

# THE ALBERTA LIBRARY

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## Policy and Procedures

### ADVOCACY POLICY

Advocacy is a planned, deliberate, sustained effort to raise awareness of an issue or issues. Advocacy is thus an ongoing process whereby support and understanding are built incrementally. Advocacy uses many of the tools of marketing and public relations, but it is not solely one or the other.

Advocacy includes lobbying. Lobbying involves interaction with decision-makers to secure specific objectives at an appropriate point in the legislative, policy making, or budget process.

**Statement of Intent:**

The Board of The Alberta Library ensures that the vision, values, mission and merit of The Alberta Library are understood and fulfilled.

**Policy:**

The Board will ensure that the members are aware of the value and importance of The Alberta Library.

The Board will ensure the support of its members, funding bodies and library community.

The Board will support and assist its member libraries in their advocacy efforts.

The Board will create an environment through collective actions that increases the capacity of libraries to support the informational, educational, research, cultural and recreational needs of Albertans.

**Procedures:**

The Board:

- Ensures effective internal and external communications
- Develops and maintains its membership
- Develops and maintains effective relations with government
- Ensures a consistent and positive corporate image
- Ensures that its programs are marketed effectively
- Responds to issues of provincial and national scope
- Identifies target audiences
- Ensures plans are developed and implemented
- Provides for advocacy training for its members.
- Participates in alliances with other organizations with common goals.

The Advocacy Standing Committee develops plans for communication, government relations, lobbying, corporate image and marketing. These plans may include but are not limited to goals and objectives, appropriate target audiences, specific messages, spokespersons as required, strategies and/or tools for specific audiences.

The Board, through staff and resources, is responsible for implementing the plans.

The Advocacy Standing Committee reviews the Advocacy Policy every three years.