

BONDURANT COMMUNITY LIBRARY

PUBLIC RELATIONS POLICY



In order to promote use and support of library services, the Bondurant Community Library Board of Trustees will engage in an ongoing public relations effort to:

1. Inform residents and rural patrons of available services and needs.
2. Recognize roles and achievements of staff, volunteers, Friends and Trustees.
3. Involve staff, Friends and Trustees in community activities.
4. Obtain citizen support for growth and development.

The Bondurant Community Library recognizes the Library's responsibility to maintain continuing communication with the present and potential users of the Bondurant Community Library's services and resources so as to assure effective and maximum usage by all citizens.

To these ends, positive relations with the various media covering Bondurant community news will be developed. The Library Director and Trustees will attempt to visit civic organizations and offer presentations on library service and needs as appropriate. Courteous, cooperative and helpful service will be offered to all library patrons. Programming and outreach efforts will be designed to strengthen the effectiveness of the library in serving the community. Positive and cooperative relations with the school media centers will be cultivated, and an attitude of cooperation and open information with city officials fostered.

The objectives of the Bondurant Community Library's public relations program are to promote community awareness of library service; to stimulate public interest in and usage of the library; to develop public understanding and support of the library and its role in the community.

The following means may be used to accomplish the foregoing objectives:

1. The annual plan of specific goals and activities shall be developed, sufficient funds shall be allocated to carry out the program, and the program shall be evaluated periodically.

2. Training sessions, workshops and other aids shall be made available to library staff members to assure courteous, efficient, and friendly contact with library patrons and the general public.
3. Personal and information group contacts shall be maintained with government officials, opinion leaders, service clubs, civic associations, and other community organizations by library staff and board members.
4. Surveys of the community shall be made as needed to assure the Bondurant Community Library's responsiveness to the interests and needs of all citizens.
5. Local media shall be utilized to keep the public aware of and informed about the Bondurant Community Library's resources and services.
6. Blogs, newsletters, calendars, and other promotional materials shall be produced and distributed, and other effective methods of reaching the public.
7. The Bondurant Community Library may sponsor programs, classes, exhibits, and other library-centered activities and shall cooperate with other groups in organizing these to fulfill the community's needs for educational, cultural, informational, or recreational opportunities.
8. The Library Director, Library Board of Trustees President or a designated qualified staff member shall have the responsibility for coordinating the Bondurant Community Library's public relations and public information activities. This qualified staff member will be designated by the Library Director or the Library Board of Trustees President.

Adopted by the Bondurant Community Library Board of Trustees

12/2002

Revised: 9/2015

Review: 3/2019, 2/2021