

COMMUNITY PRESENCE GUIDELINES

I. PURPOSE

To establish a clear and equitable means by which to assess and select Library personnel and community events, organizations, clubs, board or committees to be part of the Library's community presence and involvement goals.

II. BACKGROUND

The Integrated Communications Plan and Strategic Plan call for a variety of activities to increase the Library's community involvement and presence. Examples include, but are not limited to, the ComPro Initiative, Speaker's Bureau, community presence through boards, committees and associations, public curriculum, event participation, partnerships and active organization memberships.

III. DEFINITIONS

- A. ComPro: Short for Community Promotions. Includes presence, via participation and/or attendance at events such as Kindergarten Round Ups, Freshman Orientations, school open houses, Safety Town, business and other expos, or community events like *Naper Days*, *Last Fling* Parade and such.
- B. Speaker's Bureau: Presence at events, meetings or organizations where the Library (representative) is the/a featured presenter or part of the planned program.
- C. Representation: When attendance at or membership in an agency, organization, committee or Board is an assigned responsibility. Under these circumstances, time spent as a representative or completing projects related to that representation are considered work related and are paid time.
- D. Membership: When joining a club, committee or board is an assigned responsibility. Under these circumstances, time spent as a representative or completing projects related to that assigned membership are considered work related where time, dues and meals are paid by the Library.

IV. PROVISIONS

- A. A schedule of community involvement and presence objectives will be created and updated annually by the Community Services Manager for approval by the Executive Group.
- B. ComPro Initiative
 - 1. A previous year evaluation and subsequent year proposed participation schedule will be prepared annually in June by the Community Services Department for approval by the Executive Group.
 - 2. Managers/Supervisors will be responsible for selecting themselves and/or departmental personnel to participate based on the following:
 - b. Communication skills
 - c. System wide knowledge of materials, services and programs
 - d. Networking skills
 - e. Affability and personal appearance
 - f. Scheduling potential
 - 3. Managers/Supervisors will make reasonable time available to selected personnel for training and ComPro visit preparation.
 - 4. The Community Services Department will be responsible for the following:
 - a. Preparing the training curriculum and schedule.
 - b. Conducting the training sessions and reporting training of personnel to the Volunteers/Training Coordinator.

- c. Arranging ComPro visits and notifying supervisors.
- d. Coordinating the equipment and supplies necessary for ComPro visits.
- e. Maintenance of statistics, reports, schedules, evaluations and files.
- f. Follow up with staff and ComPro sites/contacts.

C. Speaker's Bureau

1. Managers/Supervisors will be responsible for recommending staff for Speaker's Bureau assignments upon approval by the Executive Group
2. The Community Services Manager will send notification to Managers and Supervisors annually to review and revise, as needed, the topics and personnel the Speaker's Bureau, the results of which will be sent to Executive Group for an assessment interview.
3. Managers/Supervisors will make reasonable time available to personnel for development of the presentation and attendance at the assessment interview.
4. A live presentation of 5 to 10 minutes will be assessed by the Executive Group based on the following considerations:
 - a. Introduction Relevant Expertise
 - b. Appearance Speaking Experience
 - c. Posture
 - d. Presentation Skills Training
 - e. Gestures Interest Level
 - f. Delivery
 - g. Facial Expressions
 - h. Eye Contact
 - i. Language
 - j. Vocalization
 - k. Subject Expertise
 - l. Clarity
 - m. Structure & Content
 - n. Supporting Material(s)
 - o. Technology & Equipment
 - p. Supervisor Recommendation
5. A Speaker's Bureau Evaluation Form, created by Community Services and approved by the Executive Group, will be used by the members of the Executive Group at the assessment interview.
6. The Community Services Department will be responsible for maintaining and bi-annually distributing to the Management Team a schedule of current Speaker's Bureau topics and personnel qualified to speak on each topic.
7. The Community Services Department will be responsible for marketing of the Speaker's Bureau and coordinating community contact(s), as needed, with a conscious effort to promote public contact on each topic to the appropriate department(s).
8. Upon contact, the following steps are recommended:
 - a. If the audience is elementary grades or younger, and the request is from a school or home school group, the request will be directed to the Children's Services School Liaison Librarian (SLL).
 - b. If the audience is elementary grades or younger, and the request is from a community group or organization, the request will be directed to the Children's Services Supervisor at the building where the initial contact is received.
 - c. If the audience is middle school or high school age, and the request is from a school, home school group or community group or organization, the request will be directed to the Adult Services Supervisor at the building where the initial contact is received.

