Policy Type:	**Operational**	Policy Approval: 2014-10-25
Policy Title:	**Programming Policy**	Policy Revision: 2021-04-13
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The purpose of this policy is to provide a broad range of programs to meet the needs of people of all ages in the community of Clarence-Rockland for information, educational and recreational opportunities and for personal growth and development.

1.   Programming is an integral part of the many services provided for the community by the Library. Programs:

   a.   raise the Library's profile in the community and have a positive impact on Library use;
   b.   complement other Library services by providing an opportunity to highlight collections, promote services and share knowledge and expertise; and
   c.   allow the Library to forge partnerships with a wide variety of groups and individuals and attract both regular and new users of all ages and backgrounds.

2.   Programs are defined as any group activity offered to the public that staff coordinate, plan and/or present.

3.   Library programs benefit the community by:

   a.   being responsive to current interests;
   b.   serving as a forum for idea sharing, information gathering and education;
   c.   promoting cultural awareness;
   d.   developing information literacy;
   e.   offering training and assistance with new technologies;
   f.   fostering a love of reading and learning;
   g.   providing early literacy experiences to young children;
   h.   providing a safe, welcoming environment for meeting with others; and
   i.   promoting community awareness/development.

4.   Program Selection Criteria: The following criteria are considered when selecting programs for the Clarence-Rockland Public Library, although a program need not meet all criteria to be acceptable:

a. provide opportunity to broaden horizons, stimulate imagination and reflection, and augment experiences;
b. meet the needs and interests of the community;
c. meets popular demand, both existing and anticipated;
d. balance special group interests with general demand;
e. do not promote a specific commercial enterprise; and
f. stay within operational and budgetary limitations.

5. Program requirements:

a. Programs must be offered and scheduled at times that balance the resources of the Library with the needs of the community and that meet the Library's program goals;
b. Pre-school story times, general orientation tours, literacy programs such as reading circles, adult book clubs and summer reading clubs will be considered core services and therefore will be free of charge;
c. Programs will be available on a first-come, first-served basis;
d. Library staff shall reserve the right to limit attendance due to space considerations or the requirements of the program presenter; and
e. All efforts must be made to offer programs in both official languages. Exceptions can be made when a specialty presenter is unilingual.

6. The Library may:

a. offer programs for children, young adults, adults, seniors and families;
b. participate in cooperative programs with other agencies, organizations, institutions or individuals;
c. allow presenters to display products or books for purchase; and
d. promote programs in a variety of ways, including but not limited to:
   1) Library website;
   2) social media;
   3) local media;
   4) presentations to community organizations; and
   5) various newsletters.

7. Statistics:

a. Attendance will be tracked for all programs;
b. For statistical purposes, attendance is defined as number of persons physically present at a program and does not include registration numbers or drawing entries.

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