

## KENNEBUNK FREE LIBRARY PROGRAMMING POLICY

The Kennebunk Free Library supports its mission of inspiring and enabling our communities to discover, learn, and connect by providing a variety of programs that provide educational, recreational, and social opportunities to our communities.

Programming is an integral component of library service that:

- Expands the library's role as a community resource;
- Introduces community members to library and other community resources;
- Fosters lifelong learning, promotes cultural enrichment, and supports education; and
- Expands the visibility of the library.

Library programs are defined as programs initiated, planned, conducted, or co-sponsored by library staff, taking place in the library or off site. All programs are coordinated through the Youth Services (programs for children and teens) and Adult Services (programs for adults) departments, which will approve program selection and schedules, publicity efforts, funding, and evaluation.

### **Inclusivity**

All programs must be open to the public and offered free of charge, although at the discretion of the Library Director or designated representative, the following will be permissible at library-initiated programs:

- Fundraising to benefit the library, sponsored by the Friends of the Kennebunk Free Library or the Kennebunk Free Library Board of Trustees;
- The sale of books or CDs by authors or performers as part of an approved library program;
- A materials fee or request that patrons bring own materials.

Attempts will be made to accommodate all who want to attend a program. However, when safety or the success of a program requires it, attendance may be limited. When there are limits, attendance will be determined on a first come, first served basis, either through registration or at the program.

In some cases, the nature and success of a program may require the library to limit attendance to specific age groups. For example, craft programs with sharp tools may not be appropriate for children. Programs designed for specific audiences will be publicized as such.

### **Program Criteria**

In developing and delivering programs, the library staff utilizes staff expertise, collections, equipment, and facilities. The following criteria are considered in making decision about program topics, speakers, and accompanying resources:

- Relevance/appropriateness of program to library's mission and goals
- Representation of diverse cultural backgrounds, opinions, and viewpoints;
- Appeal to a range of ages, interests, and information needs;
- Equitable access and participation;
- Relation to Library collections, resources, exhibits, and programs;
- Expressed community needs and interests;
- Budget and staffing considerations;
- Availability of program space;

- Historical or educational significance;
- Connection to other community programs, exhibitions or events; and
- Presenter background/qualifications in content area.

### **Collaboration**

The library may create and offer programs by staff or partner with other community agencies, organizations, educational and cultural institutions, or individuals to develop and present co-sponsored public programs. Professional performers and presenters that reflect specialized or unique expertise may be hired for library programs. Anyone interested in presenting a library program may submit a library program application that will be reviewed according to the criteria below. Offers from individuals or organizations to present programs will be evaluated by the same standards used by library staff when planning programming. The library does not guarantee that a program proposal will be accepted.

Library programs must be non-commercial in nature. Although a professional expert may present a program, the information should always be generic in nature. Presenters may not promote or solicit particular existing or future products or services during presentations or during the presenter's time in the library. Programs may not be used for religious or partisan purposes. However, election information, such as candidates' forums that include invitations to all recognized candidates, may be offered. Materials asking for library visitors to sign a petition or letter are not permitted at library programs.

Registration information is accessible only to library staff. Presenters are not permitted to implement their own signups, or collect contact information from program attendees unless approved by the Library Director. Presenters may provide their contact information so that attendees can voluntarily contact them after the program has concluded.

Groups may not use the library's logo, website, or phone number in their publicity, nor may they indicate in publicity that the library is a partner or sponsor unless approved by library staff.

Library sponsorship of a program does not constitute an endorsement of the content of the program or the views expressed by the presenters or participants, nor is it responsible for the factual correctness of the content of a presentation. Program topics, speakers, and resources are not excluded from programs because of possible controversy. The Library adheres to the principles endorsed in the Library Bill of Rights.

### **Program Attendance**

The library reserves the right to use video or photographs taken of program participants for internal use, publication, use in library promotional outlets, and evaluation purposes. Participants may request that their image not be used by the library by speaking with library staff in charge of the program.

The responsibility for child attendance at Library programs rests with the parents or guardians.

### **Evaluation**

The Library welcomes and encourages expression of customer opinions about its programs, as this information can help identify gaps in offerings. The effectiveness of a library program will be based on attendance and/or audience satisfaction. Other evaluation criteria include attraction of new and diverse customers to the Library, the promotion of library goals, and addressing the needs of a specific target audience as reported on program evaluation forms.

**Request for Reconsideration**

If a patron questions a library program, they should first address the concern with a Library staff member. Customers who wish to continue their request for review of Library programs must submit a Request for Reconsideration form. Requests for review of programs will be considered in the same manner as requests for reconsideration of library materials as outlined in the Library's Collection Development Policy.