



POLICY PURPOSE

The North Perth Public Library (NPPL) provides outreach to connect with the North Perth community, increase awareness of library collections and services, respond to community needs, and build relationships through partnerships and collaboration. Outreach supports the Library’s mission of “Connecting Community...” and its strategic priorities.

This policy guides the selection, planning, delivery, and evaluation of outreach activities undertaken by NPPL staff, volunteers, and community partners.

This policy applies to outreach undertaken by NPPL within the Municipality of North Perth. Outreach elsewhere in Perth County and beyond may be undertaken in coordination with the Chief Executive Officer (CEO), the Perth County Information Network (PCIN), and other appropriate partners.

KEY POINTS

1. Guides the planning and delivery of NPPL outreach to ensure opportunities align with community needs, the Library’s mission, and strategic priorities.
2. Establishes community needs assessment as the foundation for outreach planning, helping NPPL identify priority audiences, locations, partnerships, and opportunities.
3. Supports partnerships and community connections, prioritizing outreach that strengthens relationships and reaches people who may not otherwise access Library services.

4. Ensures outreach is accessible, inclusive, safe, and respectful, with consideration for accessibility, privacy, cultural awareness, staff and volunteer safety, and operational capacity.

DEFINITIONS

Outreach: Library service, programming, promotion, advocacy, or community engagement delivered outside NPPL facilities, including activities delivered in partnership with another organization.

Program: Any group activity offered to the public that Library staff coordinate, plan, and/or present, consistent with *OP-11 Programming*.

Programming Outreach: Outreach that includes one or more planned activities in addition to information about Library service.

Service Outreach: Outreach primarily focused on providing information, promotion, referrals, demonstrations, card registrations, and/or other Library services.

POLICY DETAILS

This policy applies to outreach undertaken by NPPL within the Municipality of North Perth. Outreach elsewhere in Perth County and beyond may be undertaken in coordination with the Chief Executive Officer (CEO), the Perth County Information Network (PCIN), and other appropriate partners.

Outreach may include, but is not limited to:

1. off-site Library programs and presentations;
2. visits or services delivered with schools, daycares, retirement or long-term care homes, community organizations, and other partners;
3. participation in community events, fairs, markets, celebrations, and municipal initiatives;

4. community engagement, advocacy, media, and promotional opportunities; and
5. targeted initiatives intended to increase awareness of Library collections, programs, services, and/or strategic priorities.

GUIDING PRINCIPLES

Outreach opportunities will be considered in relation to:

1. the NPPL Strategic Plan and the Library's mission and values;
2. the interests and needs of the North Perth community;
3. equity, diversity, inclusion, accessibility, cultural awareness, and reconciliation;
4. opportunities to promote literacy, information, Library collections, and/or Library services;
5. opportunities to strengthen existing partnerships or develop new community relationships;
6. staffing, budget, safety, accessibility, and operational capacity; and
7. the programming parameters established in *OP-11 Programming*, where applicable.

Outreach may include, but is not limited to:

1. off-site Library programs and presentations;
2. visits or service delivered with schools, daycares, retirement or long-term care homes, community organizations, and other partners;
3. participation in community events, fairs, markets, celebrations, and municipal initiatives;
4. community engagement, advocacy, media, and promotional opportunities; and
5. Targeted initiatives intended to increase awareness of Library collections, programs, services, and/or strategic priorities.

Library participation in an outreach event does not constitute endorsement of the views, activities, products, or services of an event organizer, presenter, participant, or partner.

COMMUNITY NEEDS ASSESSEMENT

NPPL will use community information and feedback to identify outreach priorities and underserved or under-represented audiences. Community needs assessment may include community asset mapping, demographic information, program and outreach statistics, surveys, patron feedback, staff observations, and consultation with community organizations and partners.

The Coordinator of Community Connections (CCC) maintains the Library's community needs assessment and uses it to inform outreach planning and evaluation.

PARTNERSHIP AND COLLABORATION

NPPL will participate in cooperative outreach with community agencies, organizations, institutions, government partners, businesses, and individuals where the opportunity supports Library goals and community needs.

Priority may be given to outreach that strengthens an existing partnership, reaches people who may not otherwise access Library services, addresses an identified community need, or supports a PCIN or municipal initiative.

