

Bucks County Free Library

**Information and Group Services**

Outreach Services Policy

**Policy Statement**

The purpose of the Outreach Services Policy is to provide guidelines for the provision of library outreach services. The goal of outreach services is to promote the Library's resources and services as well as to extend the reach of the Library to those who are unable to access its buildings. Bucks County Free Library's outreach services, including use of the library's outreach vehicle, is governed by this policy as well as other Bucks County Free Library policies.

**Definition**

Outreach is the act of promoting the Bucks County Free Library and extending library resources and services to a wider segment of the community outside of the library's walls. Bucks County Free Library considers outreach to be an integral part of its mission and strategic priorities.

Outreach services may include but are not limited to the following:

- Facilities that serve children such as daycares or schools
- Facilities that serve the elderly or disabled
- Local nonprofits serving the community
- Community events that are open to the public
- Pop-ups in parks and other public spaces

The library will develop, deliver, and regularly evaluate these outreach services.

**Regulations**

General

Bucks County Free Library will provide outreach services to the Bucks County community to:

- Deliver programs at sites outside of the Library
- Provide library resources and services to people who are unable to access the Library
- Participate in events that inform people about Library resources and services
- Encourage library use

- Increase the Library's visibility and promote library resources throughout the county.

Library participation in outreach events does not constitute an endorsement of a program's contents or the views expressed by participants.

The library does not engage in outreach events that support or oppose any political candidate or ballot measure.

The library does not engage in outreach that support or oppose a specific religious conviction or that simply celebrate the holiday of any specific religion.

BCFL is dedicated to ensuring a safe and secure environment at the Library and outreach locations.

Library staff support an atmosphere conducive to welcome access through behavior guidelines established in the Library's policies. Library staff reserve the right to leave outreach locations if guidelines are not followed by outreach attendees.

### Outreach Event Selection

Outreach Services require coordination with library staff and may include an application process.

Library services to outreach customers are dependent on the library budget and staff availability. Resources dedicated to an outreach event will be considered on a case-by-case basis.

Outreach Services are delivered within the Bucks County Free Library's service area. Some locations may fall under the service area of a District Member Library and in such cases BCFL will coordinate with the outreach location and the District Member Library to determine which institution will provide the outreach service.

Library staff will typically participate in local events that are free and open to the public. On a case-by-case basis, library staff may participate in outreach events at places that are not open to the general public, such as private schools.

BCFL outreach will typically operate during normal library hours. However, the Outreach Services vehicle may be available outside of normal operating hours for special events.

The library uses various measures to assess community needs and interests, including past attendance, surveys or questionnaires, and suggestions.

### Library Card Drives

School library card drives, whether for a class, grade, or school, are available upon request. Library card drives may be hosted in-person or online. Library staff will provide a library overview and share information about library resources and services. Library card applications will be distributed to students. Collection of applications and distribution of library cards will be coordinated with the teacher or faculty person making the request.

### Outreach Services Vehicle

The Outreach Services vehicle will be used in the community on a regular pop-up basis and at special events. A BCFL staff member will drive the Outreach Services vehicle at all times. Volunteers will not drive the vehicle.

The outreach location must provide ample room to maneuver and park the vehicle, on a level, solid parking area.

The Outreach Services vehicle will not provide service if there is inclement weather that may inhibit driving.

### Cancellations

Outreach Services may be cancelled because of weather, low event registration, or other reasons. Outreach Services will follow the BCFL emergency closing schedule. All efforts will be made to notify the public and/or the host of the event of any outreach cancellations.

### Media and Photography

Media representatives may photograph and interview program participants as long as their activities do not interfere with the outreach. If photography will take place, a library staff member will announce to attendees that they can move to an “off limits” area to avoid being photographed. Media representatives are responsible for obtaining appropriate releases from those photographed. For library photography, the library requires release forms from participants in close up or individual shots but does not require release forms from participants depicted in crowd shots.

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