



McKinney Public Library System Events, Programs, and Displays Policy

Purpose of Policy

The Events, Programs and Display Policy defines the criteria used to develop all library programs, events and displays for the McKinney Public Library System.

Since the library is not able to provide programs, events, and displays (referenced collectively in this document as programming) on every topic for all age groups, it must establish guidelines that explain which of these are eligible for inclusion and why. This policy presents the guidelines followed by the McKinney Public Library System and explains the criteria staff use to include or exclude programming from the calendar. It establishes limits and priorities on programming parameters and assists in budgeting decisions. The policy informs library users on how they can make recommendations about programming, educates staff and library users about challenges to specific programming, and provides guidelines for accepting, declining, and evaluating programming proposals from library staff and the public at large.

This policy was developed by the professional staff and reviewed by the Library Advisory Board, Director, and library staff.

Vision Statement

We build relationships and impact lives through discovery, learning, and fun.

Mission Statement

We serve our community by providing access to materials and experiences that educate, inform, and entertain.

Description of Community

The McKinney Public Library System serves a population of over 210,000 people. There are multiple independent school districts, charter schools, private schools, and Collin Community College campuses that serve the formal education needs of the community. There are two distinct branches offering library services in McKinney: Roy and Helen Hall Memorial Library and the John and Judy Gay Library.

The McKinney community is more educated and more affluent than the national average, as described <https://www.mckinneytexas.org/294/Demographics-Census-Reports>

With full awareness of the historically rapid growth, as well as the pluralistic and cosmopolitan nature of its community, the Library strives to provide programming that reflects the needs of all citizens of differing viewpoints, income levels, and educational levels. The Library has the obligation to provide the best service possible to its users, and to provide programming to serve and interest those in the community who are not yet library users. To do this, the Library must study its community on an ongoing basis to discern present needs that are unmet and to anticipate future trends.

Statement of Intellectual Freedom and Censorship

The Library takes no side on public issues and does not attempt to promote any beliefs or points of view through its programming. The library does not endorse the opinions expressed by outside presenters or groups. The Library recognizes its responsibility to provide programming representing different sides of controversial issues.

The Library provides programming for a variety of target audiences and reserves the right to restrict participation in library programming to members of that target audience. *(For example, the library reserves the right to refuse an adult access to programming designed and intended for 12 year olds, or to refuse admission of a 12 year old for a program aimed at educating new mothers on breastfeeding.)*

Adult individuals are the best and final arbiters of what is appropriate for themselves. The responsibility for determining the appropriateness of any programming for minors belongs solely with their parent/guardian.

Frequency of Policy Review

This policy will be updated as needed and reviewed completely every 3 years.

Organization of Programming

Programming is organized first and foremost by target audience age range. For ages 5-17, target audiences are identified by their corresponding grade level in the public school system. The identified audience groups by age are:

- Birth-18 months.
- 18 months-3 years.
- 3 years-5 years.
- Kindergarten-5th Grade
- 6th Grade-12th Grade
- Adults (18+)
- Seniors (65+)
- All Ages

Given the widespread range of opinions regarding the age appropriateness of specific programming, not everything grouped by target audience will be universally regarded as appropriate for all library users in each target audience. The Library believes the responsibility for determining the appropriateness of any program for the minor user belongs solely with the parent and will not make any judgement as to appropriateness of any programming beyond such divisions described above.

The Library plans programming for 3 main calendar “seasons”: Spring, Summer, and Fall. The library aims to have programs planned at least 6 months before the start of the season, when possible.

Library Service Priorities

The McKinney Public Library System has established the following goals for programming:

- To provide quality experiences for all ages that encourage and facilitate discovery, learning and fun.

- To provide experiences that enhance literacy and knowledge of library users and the McKinney community.
- To provide experiences that uphold the principles of intellectual freedom, presenting diverse perspectives and content.
- To leverage data and predictive analytics whenever possible to inform programming selection, development, and evaluation.
- To provide programming that fosters community involvement and reflects the diverse needs and interests of McKinney residents.

Consequently, the Library attempts to provide a variety of programming at different levels and various formats for people of every age, education level, background, personal philosophy, religious belief, occupation, economic level, ethnicity, sexual orientation, and creed. The Library refrains from making value judgements about what any person finds relevant, helpful, or enjoyable.

