



# BCLA Public Library Communicators Interest Group Terms of Reference

*Approved by the BCLA Board: December 8, 2023*

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## **Mandate**

To share knowledge, strategies and connect on industry issues affecting communications and marketing within BC public libraries.

## **Responsibilities/Objectives**

- Develop a network of comms peers across libraries of different sizes and communities
- Meet and discuss topics and challenges about communications and marketing activities within BC public libraries
- Provide input, constructive feedback, support and advice to one another on initiatives, challenges, projects and opportunities
- Collaborate on provincial advocacy campaigns as needed
- Coordinate resource sharing

## **Deliverables**

- Establishment of a connected, engaged and active network of library communicators
- Broad collaboration on provincial advocacy campaigns or initiatives

## **Composition**

No BCLA membership is required to participate or attend events or meetings. At least one co-chair must be a member in good standing of BCLA.

## **Resources and Budget**

- BCLA supports this group with following resources: website presence, forum, and Zoom access.
- BCLA may partner with or support the group to offer professional development offerings.
- Professional development offerings may include a registration fee in order to cover the costs of the event.

## **Timelines and Tools**

Meetings will be called at the discretion of the co-chairs but will generally be:

- 1x/month virtually



- OPTIONAL: 1x/year in-person at BCLA Conference

### **Type of Group**

BCLA Interest Group:

- Purpose of an interest group is to allow members of the Association to correspond on a common interest in some aspect of library service
- Established by Board resolution, upon approval of terms of reference, with not less than 1 member of the Association in good standing
- Continuing group provided there is sufficient attendance/members and that the group follows the Association's bylaws and policies.

### **Term of Appointment**

Co-chairs terms of appointment align with the calendar year and last 2 years, with the possibility of renewal.

*Terms of Reference established December 2023.*