The CCC will review outreach partnerships and opportunities regularly using community needs information, participation data, staff feedback, and available resources.

ACCESSIBILITY, DIVERSITY, AND CULTURAL AWARENESS

Outreach will be planned and delivered in accordance with *OP-09 Accessibility in the Library*, *FN-04 Respect and Acknowledgement*, *FN-05 Diversity and Inclusion*, and applicable legislation.

Reasonable efforts will be made to:

1. identify and remove barriers to participation;
2. provide information in accessible or alternative formats upon request;
3. communicate with participants in manner that supports access to Library services;
4. consider physical access, sensory needs, seating, pathways, noise, and other features of the outreach environment; and
5. provide or facilitate reasonable accommodations in consultation with participants and event partners.

Staff will approach outreach with cultural awareness and respect. When appropriate, NPPL will consult with communities and community organizations when developing outreach intended for or about those communities.

COMMUNICATION AND MARKETING

Outreach will be communicated in a timely manner using appropriate Library communication channels. Where public promotion is appropriate, information may include the date, time, location, accessibility information, registration requirements, and the Library's role in the event.

Communication and marketing will be coordinated with the Coordinator of Digital Initiatives (CDI) and will follow applicable NPPL communication, accessibility, privacy, and branding practices.

VOLUNTEER ENGAGEMENT

Volunteers may support outreach when appropriate. Volunteer recruitment, assignment, scheduling, training, supervision, records, and corrective action will be managed in accordance with *HR-02 Volunteer Policy*.

PRIVACY, CONFIDENTIALITY, AND LEGAL OBLIGATIONS

The collection, use, disclosure, retention, storage, and disposal of personal information during outreach must comply with *OP-04 Protection of Patron Privacy* and the *Municipal Freedom of Information and Protection of Privacy Act* (MFIPPA).

Before conducting outreach with the mobile service point, the CCC, CEO, and/or MBE must ensure that they meet the requirements to be able to comply with local regulations, laws, standards, and best practices. This includes, but is not limited to securing:

1. permits,
2. safety,
3. insurance, and
4. permission from legal authorities (i.e., bylaw, police, etc.).

HEALTH, SAFETY, AND EMERGENCY RESPONSE

Outreach activities are workplaces for the purpose of staff and volunteer health and safety. NPPL will follow *HR-03 Health and Safety*, the Municipality of North Perth's adopted health and safety policies and procedures, applicable occupational health and safety legislation, and event- or site-specific requirements.

Before outreach, staff will consider reasonably foreseeable hazards associated with the location and activity, including weather, temperature and humidity, air quality, severe weather, traffic, site access, lifting or equipment, first aid access, and emergency evacuation or shelter.

Outdoor outreach may be modified, relocated, postponed, or cancelled when conditions create an unreasonable risk to staff, volunteers, or participants. Decisions will consider official weather alerts and public health guidance, the nature and duration of the activity, available to shade or shelter, access to drinking water and washrooms, physical exertion, and the needs of participating staff and volunteers.

Staff and volunteers will not be required to continue an outreach activity where they reasonably believe conditions are unsafe. Emergencies will be managed according to applicable NPPL, municipal, venue, and emergency-service procedures.

Required safety supplies will be determined according to the activity and identified hazards. Depending on the outreach, these may include drinking water, sun protection, weather-appropriate clothing, seating or shade, a first aid kit, communication equipment, and other site-appropriate emergency supplies.

RELATED DOCUMENTS

- FN-04 Respect and Acknowledgment
- FN-05 Diversity and Inclusion
- HR-02 Volunteer Policy
- HR-03 Health and Safety
- OP-04 Protection of Patron Privacy
- OP-09 Accessibility in the Library
- OP-11 Programming
- OP-12 Children and Youth Services
- North Perth Public Library Strategic Plan
- Municipality of North Perth Strategic Plan
- Perth County Information Network Strategic Plan
- Municipal Freedom of Information and Protection of Patron Privacy Act, R.S.O. 1990
- Accessibility for Ontarians with Disabilities Act, 2005
- Occupational Health and Safety Act, R.S.O. 1990

SCOPE AND APPROVAL

This policy applies to the NPPL Board, staff, third parties, patrons, and volunteers, as applicable.

Approved by the Library Board:

Reviewed:

Revised: September 2026