Wood Library Association
134 N Main St
Canandaigua, NY 14424

PROGRAMMING POLICY

ADOPTED by Wood Library Board of Trustees 07/25/2022

This policy is intended to provide Wood Library ("the Library") employees, support groups, and other agencies in partnership with the Library the necessary guidelines to assist them in the development of Library programs. It is also designed to inform the public about the principles and criteria by which Library programs are developed, offered, and promoted. For the purposes of this policy, a Library program can be defined as a specific educational, informational, recreational, or cultural group event or activity sponsored by the Library. Programs may be ongoing, a series, or a one-time event.

Purpose of Library Programs

The purpose of Library programs is to fulfill the Library's Mission Statement and the goals set forth in the Library's Strategic Plan.

Library programs benefit the community by introducing users and potential users to the resources of the Library. Programs complement other services by providing an opportunity to highlight Library collections, promote Library resources, and share knowledge and expertise. Programs are also a mechanism for Library promotion, allowing the Library to forge community partnerships and attract new users.

Program Content

The selection of program topics and formats is done by Library employees, based on the interests and needs of the community.

Beliefs and opinions expressed during Library programs by speakers, presenters, or performers do not necessarily represent the viewpoint of the Library.

Sponsorship/Endorsement

The Library may partner or co-sponsor programs with other agencies, organizations, and businesses provided the programs are compatible with the Library's mission.

Co-sponsorships and collaboration decisions are made on the basis of mutual need and equitable benefit between the Library and potential partners. Unsolicited offers from individuals or

organizations to present programs will be evaluated by Library employees, and the Library reserves the right to decline sponsorship or resource requests.

The Director or librarians may determine that a non-Library event requesting use of a meeting room space should be sponsored by the Library. The appropriate librarian will be responsible for helping the organization with their event. The event may be publicly promoted on the Library's events calendar.

Publicity
The Library will generate and disseminate all publicity for Library-sponsored or co-sponsored programs except where mutually agreed upon between the Library and program partners. Any requirements for publicity or sponsorship statements (such as crediting funding agencies or use of logos) will be mutually communicated, agreed upon between the Library and program partners, and maintained by all parties.

For all Library-sponsored or co-sponsored programs, the Library will be the point of contact for all formal press releases and public inquiries except where mutually agreed upon by program presenters/partners and the Library. Only the Library will have access to Library publicity avenues such as mailing lists, Library websites and social media accounts, or Library email.

The Library may take photographs at Library programs for internal use, display (ex. social media, newsletter, etc.), and evaluation purposes. In addition, local publications may photograph or film Library events with express permission from the Library. Program presenters, speakers, and participants may bring and use cameras or videotape equipment to record the program for personal use with express permission from the Library. Library employees should distribute the Photography Release Form to all program participants prior to the start of the program.

Responsibilities
Every Library-sponsored or co-sponsored program will be the responsibility of the librarian coordinating the event. They may collaborate or delegate some responsibilities for program coordination to support employees.

Librarians will direct their support staff in the development and presentation of Library programs. Volunteers who develop or present programs will do so under the direction of the responsible librarian.

Every attempt will be made to accommodate all who wish to attend and participate in a Library program. With reasonable notice, it is the responsibility of the Library to secure use of assistive devices to further this goal.

Limitations
Library programs are open to the public and typically free of charge unless otherwise noted. This stipulation does not apply to Library fundraising events.

Programs offered by the Library may be limited by space, budget, and employee availability.

The Library reserves the right to limit program attendance due to space constraints, safety issues, or unreasonable disruption to Library services and activities. In a case where attendance is limited, a reasonable and non-discriminatory mechanism such as registration on a "first come" basis will be used.

Though Library programs may cause disruption to some Library services and activities, employees will endeavor to mitigate the disruption whenever possible. A list of upcoming programs can be found on the Library's online events calendar and in monthly newsletters.

The Library reserves the right to set age requirements or recommendations for programs.

All programs must abide by Library policies.

The Library reserves the right to cancel a program at any time and for any reason. The decision of whether or not to reschedule it will fall to the responsible librarian.

Evaluation
All Library-sponsored or co-sponsored events will be evaluated by Library employees through a variety of measures including, but not limited to: attendance, audience surveys or questionnaires, audience comments, presenter comments, and employee input.

To determine which community needs and interests are best served through Library programs, the Library regularly evaluates community responses to, and suggestions for, programming. It also periodically reviews community profiles and uses various mechanisms to obtain community input to assist in setting programming priorities and plans.

Any member of the community may suggest program topics or presenters by emailing woodlibrary@owwl.org or by speaking to an employee. Formally submitting a program suggestion does not guarantee that program will be included in the Library's programming schedule.

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