

Partnership Policy

The purpose of this policy is to provide structure and guidance to the partnerships between the Scarsdale Public Library and other organizations, community groups and individuals. A partnership is a mutually beneficial collaboration between the Library and an external organization, individual, business, or community group. Partner contributions can provide and/or promote activities, support, services, events and programs to the public in ways that are mutually beneficial.

DEFINITIONS

Scarsdale Public Library welcomes partnerships that promote community engagement and support the mission and goals of the Library. The Library maintains two types of partnerships with organizations, community groups and individuals: Service Partners and Outreach Partners. The relationships between the Library and each partner is unique and involve efforts from both Library staff and the partner for the partnership to thrive. Partnerships differ from vendor relationships which are straightforward monetary exchanges for a service, be it a program, software, books, etc.

- **Service Partners** help the Library expand our offerings and services while building a stronger community.
- **Outreach Partners** help the Library expand our reach and invite us to participate in the greater community.

Partnerships are approved by the Library Director or designee and can range from a one-time collaboration to a long term arrangement.

PRINCIPLES GOVERNING PARTNERSHIPS

Aligning with Library Procedures and Policy

Relationships between the Library and its partners must comply with other library policies and applicable laws and regulations. Scarsdale Public Library policies may be found on the Library web page under “Connect”.

In addition:

- Partners cannot influence the selection of library materials, programs, or services beyond the scope of library policy.
- Partners may not require explicit endorsement of products and services.
- Any programs and events produced through the partnership must fit within the mission of the Library and be approved by the Library Director or designee.
- Any monetary or in-kind donation must comply with our donation policy.
- The Library protects the confidentiality of its patrons and will not sell or provide access to patron records or other related information to partners.
- Correspondence and information shared with the Library may be subject to New York's record retention and disclosure laws.
- Either party may end the partnership at any time, subject to the terms of any written partnership agreement.
- Some partnerships may warrant a written agreement and/or require a supplementary performance agreement.

- The Library's name and/or branding can only be used within the parameters of the agreed upon association
- The partner organization may not develop a public image incompatible with the Library's services and/or objectives

PROCEDURES

Forming and Maintaining Partnerships

Partnerships can have an organic lifespan that begins through informal or formal networking and collaboration. Library staff work hard to be engaged in the community and open to partnership opportunities that align with Library goals and objectives, support the Library mission, and/or benefit library users. Library staff must also balance the capacity for developing and maintaining partnerships with other work demands. Not all partnership requests can be developed or maintained.

Library staff will document partnerships and give credit to partners as appropriate in Library documentation, per Library policies or procedures. Forming a partnership with any given organization or individual does not preclude the Library from forming other partnerships with similar businesses and organizations.

Partnerships that warrant a written Partnership Agreement will have an opportunity for the partner to review, recommend edits to, and ultimately approve the agreement. Any such agreement will be reviewed annually and revised as needed. Agreements must be approved by the Library Director or designee.

Typically partnerships that might necessitate a written agreement include, but aren't limited to, the following characteristics:

- Have an ongoing program or event series
- Engage large audiences
- Require significant expenses, resources and/or staff time
- Involve the collaboration of multiple people and/or organizations

Expectations of Partners

The Library expects partners to:

- Be committed to the success of the partnership
- Adhere to this policy and any applicable agreement(s)
- Maintain effective communication with Library staff about partnership activities and any changes that may affect the quality or scope of the partnership
- Share updates about relevant changes to contacts, contact information, schedules, budgets and capacity
- Be committed to ongoing evaluation of progress and continuous improvement
- Be committed to collaborative, long-term strategies, not just short-term solutions
- Be committed to creating opportunities to engage the community and/or target audience
- Be committed to and acknowledge partner's contributions through appropriate forms of recognition
- Jointly identify clearly defined roles and responsibilities for all involved
- Review and affirm partnerships annually through the use of a Partnership Agreement, where applicable.

Expectations of Library

Partners can expect the Library to:

- Assist in booking library space and putting the event in our online calendar
- Handling event registration, if applicable
- Provide marketing services, including:
 - Promoting programs scheduled by deadline in our newsletters
 - Promoting programs via social media within our marketing plan
 - Creating a template for recurring programs/services in Canva that can be updated by partner(s) or the Library as needed
 - Participating in brainstorming for other marketing ideas and their feasibility if they involve library spaces or staff

Ending Partnerships

Partnerships can evolve over time as the needs of the community and the people and organizations involved change. Either party in a partnership can elect to leave a partnership, subject to the terms of any written partnership agreement.

The Library reserves the right to end or withdraw from partnerships for reasons such as, but not limited to:

- Evaluation shows the partnership is not meeting shared goals or having the desired community impact
- The partner organization uses the Library's name and/or branding outside the parameters of the agreed upon association and without prior consent
- The organization develops a public image incompatible with the Library's mission and objectives
- The failure of the partner to deliver the agreed upon resources and services
- Lack of Library or partner capacity; including staff time, space, or resources
- Lack of strategic alignment between the partner organization and the Library's strategic objectives

SPL Partnership Agreement Template

Approved by Library Board of Trustees 2/12/2024