

Policy Type:	Services	Review(r)/Revision(R) Dates:	R. 27/01/2020 (M2020-03)
Policy Title:	Programming Policy		
Policy Number:	SERV-06		
Initial Policy Approval Date:	27/11/17 M(2017-75)		

## Policy Statement

The Powassan and District Union Public Library is committed to providing engaging and enriching events designed to educate and inspire members of our service communities while considering the current goals of the Library's Strategic Plan.

Programs will:

- Highlight literacy first and foremost, then local services, resources and people whenever possible
- Bring awareness of the Library's resources and services

The following factors will be considered in the planning and execution of programming:

- Responsibility:** The Programming and Communication Coordinator is responsible for planning, organizing and executing any given event, with the exception of duties assigned by the CEO to other staff members including those in contract positions.
- Intended Audience:** Consideration will be given to who the intended audience is for each Library program.
- Day and time:** With the intended audience in mind, programs will be held at a suitable time. Conflicts with other community events targeted to the same intended audience will be considered in scheduling.
- Expenses:** All expenses must be approved by the CEO ahead of time.
- Promotion:** The Programming and Communication Coordinator will use the Promotion Checklist (**Appendix A**) as a guideline in promotion of upcoming events. This list will be updated regularly to keep it current. Local media will be informed of and invited to larger events.
- Location:** With consideration of bringing awareness of the Library's resources and services, events should be held within the Library whenever possible.

- g) **Registration:** Participants will register on a first-come, first-serve basis with front desk staff with priority being given to Library card holders. When a fee applies for the program, participants must have paid to be considered registered. High-demand events may be pre-designated for Library card holders only. For children's events, refer to the Unattended Child Policy.
- h) **Documentation:** The Programming and Communication Coordinator or his/her delegate will photograph events as they occur. Written permission will be obtained from attendees at the beginning of the year, using our standard Release Form for Photos, and kept on file for the entire year. Photographs will be centrally available through the Library's cloud-based storage site.
- i) **Evaluation:** The Programming and Communication Coordinator will complete the Event Evaluation Form (**Appendix B**) upon completion of the event including feedback provided by event attendees. Records will be centrally available through the Library's cloud-based storage site. Feedback forms will be available to event attendees to fill out on an optional basis at each event.

## Appendix A: Promotion Checklist

The Programming and Communication Coordinator will strive to advertise in as many of the following ways as possible where appropriate for any given event:

### Online Promotion

- Library website: [www.powassanlibrary.com](http://www.powassanlibrary.com)
- Facebook page: [www.facebook.com/powassanlibrary](http://www.facebook.com/powassanlibrary)
- Twitter: @powassanlibrary
- Instagram: @powassanlibrary
- Library's Google Calendar
- Tangr: Tangr.com

### Print Media

- Chisholm Newsletter
- Monthly or Quarterly Events Handout
- Event Posters, to be distributed:
  - Valu Mart
  - Krause Feeds
  - Home Hardware
  - Hairdressers
  - Chisholm Feed
  - Sportsplex
  - Echoes
  - Kudos
  - Pharmacies
  - PDF sent to Nipissing Township
  - Powerpoint sent to Municipality of Powassan
  - Curling Club
  - Lion's Club
  - The Pines
  - Eastholme

### Signage

- Community Digital Sign
- Library Sign

### News Media

- Baytoday
- Nugget (press releases)
- Almaguin News/North Bay Nipissing News
- CBC Morning North (pre-recorded message)
- Community Voices
- The Nipissing Reader

## Appendix B: Event Evaluation



## Event Name

Date	
Time	
Guest(s) & Occupation	
What Occurred	
Attendance	
Advertising	(Attach Appendix A)

## Notes, Observations and Future Considerations: