

BULLITT COUNTY PUBLIC LIBRARY BOARD OF TRUSTEES MEETING

Special Called Meeting

April 15, 2022 at 4:00 PM

Notice: This meeting involves one or more Trustees participating via video teleconferencing equipment. The meeting may be available to view online. Visit bcplib.org for details.

Agenda

Time	Торіс
4:00 pm	Call to order
4:01 pm	Approval of the Director job announcement
4:10 pm	Approval of names to submit for the Trustee vacancies
4:15 pm	Approval of revised Social Networking and Online Accounts policy
4:30 pm	Approval of revised job description Admin Assistant Public Relations



61.810 Exceptions to open meetings.

(1) All meetings of a quorum of the members of any public agency at which any public business is discussed or at which any action is taken by the agency, shall be public meetings, open to the public at all times, except for the following:

(a) Deliberations for decisions of the Kentucky Parole Board;

(b) Deliberations on the future acquisition or sale of real property by a public agency, but only when publicity would be likely to affect the value of a specific piece of property to be acquired for public use or sold by a public agency;

(c) Discussions of proposed or pending litigation against or on behalf of the public agency;

(d) Grand and petit jury sessions;

(e) Collective bargaining negotiations between public employers and their employees or their representatives;

(f) Discussions or hearings which might lead to the appointment, discipline, or dismissal of an individual employee, member, or student without restricting that employee's, member's, or student's right to a public hearing if requested. This exception shall not be interpreted to permit discussion of general personnel matters in secret;

(g) Discussions between a public agency and a representative of a business entity and discussions concerning a specific proposal, if open discussions would jeopardize the siting, retention, expansion, or upgrading of the business;

(h) State and local cabinet meetings and executive cabinet meetings;

(i) Committees of the General Assembly other than standing committees;

(j) Deliberations of judicial or quasi-judicial bodies regarding individual adjudications or appointments, at which neither the person involved, his representatives, nor any other individual not a member of the agency's governing body or staff is present, but not including any meetings of planning commissions, zoning commissions, or boards of adjustment;
(k) Meetings which federal or state law specifically require to be conducted in privacy;
(l) Meetings which the Constitution provides shall be held in secret;

(n) That portion of a meeting devoted to a discussion of a specific public record exempted from disclosure under KRS 61.878(1)(m). However, that portion of any public agency meeting shall not be closed to a member of the Kentucky General Assembly; and
(n) Meetings of any selection committee, evaluation committee, or other similar group established under KRS Chapter 45A or 56 to select a successful bidder for award of a state contract.

(2) Any series of less than quorum meetings, where the members attending one (1) or more of the meetings collectively constitute at least a quorum of the members of the public agency and where the meetings are held for the purpose of avoiding the requirements of subsection (1) of this section, shall be subject to the requirements of subsection (1) of this section. Nothing in this subsection shall be construed to prohibit discussions between individual members where the purpose of the discussions is to educate the members on specific issues.



Social Networking and Online Accounts for the Library

Created 3/10/2015 Approved 3/10/2015 Revised 7/25/2017 Revised 2/25/2020

The Library strives to connect with users in multiple environments, both in person and online. A prevalent communication channel is social media. For the purpose of this policy, social media is defined as forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content. Social media sites typically have their own terms of service, privacy, acceptable behavior, and stated consequences for violating those terms of service. The Library will make a good faith effort to understand these terms, especially as it might impact patron privacy.

Bullitt County Public Library creates accounts on these sites for the express purpose of representing its mission online and providing a forum to discuss issues included in its mission, including collections, programs, and spaces. The intended audience for this forum is those people residing in our official service area.

The ever-changing nature of the Internet requires the Library and its employees to adopt a healthy mix of availability and caution, as some social media tools have the possibility to reach a wide array of patrons while putting our actions under a very visible (and sometime harsh) light. Additionally, current court cases make a strong argument that opening social media for public comment creates a designated public forum, as it does in the analogous situation where a governmental entity opens a meeting room or exhibit space for public use. As such, First Amendment principles apply to BCPL's social media platforms.

This policy focuses on the use of social networking tools maintained by employees for personal reasons when engaged in work-related activities or through which the employee could be seen as representing the Library in an official capacity. The policy also includes other online accounts that may be used by an employee for work-related purposes. Representation of the Library includes two scenarios:

- Employee activity on a platform bearing the Library's name or branding.
- An employee's use of the Library's name or his/her position with the Library as a possible indication that the Library's approval and authority rest with the statements that he or she makes in a platform not bearing the Library's name or branding.

