



Advocacy Policy

Approved by the Lawrence Public Library Board of Trustees on 10/17/2022. Proposed review date: 10/2025

Introduction

Advocacy is an ongoing activity that lays the foundation for awareness and understanding of the importance of the library. Through its advocacy efforts, the Lawrence Public Library Board of Trustees (the Board) ensures that the vision, values, and mission of the library are understood, supported, and fulfilled within the community.

Scope

This policy applies to the Board, the library director (the Director), and any other staff who are authorized by the Director to advocate on behalf of the library. The Board's role in advocacy is to ensure that local residents and patrons are aware of the goals and services of the library, and that community leaders understand the needs and importance of the library for the community.

Responsibilities

The Board, or its designees, shall:

- Educate and inform stakeholders, funders, and community members about the library's governance, relevance, and value to the community;
- Build relationships and work collaboratively with key decision makers, individuals, and community organizations;
- Advocate for funding to support library staff, improve facilities, and provide programs and services to meet evolving community needs and expectations;
- Identify and respond to issues, concerns, and government policies that may affect Lawrence Public Library;
- Include advocacy as a key element in the library's strategic planning; and
- Ensure that advocacy remains a planned and sustainable ongoing process at the library.

All advocacy efforts shall be carried out in accordance with the library's political activities and communications policies, advocacy guidelines, as well as federal, state, and local laws.