

SANTA CLARA COUNTY LIBRARY POLICY AND PROCEDURE MANUAL

SUBJECT: LIBRARY PROGRAMS AND EVENTS POLICY

PURPOSE

Library programs and events are organized activities offered by libraries to engage the community, provide educational opportunities, promote literacy, and encourage cultural and social interaction.

STATEMENT

In keeping with our mission that patrons belong, connect, and discover, the Santa Clara County Library District (SCCLD) staff develops and presents programs and events that provide information, education, and entertainment. Programs and events are free, open to the public, and designed to meet the diverse interests and needs of library users. SCCLD may create and offer programs by staff or in collaboration with community partners or presenters. Programming is an integral component of library service that:

- Promotes literacy and reading
- Attracts and engages community members with SCCLD libraries, services, and resources
- Encourages lifelong learning, cultural enrichment, and civic engagement
- Strengthens SCCLD's role as a community resource in line with its Strategic Plan
- Provides entertainment and recreation

Sponsorship of a program does not imply endorsement of its content, or the views expressed by participants, and topics, speakers, and resources are not excluded because of possible controversy. The County Librarian has ultimate responsibility for SCCLD programming and delegates program management authority as deemed appropriate.

Selection Criteria

SCCLD staff uses various criteria in making decisions about program topics, speakers, and accompanying resources, including:

- Relevance to community needs and interests, including connections to library collections, resources, exhibits, and other local programs
- Suitability and age appropriateness of content for the intended audience
- Quality of presentation and credentials of the presenter
- Availability of library resources, including staff time, budget, and program space

Non-Commercial Use of Library Space

Library programs must be non-commercial, and presenters may not promote products or services. The library will not collect personal information about attendees unless the nature of the program requires it, in which case it will not be shared. Attendees may opt to provide contact information to external organizations, but this cannot be required or intended for future solicitation.

Registration using library resources or sites may be required for planning purposes or when space is limited. Presenters cannot use third-party registration sites to collect attendee information.

Individuals or organizations interested in presenting programs should fill out an application (scclld.org/library-sponsored-events) available on SCCLD's website.

Fundraising at SCCLD-Sponsored Events

At some SCCLD-sponsored events, such as author talks and musical performances, relevant items (books, musical recordings, etc.) may be sold. Friends of the Library, the Library Foundation, and other SCCLD support groups may also conduct fundraisers, including book sales.

Form:

Next update:
1/1/2026

Index Term:

Reference:

Policy Author:
Deputy County
Librarian