

	<p>Policy Title PUBLIC INFORMATION AND COMMUNITY AWARENESS</p>	<p>Policy Number 5.3</p>
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I. Purpose

- a. In recognition of the Camas Public Library’s responsibility to maintain continuing communication with present and potential users of the Library’s services and resources, so as to assure effective and maximum usage by all citizens, the Board of Trustees adopts the following resolution as a matter of policy.

II. Objectives

- a. To promote community awareness of Library services
- b. To stimulate public interest in and usage of the Library.
- c. To develop public understanding and support of the Library and its role in the community.

III. Means

- a. The following means may be used to accomplish the foregoing objectives:
 - i. An annual plan of specific goals and activities shall be developed and periodically reviewed.
 - ii. Training shall be made available to Library staff members to assure courteous, efficient, and friendly contact with Library patrons and the general public.
 - iii. Personal and informational group contacts shall be maintained with government officials, opinion leaders, service clubs, civic associations and other community organizations by Library staff and Board members.
 - iv. Local media shall be utilized to keep the public aware of the Library’s resources and services.
 - v. Promotional materials shall be produced and distributed.
 - vi. The Library may sponsor programs, classes, exhibits and other activities and shall cooperate with other groups in organizing these to fulfill the community’s needs for educational, cultural, information or recreational opportunities
 - vii. The Library Director shall have the responsibility for coordinating the Library’s public information and community awareness activities.

<p>Revised and approved by the Library Board of Trustees: June 6, 2019</p>
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