Approval Of Online Presences

The Administration or its designees must approve any and all representation of the Library on the Internet. No Library employee may set up a social networking account or any other online account of any kind that represents the Library without this approval. Failure to receive approval before securing an online account of any kind or to receive approval to in any way represent the official stance of the Library in an Internet comment, blog post, or any other social media platform will be considered a very serious offense and could result in termination of employment.

BCPL has a designated team of social media administrators who are responsible for monitoring and responding to public comments, posts, and questions. Library staff and representatives are to remain neutral in library-related posts and in response to questions – offering resources for information that help people to make informed decisions. Any questions that cannot be answered by social media administrators should be referred to the PR Coordinator, or investigated further with a more detailed response to follow an initial acknowledgment of inquiry.



Approved Uses Of Social Media

The Library will use social networking to:

- Announce programs.
- Post news such as special events, holiday hours, exhibits, and new item arrivals.
- Update resources.
- Remind users of important resources.
- Announce new services.
- Serve as a public relations/marketing tool.

The types of content that will not be posted are those not protected by the strictures of the First Amendment, as well as content that is not related to the Library's mission:

- Obscene or racist content.
- Personal attacks, insults, or threatening language.
- Potentially libelous statements.
- Private, personal information published without consent.
- Comments totally unrelated to the content of the forum.
- Hyperlinks to material that is not directly related to the discussion.
- Commercial promotions or spam.
- Postings/comments in violation of the copyright, trademark right, or other intellectual property right of any third party.

The Library will rely upon social media sites to govern violations of service agreements, privacy, and acceptable behavior, by either Library staff or members of the public, on individual platforms. The Library's response to inappropriate activity will be driven by the values expressed in its mission.

Reconsideration

The Library will address inappropriate behavior on social media in the following manner: The Library may remove content or ban a user from a social media platform. In that event, the user will be notified via message in the platform. Within 30 days of the Library's action, the user may appeal the decision in writing. The written appeal will be reviewed by a professional staff committee to determine whether to uphold the Library's action. The committee will have 30 days to respond in writing to the appellant.

No posts will be removed without review from the said professional staff committee, and no content will be removed upon the authority of a single staff member or administrator.

Personal Accounts And Activities

The Library assumes no responsibility for personal accounts that are maintained by its staff members. If a staff member uses a personal account to represent the Library with or without permission, the staff member may be asked to stop or give the Library the right to maintain access to the account at all times, up to and including altering or deleting the account. Participation on a professional and library related blog or listserv does not require approval. The Library encourages its staff members to use and participate in these venues. The personal views and opinions of staff members using these tools, however, should not be considered the opinion or endorsement of the Library. If BCPL is the subject of the content that Library staff

create in these venues, Library staff are encouraged to clearly state that they are not speaking on behalf of the Library. They are also encouraged to be honest and accurate when posting, at all times.



Social Networking and Online Accounts for the Library

Created 3/10/2015 Revised 2/25/2020 Revised 4/26/2022

The Library strives to connect with users in multiple environments, both in person and online. A prevalent communication channel is social media. For the purpose of this policy, social media is defined as forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content. Social media sites typically have their own terms of service, privacy, acceptable behavior, and stated consequences for violating those terms of service. The Library will make a good faith effort to understand these terms, especially as it might impact patron privacy.

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This policy focuses on the use of social networking tools maintained by employees for personal reasons when engaged in work-related activities or through which the employee could be seen as representing the Library in an official capacity. The policy also includes other online accounts that may be used by an employee for work-related purposes. Representation of the Library includes two scenarios:

- Employee activity on a platform bearing the Library's name or branding.
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BCPL has a designated team of social media administrators who are responsible for monitoring and responding to public comments, posts, and questions. Library staff and representatives are to remain neutral in library-related posts and in response to questions – offering resources for information that help people to make informed decisions. Any questions that cannot be



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- Obscene or racist content.
- Fighting words, graphic or gratuitous violence, vulgar language, profanity, nudity, obscene or indecent language or sexual or racist content.
- Personal attacks, insults, or threatening language.
- Potentially libelous statements.
- Private, personal information published without consent.
- Comments totally unrelated to the content of the forum.
- Hyperlinks to material that is not directly related to the discussion.
- Commercial promotions or spam.
- Misrepresentations of the commenter's identity or affiliation.
- Postings/comments in violation of the copyright, trademark right, or other intellectual property right of any third party.

