



LIBRARY SERVICES  
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## CITY OF MOUNTAIN VIEW LIBRARY PROGRAM POLICY

### POLICY:

Library programs are free and open to the public and are intended to promote and enhance the collections, services, and mission of the Mountain View Public Library to meet the educational, informational and recreational needs of the community. Our programs strive to strengthen our community by being inclusive and reflective of our cultural, racial, and social diversity. Selection of topics for programming is made by Library staff on the basis of interest and needs of Library users and the community and to support major Library initiatives and City Council goals.

Library staff may use, but are not limited to, the following criteria in program planning:

- Relation to City Council goals and Library mission and service goals
- Community needs and interest
- Equitable access and participation
- Historical or educational significance
- Connection to other community programs, exhibitions or events
- Relation to Library collections, resources, exhibits and programs
- Availability of program space
- Presentation quality and treatment of content for intended audience
- Presenter background/qualifications in content area
- Presenter has presentation experience in other public libraries
- Can provide 3 professional references from other public libraries
- Budget and staffing considerations

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 City/Library goals, and addressing the needs of a specific target audience as reported on program evaluation forms.

In addition, the Library draws upon other community resources in developing programs and actively partners 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.

Library programs must be non-commercial. Presenters may not promote or solicit particular existing or future products or services during presentations or during the presenter's time in the library. Library staff may require registration for space purposes, however presenters are not allowed to implement ~~require~~ their own signups or collect contact information from program attendees unless approved. Presenters may provide their contact information so that attendees can voluntarily contact them after the program has concluded. Librarians who present programs do so as part of their regular job and are not hired as outside contractors for programming.

At events sponsored by the Library, such as author talks and musical performances, pertinent items (i.e. books, musical recordings, etc.) may be sold by the presenter with prior approval from the Library.

Library sponsorship of a program does not constitute an endorsement of the content of the program or the views expressed by participants, and program topics, speakers and resources are not excluded from programs because of possible controversy.

Registration may be required for planning purposes or when space is limited. Programs may be held on site at any Library agency, or off site. Programs are not used for commercial, religious, or partisan purposes or the solicitation of business.

#### PROGRAM PROPOSALS FROM THE PUBLIC

Unsolicited offers from individuals or organizations to present programs will be evaluated by the same standards used by Library staff when planning Library programming. Library staff will review submitted proposals. However, the Library is not actively seeking proposals. Proposals will be reviewed by Library staff and accepted on a competitive basis according to the criteria set out in this policy. A limited number of proposals will be accepted.

Program proposals from the public are evaluated by staff according to the following criteria:

Program proposals must:

- Meet the City Council goals
- Support the needs and interests of the community
- Complement the Library's collections, services, and goals

- Foster lifelong learning, promote cultural enrichment and support education
- Expand the visibility of the Library
- Suit the Library's physical space
- Contribute to the Library's overall schedule of events
- Be free and open to the public
- Be submitted at least 6 months in advance of the intended presentation date
- ~~Be intended as a one-time class or event~~
- NOT contain commercial advertising or direct solicitation

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Programs will be accepted based on whether the proposed program is a good fit with the Library's mission and goals, existing Library programs, scheduling, and available resources. Most programs will be accepted as a one-time class or event only. The Library does not guarantee that a program proposal will be accepted.

#### PROPOSAL SUBMISSION PROCEDURE:

Presenters must:

- Submit a completed program proposal form along with presentation materials to be used for the program
- Provide 3 professional references from other public libraries
- Sign a Release of Liability and Indemnification Agreement for organizations or a Voluntary Assumption of Risk, Release of Liability, and Indemnification Agreement for individuals before Library staff approves a program proposal
- Provide evidence of liability insurance for applicable programs.

Adopted by the Library Board of Trustees: July 20, 2020

LIB/Program Policy