Responsibility for Programming

- Responsibility for programming development, selection, and execution lies with the professional staff.
- Final responsibility for library programming rests with the Director, who operates within the context of policies adopted by the City Council of McKinney.

Criteria for Programming Inclusion

Library staff may consider a number of criteria when deciding which programming to add to the library calendar. They use these same criteria when deciding which programming to repeat or adjust. Creation, development, and inclusion of library programming are usually based on one or more of the following General Programming Criteria:

- Programming aligns with the Library's mission, vision, and strategic goals.
- Programming is developed and produced at a level that is accessible and appropriate for the intended audience.
- Programming provides an experience which represents a segment of the McKinney community that is not otherwise represented in existing programming.
- Current events, including potential controversies, generate demand for programming on a specific topic.
- There is a scarcity of programming in a high-interest subject.
- The programming expense, staff time, and use of space is warranted by the program's anticipated attendance and outcomes.
 - While attendance is important in program evaluation, programming is also evaluated on qualitative outcomes as well.
- Programming is related to popular cultural events and celebrations.
- Programming provides opportunities for collaboration with external partners, other City of McKinney Departments, and volunteers who wish to participate.

The capacity for quality library programming is finite. As such, popular or beloved programs may be discontinued or placed on hiatus in an effort to redevelop the program or make room for new programming seasonally. The responsibility for this lies with professional library staff.

In addition, the library is not beholden to provide any specific format or style of programming at any given calendar season.

Audience and Participation

All programs are open to the public unless specified for a specific target audience. Programs may be tailored to a specific age group as outlined above but may also be restricted to a more targeted user group. (English Language Learning programs may be restricted to those whose native language is not English, for example, or the aforementioned breastfeeding program may be restricted to parents and caregivers of newborns.)

Some programs may require pre-registration or tickets to manage attendance capacity to ensure a quality experience and compliance with room limits and fire code, etc.

Attendees, presenters, and participating partners are expected to adhere to the Library's Code of Conduct. Disruptive behavior may result in removal from programs and, in extreme cases, barring of future program attendance up to and including the issuance of a Criminal Trespass order.

The library reserves the right to deny participation in library programming, even if a ticket was reserved, due to late arrivals. The library also reserves the right to deny participation in library programming to schools or daycares or other large groups with a disproportionate child to adult ratio that staff feels will place an undue burden on the quality of the program for other participants. Such large groups should contact library staff before attending the program to ensure their group can be accommodated.

Accessibility and Inclusivity

The McKinney Public Library System is committed to providing inclusive and accessible programming. This includes ensuring all events comply with ADA standards and reasonable accommodation is provided when requested with at least 48 hours' notice.

Marketing and Promotion

Library Programming is promoted through a variety of channels, including the library website, social media, community outreach, etc. Marketing efforts aim to maximize awareness and participation in programming. Marketing decisions are included in the Library's marketing plan, developed and managed by professional marketing staff.

Programming Suggestions

Anyone who wishes to propose new library programming may do so by using the Program Proposal form on the Library's website.

Proposed programs are subject to the same judgement criteria as internally developed programs. All programming partners must pass a background check and register as a volunteer through the library's volunteer portal. Programs that propose to duplicate existing library programs, such as an additional story time program, will need to showcase a clear differentiation from existing programming as well as a demonstrated need in order to receive consideration.

Program proposals should clearly demonstrate the expertise of the performer or group proposing the program as it relates to the program content.

Program proposals that require compensation for those proposing the program will not be considered.

If not selected for inclusion, program proposals will not, by rule, be contacted regarding the Library's decision.

The library reserves the right to include a suggested program, or similar program, in the library calendar without the inclusion of the individual or group who originally proposed the program.

Reconsideration of Library Programming

- When a McKinney resident or business owner objects to the presence or absence of any library programming, the complaint will be given a hearing.
- If the McKinney resident or business owner wishes, they will be supplied with a form in order to make a formal complaint.
- Requests for reconsideration and complaints about library programming will be evaluated as to whether or not the programming is in line with this policy.
- The Library Director has final responsibility for deciding whether to add or remove the library programming in question from the calendar and will contact the complainant explaining the decision. Programming subject to complaint shall not be removed from the library calendar pending final action.
- No individual programming will be reconsidered more than one time per year.