BRANCH DISTRICT LIBRARY

ALGANSEE • BRONSON • COLDWATER
QUINCY • SHERWOOD • UNION TWP.

PROGRAMMING POLICY

Adopted: October 16, 2023
Last Revised: n/a

Reason for Policy

The Branch District Library (BDL or "library") presents programs on a wide variety of topics to provide opportunities for lifelong learning, entertainment, and community, while enhancing the visibility of the library. This Programming Policy guides the staff responsible for planning programming events and informs the public about the principles upon which program topics are selected.

Underlying the Programming Policy are the BDL's Mission Statement, the Library Bill of Rights from the American Library Association (ALA), and the ALA Freedom to View Statement. The library upholds principles of intellectual freedom and supports the rights of individuals to read, speak, view, and exchange points of view. In order to provide access to diverse perspectives, the library presents a variety of programs. The presentation of a programming event in the library does not indicate any endorsement of the content, presenter, or attendees by the library.

Responsibility for Program Content Selection

The BDL Board of Trustees delegates the selection of programming events to the Library Director, who may in turn delegate parts of the selection process to other staff. All programming will operate within the framework of the budget and policies adopted by the BDL Board of Trustees.

Budget Allocation

As part of its annual budget, the BDL Board of Trustees allocates funds for the purpose of presenting programs at the library. The Library Director will decide how to divide those funds among the BDL branches and departments.

Payment and Cancelations

BDL will not pay performers in advance in full for services, though a deposit of no more than 50% is acceptable. When possible, performers will be paid in full immediately following the conclusion of the program. In some cases, however, payment will be mailed to the performer no later than 60 days following the scheduled date of the program. Performers who cancel and do not reschedule will not be paid for the canceled program.

Programming Objectives

Programs presented by the library should promote literacy, inform, entertain, or inspire creativity in guests of all ages and backgrounds. Programs offer opportunities to highlight collections, promote library services, foster community, and share information and expertise. Programs support the roll of the library as a civic gathering place, and may be targeted to a general all-ages audience or tailored to a specific age group.

Programs may be held on site at any library location, off site, or conducted virtually. Registration may be required for planning purposes or when space or materials are limited.

All library programs are open to the public. In general, library programs are free, however, a fee may be charged for library programs to recover the cost of a presenter, materials or supplies. Age restrictions may be imposed for some programs, and those will be communicated in promotional materials for the program.

Presenters will be chosen from local, regional, and national talent. Partnerships with other community groups are encouraged. Library staff who present programs do so as part of their regular duties and shall not be hired as outside contractors for programming.

Programs that involve the sale of goods or services are prohibited, except for authors, artists, and musicians, who shall be permitted to sell copies of their works or provide a price list of works for sale. A professional expert may present a program, but the information presented should not be promotional or for the solicitation of business. No individual or organization is permitted to use a library program to advertise or recruit members or customers. Programs are not to be used for religious or partisan purposes.

The library reserves the right to not schedule a program and/or cancel a scheduled program.

Programming Guidelines

Library staff should use the following criteria in making decisions about program topics, speakers, and accompanying resources:

- Relevance of the topic to community interests and issues

- Budget
- Availability of program space
- Presentation quality
- Accuracy and timeliness of program content
- Duplication of other community programming
- Presenter background/qualifications in content area
- Reviews or testimonials about the quality of the presenter
- Historical or educational significance of the program
- Strategic Plan alignment
- Relation to library collections, resources, and exhibits
- Connection to other community programs, exhibits, or events

Scheduling

Typically, programs end at least 15 minutes prior to library closing time, though BDL may schedule some programs after normal hours of operation at the discretion of the Branch Manager. If a BDL program requires the use of library meeting space already reserved by another group, the library program takes precedence. If such a scheduling conflict occurs, the library will inform the reservation holder at the earliest opportunity and attempt to reschedule to the satisfaction of all parties.

Promotion

BDL, at its discretion, shall publicize the program with in-house designed posters, flyers, press releases, and electronic media. It is the responsibility of the presenter to provide all necessary information and graphics in a timely fashion. BDL reserves the right to revise/redesign material supplied by the presenter to conform to BDL standards. The BDL marketing team will approve any additional marketing materials that are displayed in the library.

Behavior

All program and event participants must comply with the library's Code of Conduct Policy.

Photography

Per the library's Privacy Policy, the library may make photo or video recordings at programming events. Individuals wanting to be excluded from photography should inform library staff.

Suggestions for Future Programs

Suggestions are welcome and often provide valuable information about community interests. All suggestions are assessed with the same guidelines above in mind as with any other programs under consideration.

Feedback

Feedback from guests is very important to the library. BDL staff will make available surveys and/or comment cards to collect feedback about our programs. Surveys may be completed on paper or through the library's web site.

If there are concerns about a library program, guests should first address the concern with library staff. Guests who wish to continue their request for review of library programs may submit the Reconsideration Request form, which can be requested at any public service desk or found on the library's web site.

Submitted reconsideration request forms will be reviewed by the Library Director, along with relevant library staff. The Library Director will respond in writing within sixty calendar days describing the action the library will take regarding the challenge. This Programming Policy will act as the basis for the response. If unsatisfied, patrons may appeal the reconsideration request to the BDL Board of Trustees.