

Torrance Public Library Programming Policy

This policy is intended to provide Torrance Public Library staff, 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.

Purpose

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

Vision

Learn. Lead. Live. With Your Library!

Mission Statement

The Torrance Public Library provides outstanding services, exceptional resources, and accessible spaces to support an independent, literate, and informed public.

The Plan of Service selects five public service responses, all of which benefit from public programming. Informative and accessible programming benefits all ages, and leads to lifelong library use.

For purposes of this policy, a Library program can be defined as a specific educational, informational, recreational, or cultural event or activity presented by the Library. Programs may be ongoing, a series, or a one-time event. Programs may be active, with participants gathering in one place at one time for an event, or they may be passive with participation encouraged individually. Programs may take place at a Library facility, at a location in the community, or online – such as on the Library's website, or within a Library social media presence.

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.

Programs raise the Library's profile in the community and have a positive impact on Library use. Programs are free and open to the public.

Content

The selection of program topics and formats is done by Library staff, based on 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 Torrance Public Library or the City of Torrance.

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 and goals. The Library will generate joint programming and invite partners to co-sponsor or collaborate. Co-sponsorships and collaboration decisions are made on the basis of mutual need and equitable benefit between the Library and potential partners. Co-sponsored programs must include involvement by Library staff in developing program content, including library materials and resources, and utilizing logistical support such as meeting room space, audiovisual equipment, and the like. Unsolicited offers from individuals or organizations to present programs will be evaluated by the same standards used by Library staff, and the Library reserves the right to decline sponsorship or resource requests.

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 or City of Torrance publicity avenues such as mailing lists, City of Torrance web pages, or City of Torrance e-mail.

The Library may take photographs at Library programs for internal use, display, and evaluation purposes. In addition, Torrance CitiCable or other 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.

Responsibilities

Every Library-sponsored or co-sponsored program will have a staff member designated as program supervisor. The program supervisor may collaborate or delegate some responsibilities for program coordination. Managers and supervisors will direct their staff in the development and presentation of Library programs. Volunteers who develop or present programs will do so under the direction of a staff supervisor. Costs for programs will be mutually agreed upon by both parties before the program is produced.

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 such assistive devices offered by the City of Torrance to further this goal.

Limitations

- Library programs must be free of charge and open to the public.
- Programs offered by the Torrance Public Library may be limited by space, budget, and staff 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 will be used.
- Though Library programs may cause disruption to some Library services and activities, staff will endeavor to mitigate the disruption whenever possible. In addition, notification of upcoming programs will be available in all Library facilities before the program is scheduled to occur.
- The Library reserves the right to set age limits or recommendations for programs.
- The Library reserves the right to cancel a program; rescheduling is at the Library's discretion.

Evaluation

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

To determine which community needs and interests are best served through Library programs, the Library regularly evaluates community response 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 filling out a Program Suggestion Form or by speaking to a staff member. Formally submitting a program suggestion does not guarantee that program will be included in the Library's programming schedule.

Reviewed by the Torrance Library Commission
8/11/14