

COMMUNITY RELATIONS

The Red Deer Public Library is committed to the ongoing effort of communicating with its public. To this end, the Library supports a deliberate, carefully planned public relations program with goals to identify, analyze and meet customer needs and to promote library resources and services in a positive fashion.

Library PR shall include, but not be restricted to, activities such as programs for all ages; publication of a program guide; library tours; provision of bulletin board space for nonprofit groups; interagency cooperation with regards to program planning and delivery of information services; operation of a Homebound Readers' service; media advertising.

The Library Board recognizes that staff and trustee involvement with various community groups benefits the Library through improved communication and coordination of services. Therefore the director should ensure that membership is maintained by staff on library time in local organizations deemed appropriate. Examples of such organizations are:

Red Deer Community Services Network
Red Deer Further Education Council
Red Deer College Literacy Advisory Committee
Red Deer and District Allied Arts Council
Red Deer Free-Net

Staff who volunteer to serve in agencies not mentioned above may make arrangements with the Director (i) to make up their hours of work commitment, and (ii) to cover their absence(s) from work.