



## PROGRAMMING POLICY

### **POLICY STATEMENT:**

The Rock Island Public Library offers programs to help further the library's mission while also meeting the educational, informational, cultural, and recreational needs of the residents of Rock Island and the surrounding community. The library may partner or co-sponsor programs with other agencies, organizations, and businesses, provided that the programs are compatible with the library's mission and vision. Appropriate partnerships and sponsorships will be sought to help further our programming efforts.

### **PROCEDURES:**

Supervisors will designate staff to plan, implement, and evaluate library programs.

Once a program is scheduled:

1. A programming form should be filled out and submitted to the PR staff in a timely manner.
2. The PR staff will be responsible for finding the right media outlets, and other appropriate places for distribution.
3. Performers/presenters will be asked to sign the *Digital Recording & Posting Agreement* to either approve or deny the library rights to livestream and share recordings of the program, if applicable.

Once a program has ended:

1. Evaluations will be handed out at select programs. If a person is unable to complete an evaluation due to age, have a parent/guardian fill it out. If a person is unwilling/unable to fill out an evaluation, offer to ask them the questions and fill it out for them.
2. Printed evaluations received at the program should be entered by programming staff, or designee. When feasible, encourage attendees to use the QR code to take the survey online.
3. Programmers will enter attendee counts in the attendance field of the calendar software and on the program statistics form.

### **REGULATIONS:**

All in-house and offsite programs should be scheduled at least 2 months in advance, preferably 4-6 months in advance. Last-minute program planning should be done sparingly and with department head approval.

Criteria that library staff will use throughout program planning:

- Relation to library's strategic plan, mission, and service goals
- Community needs and interests
- Availability of program space
- Presentation quality and treatment of content for intended audience
- Presenter background and qualifications in content area
- Budget and staffing considerations
- Historical or educational significance

- Representation of diverse cultural backgrounds, opinions, and viewpoints
- Appeal to a range of ages, interests, and information needs
- Connection to other community programs, exhibitions, or events

Definitions:

**Partner:** An institution, organization, business, or individual that collaborates with the Library to provide programs and/or services to the public in ways that are mutually beneficial to, and in support of, the missions of both the Library and the partner, without the exchange of money.

**Partnerships:** Institutions, organizations, businesses, or individuals working together in an effort to accomplish a common goal with a shared sense of purpose and responsibility for the outcome.

**Sponsor:** An institution, organization, business, or individual who financially contributes to the Library in support of a collection, service, or program.

**Sponsorship:** A mutually beneficial exchange, whereby the sponsor receives a benefit of reciprocal value in return for providing cash or gifts to the Library. Sponsorships do not imply Library endorsement of the sponsor's product or service.

Per 410 ILCS 625/3.1, potlucks consisting of homemade food are not allowed on public property at a public program. Food and drink are allowed if prepared by a commercial kitchen, such as bringing in pizza, subs, etc.

**GUIDELINES:**

Programming Resources:

- The library draws upon, and partners with, other community agencies, organizations, educational and cultural institutions, or individuals, to develop and present programs.
- Professional performers and presenters with specialized expertise may be hired.
- Performers and presenters will not be excluded from consideration based on any protected group status as defined by applicable federal, state, or local laws and regulations.
- Library staff that present programs at the Rock Island Public Library will do so as part of their regular job.

Community Collaboration:

- Library sponsored programs may be held at the library or offsite.
- The library will co-sponsor with other agencies, organizations, and businesses those programs that are compatible with the library's goals.
- Co-sponsorship and collaboration decisions are made on the basis of mutual needs and equitable benefits between the library and potential partners.
- External organizations or individuals partnering with the library on programs must coordinate marketing efforts with the library.
- The Library will improve and expand community and corporate partnerships as a means of enhancing collections, services, and programs, by communicating and interacting with local businesses and non-profit organizations to develop positive, lasting relationships.

- The Library will pursue mutually beneficial interactions with the community outside the Library facility in order to better communicate services, programs, and resources for a variety of audiences.
- The Library will inform the public of key decisions, services, and programs in a timely manner through print publications, local media, and the electronic media.
- The Library will assess the needs and expectations of the community by seeking and considering public input, and by consulting openly and actively with Rock Island residents through a variety of mechanisms including, but not limited to, comment cards and community satisfaction surveys.

Outside Organizations:

If it is determined that the program is not a partnership or sponsorship with the library, the outside organization may reserve a meeting space at the library. All policies and procedures for this instance will fall under the “Meeting Room Policy,” and may be subject to room rental fees.

Online Best Practices:

- Determine which partner will host the event, if applicable.
- The hosting partner will be responsible for taking reservations, providing a link to the event, and ensuring that the event is livestreamed or recorded and shared on social media, if applicable.
- A link will be emailed to all registrants.
- Keep copyright as a consideration when sharing events online.

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BOARD APPROVED: 5/21/2013

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