



## MANAGEMENT REPORT

Date: June 20, 2018  
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Phone No.: 604-331-4004  
VanDocs#: DOC/2018/269334  
Meeting Date: June 27, 2018

TO: Library Board  
FROM: Dawn Ibey, Director, Library Experience  
SUBJECT: **Board Programming Policies Revisions**

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### **SUMMARY**

This report recommends amendments to two policies: Programming, VPL and Selling Materials at Author Programs.

### **PURPOSE**

This report is for decision.

### **RECOMMENDATIONS**

- A) That the CRPD committee recommend that the Board approve the amended Programming, VPL policy and change the name to Programming at Vancouver Public Library.
- B) That the CRPD committee recommend that the Board approve the amended Selling Materials at Author Programs policy and change the name to Selling Creative Works at Programs.

### **COMMITTEE DISCUSSION**

The Committee discussed the report and inquired of staff how the suggested changes would change the delivery of programs. Following the discussion, the Committee recommended that the Board approve the recommendations.

## **CHIEF LIBRARIAN'S COMMENTS**

The Chief Librarian concurs with the recommended policy amendments.

## **POLICY**

There are two relevant Board policies: Programming, VPL, and Selling Materials at Author Programs.

## **STRATEGIC IMPLICATIONS**

Learning, Creativity & Innovation; Access & Equity; and Sharing & Collaboration make up three of the four high-level outcomes in the VPL 2020 strategic framework. Programming for all ages supports these outcomes by providing opportunities for Vancouver residents to learn new skills, create content, connect with one another and engage with ideas and community conversations.

## **BACKGROUND**

VPL offers more than 9,000 programs annually, for all ages. In 2017, this included 5,839 programs for children, 657 for teens and 2,803 for adults. Program areas are wide ranging and include early literacy, digital literacy, author readings, panel discussions, career topics and large events. They take place in library spaces and in the community, delivered by library staff and through external partnerships.

The existing Programming, VPL policy was created in 1986 and most recently updated in 2013. Some minor updates are needed for clarity and to better articulate the Vancouver Public Library's programming goals.

The existing Selling Materials at Author Programs policy was created in 1986 and last updated in 2002. The policy was created at a time when programs were primarily author readings and musical performances, and books and CDs were the common requests for sales. The policy updates better represent the diversity of programmatic offerings at the library.

## **DISCUSSION**

### **Program Policy**

The original policy and the proposed amendments are attached as Appendix A. The proposed changes include:

### **Strategic framework**

It is critical that the library's programming support its strategic direction. A reference to the library's strategic goals has been added to the first paragraph.

### **Clarifying partnerships**

VPL frequently receives partnership requests related to programming for audiences of all ages. The library's success in attracting a wide range of potential partners has led to an increase in the number of partnership requests which has outstripped our organizational capacity. The library is unable to pursue all possible collaborations and relies on our strategic plan, patron feedback on areas of interest, and operational capacity to assess partnership opportunities. To build understanding, the following wording has been added to the policy: "The Library is not able to accept all proposed partnerships and will consider strategic relevance and operational capacity when responding to partnership requests."

The current wording in the policy, "When partners provide content, VPL will waive room rental fees" leads to confusion for groups who are interested in accessing a community meeting space or rental at the library. Therefore removing the policy's reference to room rental fees will help reduce confusion. When VPL partners to offer a program, the partnership includes the free use of our rooms and facilities. Removing this section from the policy does not mean we will begin charging for space.

### **Reading challenged adults**

The current policy includes the following sentence, "Library programs are ... a non-threatening way to gain information for reading-challenged adults." VPL's programs serve adults of all literacy levels, and so the reference to reading challenged adults is recommended to be removed.

### **Highlighting collections**

Public programs play an important role in highlighting and promoting our rich collections and services. Programs such as author talks, book discussions, and classes provide insight and visibility to VPL collections. Programs such as the writing & publishing fair and digital creation classes highlight services such as the Indie Authors platform and the Inspiration Lab. In every class and program, care is taken to draw participants into the wider breadth of library offerings. Simple wording changes are proposed to reflect changes to library services and collections.