Content, including comments, posted to the Library's social media pages will be monitored and must comply with The Library will rely upon this policy and social media sites to govern violations of service agreements, privacy, and acceptable behavior policies. The Library reserves the right to report any violation of the social media platforms terms of use to the social media platform. The Library may also take actions to enforce this policy, including removing, muting or hiding inappropriate contact or blocking users. by either Library staff or members of the public, on individual platforms. The Library's response to inappropriate activity will be driven by the values expressed in its mission. This policy will be implemented in a viewpoint-neutral, non-discriminatory manner. The Library does not hide or delete comments or block users based on viewpoint, and they do not block users for isolated violations of the policy. Repeated violations of this policy may result in the inability of the author to comment on future posts for a limited period of time.

Reconsideration

The Library will address inappropriate behavior on social media in the following manner: The Library may remove content or ban a user from a social media platform. In that the event that the Library removes content, mutes, or bans a user from a social media platform for some period of time, the user will be notified via message in the platform. Within 30 days of the Library's action, the user may appeal the decision in writing. The written appeal will be reviewed by a professional staff committee to determine whether to uphold the Library's action. The committee will have 30 days to respond in writing to the appellant.



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Administrative Assistant (Public Relations) – Clerk 2

Created 5/11/2016 Approved 5/11/2016 Revised 12/13/2016

Department: Library Administration **Reports to:** Public Relations Coordinator

Nature Of Work

The Administrative Assistant performs a variety of tasks in support of multiple members of the Library Administration to aid in the marketing, promotion, and general administrative functions of the Library. This position requires a flexible and collaborative working style, strong attention to detail, excellent verbal and written communication skills, familiarity with design fundamentals, and the ability to exercise good judgement and discretion when presenting the library to the public.

Core Values

- Adaptability. We are outwardly focused, service oriented, and staffed by continuous learners.
- Equality. We welcome all with the same measure of respect, warmth, and acceptance.
- Accountability. We are an interdependent team holding ourselves mutually accountable for delivering results that are relevant to our community's needs.
- Integrity. We embody these values in every aspect of our operation, building personal and institutional bridges which facilitate productive, trusting relationships.

Equity, Diversity, And Inclusion Statement

We vow our commitment to advancing the Library's embrace of equity, diversity, and inclusion. We recognize our obligation to enhance the diversity of our collections, programs, services, and staff. The Library aims to embody the tenets of social responsibility so that our actions bring about an improved quality of life for our patrons, our staff, and our community at large.

Essential Position Functions

- Assists with presenting the Library in a positive way to both external and internal customers.
- Assists the Public Relations Coordinator with monitoring for consistent branding at all locations, including following house style guides.
- Assists the Public Relations Coordinator with monitoring and updating the library's social media presence, website, e-mail subscription list, and staff wiki.
- Assists the Public Relations Coordinator in conducting and evaluating user experience studies.
- Assists the Public Relations Coordinator in generating and analyzing library statistical reports to be used for improving library services.
- Performs proof reading and copy editing.
- Assists in the creation of content for promotional materials, including text, graphics, photographs, and video content.



- Provides additional administrative support for the Library Administration as needed, including assistance in the coordination of activities and events.
- This job description does not necessarily reflect all aspects of the job functions.

Job Requirements

- High school diploma or equivalent; some college preferred.
- Proficient in MS Office suite, particularly Publisher, e-mail, Internet.
- Experience with the maintenance of websites and social media, preferred.
- Familiarity with Adobe software, including Photoshop and Acrobat, preferred.
- Ability to read and speak English proficiently.
- Must be willing to work evenings and weekends as required.
- Requires availability for extended hours as needed.

Skills And Characteristics

- Strong administrative skills.
- Ability to communicate effectively in written and oral expression.
- Analytical and problem solving skills.
- Strong design skills, including the ability to create attractive layouts, to follow information hierarchy principles, and to apply color judgment.
- Strong technical capacity, including work with computers and general office equipment.
- Ability to work on multiple projects simultaneously.
- Ability to work both independently and with staff in a team environment.
- Ability to read and write, including by hand or typing.
- Ability to understand and follow verbal and written directions.

Physical Demands

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is regularly required to talk and hear.
- The employee frequently is required to stand, walk, sit, stoop, kneel; use hands to handle or feel; reach with hands and arms; lift files, open filing cabinets, and bend or stand as necessary.
- The employee must occasionally lift and/or move up to 30 pounds.
- Specific vision requirements include the ability to see at close range.
- Fine hand manipulation (keyboarding).

