

Gibsons and District Public Library Board **Communications and Advocacy Plan**

1. Purpose

This plan outlines the roles and responsibilities for effective communication by the GDPL Board. It distinguishes between internal and external communications and provides a framework for coordinating communications and advocacy activities between the board and the Chief Librarian. The board may appoint one or more communications subcommittees annually to carry out this plan, as per Section 2.5 of the Governance Policies.

This plan will be updated annually by the GDPL board.

This plan excludes communication strategy for routine library operations and programming.

2. Mission and Goals

The overall mission and goals of this plan are those stated in the Board's Governance Policies, Sections 1.1 and 1.2.

3. Objectives

Every year, the Board shall:

- a) Review the purpose of outreach and communication for that year
- b) Review and update the list of community groups and organizations, and identify high priority target groups for outreach in the current year
- c) Formulate core messages to communicate
- d) Identify appropriate means of communications for various groups and develop suitable material, e.g. handouts, powerpoint presentations, press releases, material for the library website, etc.
- e) Develop and maintain contacts in key organizations, and record this information to pass on to other board members and subsequent Communications committees

- f) Work closely with the Chief Librarian to coordinate communications efforts, and ensure that the board is kept informed of library events/news, while the library staff/volunteers are kept informed of Board communications efforts.
- g) Coordinate advocacy activities with the Library Foundation.

4. Roles and Responsibilities

While ongoing and routine communications are the responsibility of staff, the board has a role to play in communications in the following areas:

- Long term planning and strategic direction
- Library governance issues
- Political relations and concerns (e.g. regional government funding)
- Labour relations (e.g. union negotiations, hiring of CL)
- Recognition of staff, donors and volunteers

NOTE: It is crucial that the board consult and communicate with staff on key library issues and plans before going to the public, so that staff is involved in and aware of big picture items such as expansion planning.

4.1 Internal Communications

All routine communications from the GDPL board to GDPL staff go through the Chief Librarian.

The Chief Librarian sits on the GDPL board as the conduit between staff and board. The CL also sits on the Communications and Advocacy Task Group.

4.2 External Communications

The board is responsible for board to board communications with the Library Foundation and external organizations, such as other library-related organizations, local government, and community groups.

5. Target Groups

5.1 Core Groups

The first priority of the Communications policy is maintaining and enhancing GDPL's relationships with these key groups:

Staff	BC Library Trustees Association
GDPL Card Holders	InterLink
Local Government (Gibsons, SCRD)	Sechelt Library
Library Foundation	

5.2 Other Organizations and Community Groups

Other groups and organizations that may be targeted for communications include:

a) Other Libraries and Reading Centres

- Roberts Creek Reading Room
- Elphinstone School Library

b) Political/Government

- Elected Representatives (ToG, SCRD, School Board, MLA, MP)
- BC Public Library Services Branch
- Citizen Groups (e.g. Roberts Creek Community Assn., Area E Electors, West Howe Sound Community Assn., Gibsons Landing Community Assn.)

c) Business Community

- Gibsons Landing Business Assn.
- Gibsons Chamber of Commerce
- Gibsons Community Initiatives
- Community Futures
- Howe Sound Pulp and Paper
- Employment Centre
- Other Local Businesses

d) Arts & Culture

- SC Museum & Archives
- Art Galleries
- SC Cultural Alliance
- Writers groups
- Book Clubs
- Festivals and Events (e.g. Festival of Written Arts)

e) Education

- School Board
- Capilano University
- Independent Schools
- Preschools (e.g. Jack & Jill)

- Parent Groups
- f) Community Organizations
- Seniors groups (e.g. OAPO at Harmony Hall, COSCO)
 - Kiwanis
 - Rotary
 - Churches
 - University Womens Club
 - Newcomers Club
 - SC Community Services Society

6. Tools and Resources for GDPL Communications and Advocacy Work

New tools or resources are added to this list as needed, and updated regularly to reflect current priorities.

- Website
- Annual Message from the Board Chair for the AGM
- Presentation Material (e.g. powerpoint)
- Print material
- Press Releases
- Surveys and Questionnaires
- Meetings (e.g. reception for local candidates)

7. Core Messages

Core messages are reviewed annually and updated as needed.

<u>Message</u>	<u>Target Audience</u>
We are the most heavily used public resource in the community	all
We are a lean and efficient operation, with an exceptional budget stewarding record	local government, business
We have exceptional resources for lifelong learning	all
We have outgrown our present space	all

8. Timing of Advocacy Activities

Refer to Appendix 2: Annual Board Agenda.

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| January | Annual Message from the Board Chair for the Annual Report and AGM |
| February | Draft media releases after AGM naming new board members |
| February | Annual review of communications and advocacy plan, update target groups and core messages |
| March | Appoint communications committee |
| April | Revise and adopt annual Communications and Advocacy Plan |
| April | Messages for meeting with Sechelt Library Board (if meeting to take place in May) |
| May | Annual review of website |
| May | Update Library Foundation, SCRD, TOG with annual goals and objectives for the library, as appropriate. |
| June | (after receiving Foundation grant) Appreciation activity for Foundation |
| October | Messages to accompany annual budget to SCRD |
| November | Annual appreciation activity for staff and volunteers |
| as appropriate | Meetings with SCRD Directors include a 'pitch' for the library |