### **Selling Materials at Author Programs**

The original policy and the proposed amendments are attached as Appendix B.

The existing policy effectively prevents commercial sales at Library programs, and restricts the sales supporting individual creators to books and CDs alone.

Over the past five years, Library programs have featured a wider range of creators including musicians, visual artists, filmmakers and graphic novelists alongside authors. The opening of the Inspiration Lab in May 2015 has created a greater draw for filmmakers, musicians and podcasters. Creators featured in library programs would like to be able to arrange sales of their work. This is one way the library can help promote and support local creativity.

Changing the name of the policy from Selling Materials at Author Programs to Selling Creative Works at Programs allows for more flexibility while preserving the original intent of the policy.

### **FINANCIAL IMPLICATIONS**

There are no financial implications for the Library.

### **FINAL REMARKS**

Modernizing the policies related to public programming to better reflect the diversity of programs offered at VPL signals our interest to the broader creative community and provides clarity for the benefit of staff and potential partners.

<b>SUBJECT:</b> <del>Programming, VPL</del> <a href="#">Programming at Vancouver Public Library</a>	
<b>CATEGORY:</b> Community Relations	<b>POLICY CODE:</b> VPL-BD-CR-006-2018

## **Objective**

To outline the Library's protocols and standards regarding its programming services.

## **Scope**

This policy applies to all VPL staff.

## **Background**

In keeping with the overall VPL goals and mission statement, programming is considered an integral part of the library service offered to the public. The Library initiates programs and exhibits to stimulate the use of the Library and its material and to provide for the general enjoyment and enlightenment of the community. Programs are developed to [support the strategic goals of the Library](#), respond to emerging community interests ~~as well as to and~~ sustain demonstrated interests and demands. Programs are regularly evaluated to determine community response and program effectiveness. Programs provide another format for the dissemination of information and an opportunity for discussion of ideas. Statements made or positions taken during programs, events and meetings do not necessarily reflect the opinions or values of the Vancouver Public Library.

## **Policy Statement**

Library programs should promote the communication of [stories](#), ideas and information; ~~and extend Readers Advisory and reference service to library users~~ [library services to new audiences and](#) they bring library collections [and services](#) to life. Library programs are often a first contact with books and reading for children, as well as a [lively and accessible](#) ~~non-threatening~~ way to gain information for ~~reading-challenged~~ adults.

Library programs will:

1. Stimulate interest in and use of the Library.
2. Promote interest in reading, culture, information literacy and research skills.
3. Promote an awareness of contemporary issues and information required to engage in society.
4. Attract ~~non-users~~ [new library users](#) and ~~reflect the need to connect programs with library resources as part of the process of creating lifetime library users~~ [provide an introduction to the wealth of library services including print and digital](#)

[collections, computing and digital creation facilities, and other programs and learning opportunities.](#)

5. Provide entertaining, enjoyable, educational experiences.
6. Be offered without charge to attendees except in exceptional circumstances where admission may be charged to recoup the library's costs of presenting the program. ~~Admission may be charged for fundraisers held by the VPL Foundation, Friends of VPL, or other literacy, library or literary not-for-profit organizations as approved by the Directors Group.~~
7. Create and promote community partnerships
8. Speakers will agree not to contravene the Criminal Code of Canada and the Human Rights Act of British Columbia during the course of their program.
9. VPL Meeting Room Policy will apply to all co-sponsored programs

The Library may partner with not-for-profit or for profit organizations for programming content. The Library may provide content and present programs in other venues or other organizations may provide content and present programs at the Library. The Library will consider content that meets the criteria above and supports VPL's [vision, mission and goals](#) ~~and mission statement.~~ [The Library is not able to accept all proposed partnerships and will consider strategic relevance and operational capacity when responding to partnerships requests.](#)

~~When partners provide content, VPL will waive room rental fees. Staff support for promotion and on-site assistance may be provided.~~ Content based partnerships do not mean that the Library endorses particular points of view promoted at programs and this will be noted on publicity where appropriate. No business solicitation is permitted during programs. Partners will be acknowledged as appropriate.