Work Environment

• Internal office space. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Work Devices

- Computers and peripherals.
- General office equipment.



• Telephones.

Bullitt County Public Library is an AA, EEO and ADA employer



Administrative Assistant (Public Relations) – Clerk 2

Created 5/11/2016 Approved 5/11/2016 Revised 12/13/2016 Revised 04/22/2022

Department: Library Administration **Reports to:** Public Relations Coordinator

Nature Of Work

The Administrative Assistant performs a variety of tasks in support of the Library's Strategic Agenda. In order to successfully aid the marketing, promotion, and general administrative functions of the Library, this position requires active monitoring and understanding of current Library services. The Administrative Assistant creates meaningful connections with diverse audiences in a variety of settings, both inside and outside BCPL facilities. Audiences include the Library Administration, front-line staff, vendors, community agencies, and the general public. This position requires a flexible and collaborative working style, strong attention to detail, excellent verbal and written communication skills, familiarity with design fundamentals, and the ability to exercise good judgment and discretion when presenting the library to the public.

Core Values

- Adaptability. We are outwardly focused, service oriented, and staffed by continuous learners.
- Equality. We welcome all with the same measure of respect, warmth, and acceptance.
- Accountability. We are an interdependent team holding ourselves mutually accountable for delivering results that are relevant to our community's needs.
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Essential Position Functions

- Assists with presenting the Library in a positive way to both external and internal customers.
- Makes referrals to appropriate staff in response to both internal and external queries.
- Assists the Public Relations Coordinator with monitoring for consistent branding at all locations, including following house style guides.
- Creates accurate, meaningful, and readable content for advertising materials and signage copy for promotional materials including e-mail blasts, program descriptions, and print pieces.
- Assists in the creation of additional content for promotional advertising materials and



signage, including text, graphics, photographs, and video content.

- Assists the Public Relations Coordinator with monitoring and updating the library's social media presence and website. e-mail subscription list, and As necessary, uses the staff wiki to disseminate information internally.
- Assists the Public Relations Coordinator in monitoring community developments and marketing and library trends.
- Assists the Public Relations Coordinator in conducting and evaluating user experience studies.
- Assists the Public Relations Coordinator in generating and analyzing library statistical reports to be used for improving library services.
- Performs proofreading and copyediting.
- Provides additional administrative support for the Library Administration as needed, including attendance at community events for the purposes of collecting patron feedback and raising awareness about the Library. assistance in the coordination of activities and events
- This job description does not necessarily reflect all aspects of the job functions.

Job Requirements

- High school diploma or equivalent; some college preferred.
- Proficient in MS Office suite, particularly Publisher, e-mail, Internet.
- Experience with the maintenance of websites and social media, preferred.
- Familiarity with Adobe software, including Photoshop and Acrobat, preferred.
- Ability to read and speak English proficiently.
- Must be willing to work evenings and weekends as required.
- Requires availability for extended hours as needed.

Skills And Characteristics

- Strong administrative skills.
- Ability to communicate effectively in written and oral expression.
- Analytical and problem-solving skills.
- Strong design skills, including the ability to create attractive layouts, to follow information hierarchy principles, and to apply color judgment.
- Strong technical capacity, including work with computers and general office equipment.
- Ability to work on multiple projects simultaneously.
- Ability to flex priorities when presented with unscheduled and time-sensitive projects.
- Ability to work both independently and with staff in a team environment.
- Ability to read and write, including by hand or typing.
- Ability to understand and follow verbal and written directions.

Physical Demands

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is regularly required to talk and hear.
- The employee frequently is required to stand, walk, sit, stoop, kneel; use hands to



handle or feel; reach with hands and arms; lift files, open filing cabinets, and bend or stand as necessary.

- The employee must occasionally lift and/or move up to 30 pounds.
- Specific vision requirements include the ability to see at close range.
- Fine hand manipulation (keyboarding).

Work Environment

- Internal office space for a majority of the schedule. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.
- Indoor spaces at venues such as conference centers, school assembly spaces, and other outreach locations, as assigned. This work activity generally will involve the use of portable equipment, such as a laptop, tablet, or camera.
- Outdoor spaces such as parks, parking lots, and other outreach locations, as assigned. This work activity generally will involve the use of portable equipment, such as a laptop, tablet, or camera.

Work Devices

- Computers and peripherals.
- General office equipment.
- Telephones.

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