



Lancaster Public Library Public Relations Policy

In recognition of the Lancaster Library's responsibility to maintain continuing communication with present and potential users of the Lancaster Library's services and resources, so as to assure effective and maximum usage by all citizens, the Board of Trustees of the Lancaster Library adopts the following resolution as a matter of policy.

The objectives of the Lancaster Library's public relations program are:

- 1) To promote community awareness of library service.
- 2) To stimulate public interest in and usage of the Lancaster Library.
- 3) To develop public understanding and support of the Lancaster Library and its role in the community.

The following means may be used to accomplish the foregoing objectives:

- 1) An annual plan of specific goals and objectives shall be developed, sufficient funds shall be allocated to carry out the program, and the program shall be evaluated periodically.
- 2) Personal and informational group contacts shall be maintained with government officials, opinion leaders, service clubs, civic associations and other community organizations by library staff and Board members.
- 3) Local media and the Lancaster Library web page of the B&ECPL web site and other social media shall be utilized to keep the public aware of and informed about the Lancaster Library's resources and services.
- 4) Newsletters, brochures, and other promotional materials shall be produced and distributed through effective methods of reaching the public.
- 5) The Lancaster Library may sponsor programs, classes, exhibits, and other library-centered activities and shall cooperate with other groups in organizing these to fulfill the community's needs for educational, cultural, informational, or recreational opportunities.
- 6) The Library Director or a designated qualified staff member shall have the responsibility for coordinating the Lancaster Library's public relations and public information activities.

Adopted: May, 1990

Reaffirmed: November, 1994

Amended: May 17, 2000

Amended: December 16, 2010

Reaffirmed: November 13, 2019