

## Programming at Carroll County Public Library

Programming supports the Carroll County Public Library (CCPL) mission to inspire, educate, and empower our community by offering opportunities for exploration, lifelong education, community engagement, and access to technology. Programming is an integral component of library service.

Responsibility for programming at CCPL rests with the Executive Director, who administers under the authority of the Library Board of Trustees. The Executive Director, in turn, delegates the authority for program management to the Programming & Outreach Services Manager and other staff as needed.

Library staff use the following criteria in planning library-sponsored programs:

- Alignment with current library strategic plan and mission
- Promotion of library collections and resources
- Timeliness and relevance of topic to community needs and interests
- Availability of funding
- Availability of programming space
- Promotional opportunities and publicity resource constraints
- Presenter background/qualification in content area
- Treatment of content for the intended audience
- Connection to other community activities

Programs may be held at any library facility or off site.

Registration for programs may be required for planning purposes or when space is limited.

Some programs will require a fee for attendance.

Professional performers and guest presenters that reflect specialized or unique expertise may be selected for library programs.

CCPL may draw upon other community resources to develop co-sponsored programs. Partners may include community agencies, organizations, businesses, educational and cultural institutions and individuals.

The library may publicize programs under its sponsorship. In the case of cooperative publicity for co-sponsored programs, the Communications Department must approve final copy before the inclusion of the library's name or logo.

Library sponsorship of a program does not constitute an endorsement of the content of the program or the views expressed by presenters and participants.

Books, musical recordings, and other items may be sold at programs with prior approval by the Library.

Professional performers and guest presenters **may not**:

- Promote or solicit for their business, group, or organization during their presentation. Business cards and/or brochures may be placed on a table in the room for audience pick up.
- Collect contact information, including, names, addresses, phone numbers, email addresses of audience members, without audience knowledge and approval.

Outside organizations may book a library meeting room based on established meeting room policy and regulations. In this case, the organization, business, or individual is responsible for booking the meeting room and doing their own publicity. See the Meeting Room Policy and Procedures <https://library.carr.org/about/policies.asp#meeting> and the Policy for Community Postings <https://library.carr.org/about/docs/CommunityPostingsPolicy.pdf>.

Adopted May 24, 2017