

Governance Policies and Procedures



Policy Name:	Advocacy Policy
Policy Number:	011
Policy Type:	Governance
Approval Date:	June 16, 2022
Date for Review:	Every 3 Years

INTRODUCTION:

CFLA-FCAB is the united voice of Canada's library associations. CFLA-FCAB comments on local, provincial, and territorial matters in collaboration with member associations, and where the CFLA-FCAB Board agrees that a national voice is welcome and valuable. The purpose of the CFLA-FCAB is to influence public policy, advance library excellence, and raise the visibility of libraries in Canada. As such, CFLA-FCAB engages in regular advocacy activity on issues that are of concern to Canadian libraries and library workers.

DEFINITION:

Advocacy is a planned, deliberate, sustained and evaluated effort to raise awareness of an issue or issues. It is an ongoing process whereby support and understanding are built incrementally over an extended period, in order to influence a desired outcome or effect a desired change.

PRINCIPLES:

- Rooted in the Association's vision, mission, and values.
- Developed in a manner that promotes accountability through implementation plans that are strategic, focused, targeted, and measurable.
- Based on evidence supporting the importance and need for library services.

PURPOSE:

To provide guidance on the process and scope for advocacy activities. CFLA-FCAB advocates on behalf of the interests of Canadian library associations, and library workers. CFLA-FCAB advocacy efforts should contribute to these library associations' ability to represent their members and address issues that matter to them. This policy's aim is to enhance Canadian library associations' work with relationship building, assisting in the support of advancing legislation, policies, and funding to meet the evolving needs of Library services organizations in Canada.

The advocacy efforts undertaken by CFLA-FCAB are aimed to further the goals of our member associations and the evolving values of librarianship in Canada. CFLA-FCAB acknowledges that

not all individual library workers will agree with the statements or stances that CFLA-FCAB takes. CFLA-FCAB encourages dialogue around these issues in a mutually respectful manner.

POLICY:

CFLA-FCAB focuses its advocacy efforts at the provincial, territorial, and national level consistent with Board-approved policies and position statements. This activity is undertaken by:

- Engaging in advocacy activities with the federal government and its representatives;
- Engaging in advocacy and liaison work with provincial and territorial library association;
- Engaging in dialogue and developing policies and statements on library issues that are national in scope or may have national impact;
- Developing tools and programs to support member associations in their advocacy efforts, and;
- Engaging in international dialogue and consultations on matters important to Canadian libraries.

CFLA-FCAB may be called upon to respond to issues arising at a local, provincial or territorial level. This can include advocacy on regulatory or legislative processes or on matters of interest to libraries. CFLA-FCAB may pursue such advocacy efforts after considering the following factors:

- A member association has approached CFLA-FCAB to assist in advocacy efforts on the issue;
- The issue at hand has, or may have, an effect on multiple library sectors and/or libraries nationwide;
- The issue is in line with CFLA-FCAB's strategic initiatives, principles, policies and position statements;
- The issue at hand has garnered a large amount of public attention, and the Board has agreed to comment on the issue.

FUNDRAISING IN ADVOCACY:

In the event that a strategic committee or board project will require fundraising, part of the project proposal/plan will outline how the fundraising will occur, the financial checks and balances, how funds raised will be used (including what will occur if more funds than needed is raised) and how the fundraising will be communicated. This all will require board approval and should be approved before any public announcements are made.

RELATED DOCUMENTS:

P002-Meeting Policy

By-law No. 1; Section 45. Votes to Govern at Meetings of the Board of Directors.