### **Policy Administration Roles and Responsibilities**

<b>Director, Library Experience</b>	Oversees and recommends updates to the policy as required.
<b>CRPD Committee</b>	Reviews policy as required and recommends changes to the Board
<b>Board</b>	Approves policy and revisions to the policy
<b>Chief Librarian</b>	Administers the policy

### **Related Board Policies**

- Research Participation
- Endorsement
- Posters and Newspapers
- [Selling Creative works at Library Programs](#)

## Approval History

<b>ISSUED BY:</b>	<b>CRPD</b>	<b>APPROVED BY:</b>	<b>Library Board</b>	<b>DATE:</b>	<b>1986/10/01</b>	
<b>REVISED BY:</b>	<b>Library Board</b>	<b>APPROVED BY:</b>	<b>Library Board</b>	<b>DATE:</b>	<b>1997/07/02</b>	
<b>REVISED BY:</b>	<b>Library Board</b>	<b>APPROVED BY:</b>	<b>Library Board</b>	<b>DATE:</b>	<b>2004/05/25</b>	
<b>REVISED BY:</b>	<b>Library Board</b>	<b>APPROVED BY:</b>	<b>Library Board</b>	<b>DATE:</b>	<b>2008/02/27</b>	
<b>REVISED BY:</b>	<b>Library Board</b>	<b>APPROVED BY:</b>	<b>Library Board</b>	<b>DATE:</b>	<b>2008/11/26</b>	
<b>REVISED BY:</b>	<b>Library Board</b>	<b>APPROVED BY:</b>	<b>Library Board</b>	<b>DATE:</b>	<b>2013/11/27</b>	
<b>REVISED BY:</b>	<b>Library Board</b>	<b>APPROVED BY:</b>	<b>Library Board</b>	<b>DATE:</b>		

<b>DATE OF NEXT REVIEW</b>	<b>YYYY/MM/DD</b>	<b>REVIEW CYCLE</b>	<b>3 Years</b>
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<b>SUBJECT:</b> <del>Selling Materials at Author Events</del> <u>Selling Creative Works at Library Programs</u>	
<b>CATEGORY:</b> Community Relations	<b>POLICY CODE:</b> VPL-BD-CR-007-2018

## **Objective**

This policy outlines the guidelines under which the Library allows the sale of materials at events featuring creators offered at VPL or delivered in partnership with VPL.

## **Scope**

This policy applies to all VPL staff and partners.

## **Policy Statements**

~~Books in any format may be sold during author events offered by VPL or delivered in partnership with VPL.~~

~~VPL prohibits the sale of products or services at author events or any fundraising events unless directly affiliated with VPL, such as those delivered by the Vancouver Public Library Foundation or Friends of the VPL.~~

~~Vancouver Public Library staff will in no way participate in the sale of materials.~~

Creative works such as books, comics, magazines, music and artwork may be sold during Library programs featuring their creators. The sale of any other related materials at a library program must be approved by the Chief Librarian or delegate prior to the event.

Vancouver Public Library staff will not be involved in the sale of materials at programs.

## **Policy Administration Roles and Responsibilities**

<b>Director, Library Experience</b>	Oversees and recommends updates to the policy as required.
<b>CRPD Committee</b>	Reviews policy as required and recommends changes to the Board
<b>Board</b>	Approves policy and revisions to the policy.
<b>Chief Librarian</b>	Administers the policy.

## **Related Board Policies**

- Programming, VPL



### Approval History

<b>ISSUED BY:</b>	<b>Library Board</b>	<b>APPROVED BY:</b>	<b>Library Board</b>	<b>DATE:</b>	<b>1986/03/26</b>	
<b>REVISED BY:</b>	<b>Library Board</b>	<b>APPROVED BY:</b>	<b>Library Board</b>	<b>DATE:</b>	<b>2002/03/27</b>	
<b>REVISED BY:</b>	<b>Library Board</b>	<b>APPROVED BY:</b>	<b>Library Board</b>	<b>DATE:</b>		

<b>DATE OF NEXT REVIEW</b>		<b>REVIEW CYCLE</b>	<b>5 Years</b>	
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