



Policy Manual

PUBLIC

P18: Public Relations

General

To ensure the public is informed about the Library's mission and receives consistent and accurate information about library policies, procedures, programs, and services to foster a positive public image and maximize effective use, community satisfaction, and support.

Objectives

1. To promote awareness and understanding of the Library and its role and activities in the community.
2. To stimulate interest and facilitate use of the Library.
3. To encourage community participation in planning Library resources and services.
4. To build advocacy for the Library's needs and the activities of the Friends of the Novi Public Library organization.

Process

1. Specify goals and activities to be developed annually and evaluated periodically.
2. Maintain relationship and communication with government officials, library community, and local organizations by Library leadership, staff, and board members.
3. Utilize local media to keep public aware and informed about the Library's resources and services.
4. Create and distribute a variety of electronic and print communications to share library information within the community.
5. Sponsor programs and other library-centered activities and cooperate with other libraries and organizations to support the educational, cultural, informational, and recreational needs of the community.

6. The Library Director or designated staff member will have responsibility for coordinating the public relations and communication activities, including acting as the media contact for the Library.
7. Funds will be allocated annually for public relations and a regular report of public relations activities will be shared with the Library Board.

Approved: November 28, 2012; Amended: June 22, 2017

Signed:

A handwritten signature in black ink, reading "Craig Messerknecht". The signature is written in a cursive style with a large initial 'C' and a long horizontal stroke at the end.

Craig Messerknecht
President
Novi Public Library Board of Trustees