- d. If the audience is adult, and the request is from a school or home school group, the request will be directed to the Children's Services School Liaison Librarian (SLL).
- e. If the audience is adult, and the request is from a community group or organization, the request will be directed to the Community Relations Coordinator.
- f. Pertinent information to be obtained during initial contact:
 - i. Composition of Audience
 - ii. Presentation Topic requested
 - iii. Presentation Date/Time, with alternate Date/Time if possible
 - iv. Location and Address where presentation is to take place
 - v. Number of attendees expected
- g. If the requested topic is one of the established and approved topics for the Speaker's Bureau, scheduling may proceed.
- h. If the requested topic is not on the established, approved schedule of Speaker's Bureau topics but must be customized, the Supervisor who made the initial contact will present the request to their Library Manager for approval/denial.
- 9. Minimum lead time for a Speaker's Bureau presentation from the established, approved schedule is two (2) weeks and for customized presentations four (4) weeks.
- 10. Copies of the Library's program evaluation form will be distributed to and collected from the audience by the Speaker at the end of a presentation, then attached to a completed Meeting Room/Program Report form and forwarded to the Public Programming Coordinator.
- 11. Staff time spent preparing for, presenting and reporting on a Speaker's Bureau engagement will be authorized and approved as "paid time" by the Speaker's supervisor.
- 12. Library personnel participating in an approved speaking presentation will be responsible for reporting the program information and time application to the Library's Programming Coordinator by completing and forwarding a Meeting Room/Program Report form.
- 13. School visits, off-site storytimes and Summer Reading Program visits are handled according to departmental procedures.

D. Representation and Memberships

- 1. The Executive Group will select and assign personnel to serve as representatives to community organizations, service clubs, boards or committees based on assessed value to the Library.
- 2. Time necessary to accommodate the meetings and responsibilities associated with representation will be made available to assigned personnel.
- 3. The Library will pay for time, dues and meals associated with assigned representation.
- 4. Personnel representing the Library in this manner will be responsible for submitting an annual evaluation of their participation to the Executive Group for review.

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SPEAKER'S BUREAU EVALUATION FORM

Name of Presenter: _____ Date of
Presentation: _____

Name of Evaluator: _____ Total Score:

Instructions to Evaluator: There are up to 15 public speaking competencies and criteria to be evaluated. These may vary depending on the skill being assessed. Be thoughtful, observant and equitable. Evaluate each category separately. Complete an evaluative scoring for each and every applicable competency. Select only one (1) scoring number per category.

Scoring: 1 = Poor 2 = Fair 3 = Average 4 = Good 5 = Excellent

Subject Expertise

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Does the presentation deliver appropriate knowledge, highlights and/or features of the subject matter?

Presentation Training

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Has the Speaker successfully completed training in presentation skills?

Interest Level

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Will the subject matter fit the interests of the audience?

Appropriate Introduction

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Does the person approach with confidence and positive demeanor?

Appearance

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Is the presenter properly groomed and attired for the occasion?

Posture

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Is the presenter standing erect, not leaning or slouching, not shifting?

Gestures

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Are gestures coordinated with speech? Are they natural?

Are gestures and other physical behaviors supportive of the verbal message?

Delivery

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Did the presenter articulate well? Was his/her voice tone good?
Was her/she clear and understandable?

Facial Expressions

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Are expression in agreement with content and mood?

Do expressions appear natural and relaxed?

Do the expressions convey warmth and feeling?

Eye Contact

☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Does the presenter maintain appropriate eye contact?
 Does he/she scan the entire room in a relaxed and natural manner?
 Is the presenter sensitive to audience focus and interaction?

Language ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Does the presenter use language appropriate to the audience, occasion and purpose?
 Is the presenter's language clear and vivid?
 Is the presenter's grammatical usage correct?
 Does presenter use grammar and articulation appropriate to the audience?
 Is his/her vocabulary correct and appropriate for the level and make-up of the audience?

Vocalization ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Does presenter use a variety in vocal tones, rate, pitch and intensity to heighten and maintain interest?

Clarity ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐

1
 Is the presentation clear and concise?
 Is the content easy to understand and interesting?

Structure & Content ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐

1
 Is the subject appropriate for the audience?
 Is the subject communicated in a manner appropriate to the audience and the occasion?
 Is the organizational pattern appropriate to the topic?
 Is there a clear and logical progression within and between features?

Supporting Material(s) ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐

1
 Are supporting materials and/or hand outs appropriate and well developed?

Technology & Equipment ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1

Did presenter utilize available technology and/or equipment?
 Did presenter use technology and /or equipment in a competent manner?

Supervisor Recommendation ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐

1
 Does the presenter have the strong recommendation of his/her supervisor?

Comments: _____

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