

Partnerships

This policy provides an overall framework for the Patrick Heath Public Library to manage existing and new partnerships. The goal is to ensure the library has strong community partnerships that are focused on advancing library, city, and community goals.

Reasons for Engaging in Partnerships

The library engages in partnerships to:

1. Extend and enhance library services and programs in a sustainable way
2. Increase awareness of library services and programs
3. Support the City of Boerne and broad-based community initiatives that advance Boerne's economic, social, and cultural richness
4. Enhance coordination and reduce overlap in efforts between agencies serving the greater Boerne community

Definition

A partnership is defined as a mutually beneficial collaboration between the library and an external organization(s). Partner contributions provide support for and/or promote activities, services, events, and programs to the public in ways that are mutually beneficial.

Criteria for Engaging in Partnerships

The following criteria govern how the library approaches partnerships and related activities. Not all criteria will apply in every case; however, they will be used to inform decision making. Priority will be given to organizations and initiatives that meet multiple criteria from the following list:

1. Aligns with our core organizational values
2. Shares common goals or objectives with the library
3. Is committed to collaborative and shared planning
4. Is committed to ongoing evaluation of progress and continuous improvement
5. Is committed to collective impact and long-term strategies
6. Is committed to looking for mutual benefit and a reciprocal approach to levels of commitment

Partnership Levels

There are three different levels of partnership. Generally, the approach will be to demonstrate success and establish trust on demonstration projects before engaging in long-term major commitments.

The level of oversight and reporting will be proportional to the level of commitment to the partnership.

While some flexibility in working with partners is understood and encouraged, we need to keep in mind that the levels have been developed to encourage mutually beneficial relationships with partners. The stronger the alignment and the greater the partner's commitment will mean greater commitment from the library.

Program/Event Partnerships

Program/event partners provide social, financial, and literacy services that we are proud to support. Other partners provide opportunities for art, history, cultural enrichment, and community-building, in the library. Each year we partner with a few select organizations and individuals to collaborate on special projects or present free programs or services to the public. Due to limited staff time and facility availability, we carefully choose partners that are an optimum fit with our mission and strategic plan.

- Library and Partner Commitments: At least annually a Memorandum of Understanding (MOU), which outlines the goals and commitments of both parties, will be completed. Examples of activities that could be included in an MOU are shared programs, joint promotion, and use of facility. The MOU will cover reporting accountability and a dispute escalation process that includes both parties.

Organizational Partnerships

An organizational partnership aligns with the library and community priorities; however, they also work collaboratively with the library to support library program offerings and/or otherwise contribute to community initiatives in which the library formally participates. These partners may be local groups, organizations, or service clubs. For organizational partners, there is a shared commitment from both parties to project planning, evaluation, and tracking.

- Library and Partner Commitments: At least annually a Memorandum of Understanding (MOU) that outlines the goals and commitments of both parties will be completed. Examples of activities that could be included in an MOU are shared

programs, joint promotion, collaboration on community initiatives and joint grant applications. Generally, the focus will be on joint in-kind contributions; however, financial support for library programs could also be included. The MOU will cover reporting accountability and a dispute escalation process that includes both parties.

- Existing examples of organizational partnerships include the Boerne Cemetery Foundation, the Boerne Independent School District (BISD), AARP Tax Aide Foundation, etc.
- Authorization: The library director is responsible for signing off on all organizational partnerships.

Strategic Partnerships

A strategic partnership is distinguished by its long-term duration and level of commitment between the library and the partner. Strategic partners involve either a long-term commitment in terms of space, service alignment, program development or financial commitment. Existing examples of strategic partnerships include the Friends of the Boerne Public Library. Requirements for strategic partners include:

- Library and Partner Commitments: At least annually an MOU, which outlines the goals and commitments of both parties, will be completed. Examples of activities that could be included in an MOU are shared programs, joint promotion, collaboration on community initiatives, financial commitments, and joint grant applications. The MOU will cover reporting accountability and a dispute escalation process that includes both parties.
- Authorization: The library director will approve strategic partnerships.

Last review or revision: September 8, 2022

Initially adopted: September 13, 2018

Addendum: MOU Program/Event Partnership

**Memorandum of Understanding
Program/Event Partnership**

This memorandum of understanding (MOU) is made between the Patrick Heath Public Library (PHPL) and _____ (Partner), in which both PHPL and Partner agree to the following in the development and execution of an event or program at the library which is co-sponsored by the library.

Program/Event Title:

Program/Event Date(s) and Times:

Partner Contact Information (phone and email):

The Partner is responsible for:

1. Ensuring that information relevant to the event, and provided to the library, is accurate for purposes of promotion and use of space.
2. Understanding how to operate library A/V equipment needed for program and, if necessary, will call to set an appointment for training one week in advance of the program.
3. Ensuring that arrival and setup of programming does not disrupt normal library operations and does not impede traffic flow.
4. Agreeing to adhere to all use of facilities policies and guidelines, which are available for review at www.boernelibrary.org.
5. Assisting with marketing of programs as needed (see below for details on PHPL programming marketing initiatives).
6. All setup and breakdown of tables, chairs, and A/V equipment, unless staff has agreed to manage this component of the program as part of the partnership. Partners cannot leave material onsite for a program for longer than 2-4 hours leading up to program; items left at an evening program MUST be picked up no later than 10 a.m. the following day.
7. Providing any beverage or food service if desired for program unless staff has agreed to manage this component as part of the partnership.

PHPL is responsible for:

1. Scheduling the appropriate room for the program. PHPL reserves the right to change rooms within the library to best accommodate the needs of all program requests based on attendance, topic, etc.
2. Confirming program arrangements with the Partner.
3. An appropriate level of publicity for the program, which could include:
 - a. Mention in library newsletters
 - b. Entry on the library's web calendar of events
 - c. Posters and flyers in the library
 - d. Mention in library column
 - e. 1-2 social media posts ahead of event
 - f. Partners making use of marketing through their own networks. Due to limited budget, the library is not able to coordinate a great deal of outside marketing.
4. Making time to ensure that the Partner understands A/V setup and can manage appropriate technology for the program, as needed.

_____ PHPL will provide onsite technical support/assistance with setup and breakdown of program (Y/N)

_____ PHPL will provide refreshments as agreed upon between partner and PHPL (Y/N)

PHPL staff signature

_____ Partner needs technical A/V setup and does not need an advance appointment to learn how to operate projector, laptop, etc. (Y/N)

_____ Partner needs to learn how to operate technology and agrees to call at least one week in advance to schedule an appointment (Y/N)

Partner signature