

In recognition for the Lenox Public Library's responsibility to maintain continuing communication with the present and potential users of the Lenox Public Library's services and resources so as to assure effective and maximum usage by all citizens, the Board of Trustees of the Lenox Public Library adopts the following resolution as a matter of policy.

The goals of the Lenox Public Library's public relations program are to promote community awareness and customer satisfaction of library service and to stimulate public interest in and usage of the Lenox Public Library and its role in the community.

The following objectives may be used to accomplish the aforementioned goals:

1. A current five year plan with specific goals and activities will be supported with sufficient funds and the plan shall be evaluated periodically.
2. Training sessions, workshops and other aids shall be made available to library staff members to assure courteous, efficient, and friendly contact with library patrons and the general public.
3. Personal and information group contacts shall be maintained with government officials, opinion leaders, service clubs, civic associations, and other community organizations by library staff and Board members.
4. Surveys of the community shall be made every five years to assure the Lenox Public Library's responsiveness to the interests and needs of all citizens.
5. Local media shall be utilized to keep the public aware of and informed about the Lenox Public Library's resources and services.
6. Brochures, other promotional materials and other effective methods of reaching the public shall be produced and distributed.
7. The Lenox Public Library may sponsor programs, classes, exhibits, and other library centered activities and shall cooperate with other groups in organizing these to fulfill the community's needs for educational, cultural, informational, or recreational opportunities.
8. The library director or a designated qualified staff member shall have the responsibility for coordinating the Lenox Public Library's public relations and public information activities.