



Programming Policy

Knowledge. Connection. Community

The mission of the Natchitoches Parish Library is to assist patrons of all ages by providing exemplary customer service through a competent and friendly staff in order to meet the informational, recreational and educational needs of our patrons through a current and useable collection of information in various formats and presentations.

The library promotes its mission of knowledge, connection, and community by developing and presenting educational and entertaining library-sponsored programs for patrons.

Programs are planned for people of all ages – from preschool story times, special activities for school-age children and teens, to enriching programs for adults and the elderly.

The library's programs serve several functions. Programs complement other library services by providing an opportunity to highlight collections, promote services, and share knowledge and expertise. Programs are a strong mechanism for outreach and promotion which allow the library to initiate partnerships with a wide variety of groups and individuals in order to attract community members of all ages and backgrounds. Programs raise the library's profile in the community and have a positive impact on library use overall.

Library programs benefit the community by:

- being responsive to current interests;
- serving as a forum for idea sharing, information gathering, and education;
- developing information literacy;
- offering training and assistance with new technologies;
- fostering a love of reading and learning;
- providing early literacy experiences to young children;

- providing a safe, welcoming environment for meeting with others;
- community awareness/development.

GUIDELINES FOR THE SELECTION AND PRESENTATION OF PROGRAMS

Library staff devote many hours to developing programs and to making the public aware of library activities. Library staff who present programs do so as part of their regular job duties and are not hired as outside contractors for programming. No library programs, whether presented by library staff or outside performers and presenters shall be used for commercial, religious, or partisan purposes or the solicitation of business.

Listed below are guidelines which staff members should consider when planning and presenting programs for any age group.

1. All programs are intended to further the mission of the library by meeting the educational, recreational, and/or civic needs of the community.
2. The subject of each program should reflect an interest of people in the community.
3. The level of the presentation should be suitable to the anticipated audience.
4. Whenever possible, programs shall make use of the skills and talents of individuals and organizations from the community and region.
 1. Guest speakers/presenters shall be carefully selected by library staff for their knowledge of the subject and their ability to convey information to those in attendance.
5. All programs shall be open to the public and offered free of charge. Under special circumstances, at the discretion of the Director, the following will be permissible at library-initiated programs or on property governed by library policy:
 1. Fundraising to benefit the library, sponsored by the Friends of the Natchitoches Parish Library.
 2. The sale of books or other items by authors or performers as part of an approved library program. Presenters are encouraged to donate a copy of their work to the library for inclusion in the library's collection.
6. All programs shall be monitored by one or more full-time designated library staff. Designated staff members shall be responsible for setting up and cleaning up the meeting space and ensuring that the program proceeds in an orderly fashion.
7. Designated staff shall keep a count of the number of people who attend each program and, if applicable, inform the appropriate Programmer of that count.

Due to space limitations or the nature of the program, attendance may be limited. Registration may be required for planning purposes or when space is limited. When limits must be established, attendance will be determined on a first come, first served basis, either with advanced registration or at the door. In some cases, the nature and success of a program may require a limited attendance based on age. For example, programs intended for children and teens that are geared to their interests or developmental needs.

In developing and delivering programs, library staff utilize staff expertise, collections, equipment, and facilities. The following criteria are used in making decisions about program topics, speakers, and accompanying resources:

- Expressed community needs and interests,
- Budget and cost of program,
- Space required for program,
- Historical or educational significance,
- Connection to other community programs, exhibitions, or events,
- Presenter background/qualifications in content area,
- Presenter qualifications/references as a program presenter,
- Relevance/appropriateness of program to library's mission and goals,
- Possible disruption of other library services or to other library patrons,
- Staff time.

Anyone interested in presenting a library program may submit a Library Program Application that will be reviewed according to the above criteria. Library sponsorship of a program does not constitute an endorsement of the content of the program or the views expressed by participants or program topics.

Unsolicited offers from individuals or organizations to present programs will be analyzed by the Director on a case-by-case basis in order to best uphold community standards.

SPONSORSHIP/COLLABORATION WITHIN THE PARISH

The Natchitoches Parish Library welcomes the support of institutions, businesses, nonprofit organizations, and community groups located within Natchitoches Parish to enhance or improve library activities, services, events, and programs through the establishment of sponsorships or collaborative partnerships. These relationships serve to pool resources and to advance the library's vision, mission, and strategic plan. Sponsorships or collaboration partnerships with institutions, businesses, nonprofit organizations, and community groups shall be library initiated.

The library will only enter into sponsorships or collaborative partnerships determined to be in the best interest of the library. Sponsorships and collaborative partnerships will be subject to the approval of the Director or his or her designee.

In particular, sponsorships or collaborative partnerships should further the library's goals in one or more of the following ways:

1. Increase library visibility in the community;
2. Support regular or special library activities, services, events, and programs;
3. Enhance or create ways to respond to identified community needs.

DEFINITIONS

Sponsor

A sponsor is an institution, business, nonprofit organization, community group, or individual who contributes funds, products, or services of a defined value to the library in support of an activity, service, event, or program.

Sponsorship

A sponsorship is a mutually beneficial exchange between the library and a sponsor, whereby the sponsor contributes funds, products, or services of a defined value to the library and in turn, receives recognition, acknowledgement, or other promotional considerations. Sponsorships do not imply library endorsement of the sponsor or its products or services.

A sponsorship differs from a philanthropic gift or donation in that a philanthropic gift or donation is a contribution of cash and/or products or services without expectation or requirement of a reciprocal benefit.

Collaborative Partner

A collaborative partner is an institution, business, nonprofit organization, or community group that collaborates with the library to provide and/or promote activities, services, events, and programs to the public in ways that are mutually beneficial and without the contribution of funds, products, or services of a defined value to the library.

Collaborative Partnership

A collaborative partnership is a relationship between the library and an institution, business, nonprofit organization, or community group that involves working together in an effort to provide and/or promote activities, services, events, and programs to the public in ways that are mutually beneficial and without the partner's contribution of money or products or services of a defined value.

The following criteria are used in making decisions about sponsorships and collaborative partnerships:

- Expressed community needs and interests;
- Budget and cost of sponsorship;
- Space required for sponsorship/collaboration;
- Historical or educational significance involvement;
- Connection to other community programs, exhibitions, or events;
- Community standards;
- Relevance/appropriateness to library's mission and goals;
- Staff time.

Natchitoches Parish Library Programming Application

Name: _____ Telephone: _____

Address: _____

Email: _____

Organization or Group Name: _____

Website: _____

Proposed Program Details

Program Title: _____

Program Description: _____

Length of program: _____ CHOOSE ONE: Single Program Series

What special equipment or supplies will you need? _____

What age group is your target audience?

- | | | |
|---|--|---|
| <input type="checkbox"/> Preschool (2-5 years) | <input type="checkbox"/> School-age (5-12 years) | <input type="checkbox"/> Teen (12-18 years) |
| <input type="checkbox"/> Young Adults (18-25) | <input type="checkbox"/> Adults | <input type="checkbox"/> Older Adults |
| <input type="checkbox"/> Other (Please explain) _____ | | |

What will attendees learn from your program? _____

What time of year should this program be offered? Why? _____

How will you promote this program? _____

What is the presenter's background? _____

Have you presented this program elsewhere? If yes, when and where? _____

Reference #1

Name: _____
Phone: _____
Email Address: _____

Reference #2

Name: _____
Phone: _____
Email Address: _____

Reference #3

Name: _____
Phone: _____
Email Address: _____

Please provide photos, press releases, press clippings, or other publicity related information with this application.