. Moving forward we need to ensure their perspectives and experiences are shared in meaningful ways. At present, there are several different initiatives being considered that would provide opportunities for staff to participate and tell the HPL story.

Date: October 10, 2014
To: Chair and Members of the Board
From: Paul Takala, Chief Librarian
Subject: **Advocacy and Political Participation Policy**

Recommendation:

That the attached draft Advocacy and Political Participation Policy be received for review and comment.

Background:

In follow-up to a previous Board discussion about the need for a policy on political participation and advocacy the attached policy has been developed. Comments and suggestions are welcome. The intention is to update the policy based on any feedback and then bring back to the Library Board for approval in November.

The draft policy has been developed to be consistent with the Board By-Laws and the role description of the Chief Librarian. Although no formal policy previously existed, the draft largely reflects current practices. It is a good idea to have a formal policy in place to give direction to both staff and Board members.



Advocacy and Political Participation Policy

Policy Level: Library Board

Date Approved: October 2014 - Draft

Policy Purpose and Scope

This policy provides guidance for Hamilton Public Library (HPL) staff and the Library Board in regards to advocacy and participation in elections and political parties.

Background

Public Libraries in Ontario, like HPL, are governed by the Public Libraries Act which establishes that we are governed by independent boards. At HPL a core value is intellectual freedom and our role is to facilitate the expression of a wide range of ideas. Public libraries also play an important role in encouraging democratic participation and awareness. In fulfilling these roles, HPL needs to ensure we preserve the public's trust in us as an independent organization by being careful to avoid the perception of bias or partisanship.

Promoting Democratic Awareness and Participation

The Library Board encourages staff to support non-partisan activities that encourage political participation and voter awareness. Approved activities include things like the following:

- Using library space to serve as polling stations
- Using library space for non-partisan voter registration tables
- Using library space to host all candidates meetings
- Using library space to host programs and discussions about relevant current issues

Approval for using the library space or website for non-partisan activities requires approval of the Chief Librarian or designate.

Maintaining Public Trust and Independence

The Library Board requires staff to refrain from activities that could erode our position of trust and independence. The Library will not support, endorse, or advocate the viewpoints or beliefs of any one candidate, political party, partisan organization or group. The following activities are not permitted:

- The posting or distribution of partisan election or campaign material in or around library facilities or on the website
- Renting library space for partisan events, election or campaign activities
- While at work staff will not wear anything that promotes a specific issue, candidate or party. They will not post, distribute or promote any election candidate, issue or party while on library property

Advocating on Behalf of Libraries

Public Libraries, like the Hamilton Public Library, provide tremendous value and play an essential role in promoting literacy and the love of reading. Libraries help individuals overcome barriers that limit their ability to participate in the economy and in society. Advocating and promoting public libraries and HPL is an important role for all staff and Board members. While advocacy is important, it is also critical that these efforts are done in a thoughtful way that strengthens the depth and breadth of support for libraries over the long term. Some key points around advocacy:

- The goal of advocacy is to promote awareness of the impact and value of public libraries. Our efforts in Hamilton are naturally focused on the impact and value HPL has on our community
- HPL has a long history of nurturing as wide of support as possible. In the process of advocating for HPL, we will focus on the positive merits of our value and avoid criticism of individuals not sharing our perspective
- Where appropriate, HPL will participate in advocacy efforts with provincial and national library organizations. We will partner with the library community to support independent research that improves and deepens our understanding about the impacts of libraries and best practices to achieve those impacts
- The timing and nature of our advocacy will be careful to avoid the appearance that we are endorsing a specific candidate or political party.
- In general, formal advocacy efforts that HPL engages in will focus on issues that are related to our mission as a public library. For example, efforts to influence the Ontario and Canadian governments will focus on funding or legislation that impact public libraries or libraries in general. This, however, does not in any way preclude HPL from participating in or supporting awareness campaigns on issues consistent with our values of respect and inclusion or in general support of issues related to health and wellness and democratic participation.

The **Chair** is the official spokes person for the Library Board.

- Only the Chair may represent and speak for the Board in an official capacity to outside parties in announcing Board-stated positions and in stating Chair decisions. (from Board By-Laws)

The **Chief Librarian** speaks on behalf of the HPL in matters relating to the operation and procedures of the HPL and may speak on behalf of the Board in cooperation with the chair of the Board.

- The Chief Librarian identifies and maintains effective relationships with appropriate stakeholders such as other libraries, universities, research organizations, governments, agencies, businesses, media, non-governmental organizations, community leaders and related institutions on a provincial, national and international scale. (from Chief Librarian role description)

- The Chief Librarian is responsible for ensuring procedures are in place to support effective coordination with media

All **Board members** are encouraged to promote the value of the Hamilton Public Library and its impact on the community. This is done by:

- Sharing stories and relevant information about library programs, services and impact
- Sharing information about the Board's values, vision and strategic plans
- Being an excellent ambassador for HPL and advocating consistent with this policy
- When requested, assisting the Board Chair in officially representing HPL at meetings or other events
- Respecting the confidentiality appropriate to issues of a sensitive nature and understand that it is the Chair's role to represent and speak on behalf of the Board
- If contacted by the media, coordinate with the Board Chair and Chief Librarian to ensure appropriate information is shared. Because of their roles the Board Chair and Chief Librarian are responsible for responding to media inquiries. This role is often delegated to others, but the delegation requires the approval of the Board Chair or Chief Librarian