

LIBRARY PROGRAM CRITERIA & GUIDELINES:

As written in the library [program policy](#): *A library program is a public activity sponsored or co-sponsored by the Library occurring at the Library, at the Digital Branch, on a bookmobile or at offsite locations.*

The **Program Planning Council** comprised of the Program Supervisor and of staff members, is expected to help employees throughout the library provide an array of programming that is customer-focused, promotes services and collections, and is successfully executed.

A [program proposal](#) can be a useful tool when creating a new program whether being proposed by a staff person, a committee, or a department. Contact the Program Supervisor to see if one is needed. If the program is being proposed by an outside organization or presenter the program proposal should always be used. This can be accessed from the staff webpage under Event Programming.

All programs should consider these criteria:

How does the program fit the library [mission](#)? *Your place, stories you want. Information you need. Connections you seek.* Does it follow the [Vision](#), [Commitment](#) and [Goals](#) of the library?

- Consult your work schedule and supervisor to make sure that you can work with the proposed program timeline. If community partners are involved, does their schedule work with the proposed timeline?

Overlapping programs

We do not want to have programs happening at the same time if the audience is potentially the same. It is ok to overlap if you have a kid program but there is an adult program at the same time. Not ok if the program is for adults and the customer would have to choose which program to attend.

So here is how to avoid this.

- Before you request your space in EMS search for the day you are considering in the public calendar of events <http://calendar.tscpl.org/>
- Select Library Programs, find the date you are considering, if another program is booked that targets your same audience do NOT request that date.
- Talk to your manager and the Event Resources Manager who will help make the decision to book or not to book.

Booking the program

Is there enough advance notice to effectively promote the program through the ongoing library bimonthly schedule?

- 6 months notice is the optimum requirement to meet the connectnow deadline. Is there space to do the program? Consider the audience size, age and any special needs.
- Will your program conflict with any community events or could it compliment them? Check the [Yearly Recurring Events](#) –

- When you request the room for your program select the time you will be giving the program which is the time that will go into connectnow, be on the room cards, on the Janis monitor and on the calendar of events on the website.
 - If you need extra tear down time tell Bonnie that in the notes field under Furniture Setup Instructions.
 - This will let maintenance know you need more time to finish up after your program ends.
 - There is a 3 hour default setup time for the Auditorium, a 30 min setup default for board rooms.

- Consider how you can expand the customers experience with this program: Can it be repeated? Are there community partners that could get involved? Can this program be later taken offsite? Are there components that could be shared on the digital branch? Could other departments get involved? Are there any “outside the box” ideas that could support your program?

- Was money designated for the program in the **budget**? Check with department supervisor or Program Supervisor. If there is no money in the budget for the program, is there an opportunity to co-sponsor or collaborate with another organization?

- Add research from [community connect](#) to the proposal if this program fits one of these criteria:
 - It will require a large monetary commitment (over \$500),
 - It has a prominent community partner
 - It is a new program series

- A program can not be commercial in nature or content. Customers can not be sold a certain product or service as part of the program. At the end of the program a presenter may sell their books. They may not sign people up to buy a service, but may provide materials giving information to contact them on their own time. They may have a sign up sheet available. Any exceptions must be approved by Administration.

- Consider that all programs should connect our customers to our collections, services or literature in general.
 - **Some options:**
 - Invite them to visit a neighborhood, explaining what they will find there.
 - Create a book display to coordinate with the program.
 - Create a print and/or online book list to coordinate with the program

If the program proposal follows the above criteria the next step is to get approval to move forward from the department supervisor/manager and the Program Supervisor.

1. The assigned staff program coordinator will:

- Book the space in [EMS](#) – If doing this for the 1st time go to the staff website/ Event Programming/ click on the [Online Event Scheduling Handbook](#) for instructions or contact the Events Coordinator or the Program Supervisor for help. If you have never done this step before

you will have to create an [account](#). Reminder: Talk to your manager and the Event Resources Manager if your program conflicts with another booking. They will help make the decision to book or not to book.

- Meet the deadlines for the checklists to assure the program is listed in **connectnow**: April/May programs are due January 10th, Jun/Jul due Feb 1st, Aug/Sep due May 10th, Oct/Nov due July 10th, Dec/Jan due September 10th, Feb/Mar due November 10th.
- Fill out and save the program **Checklist** – go to staff webpage/ [Event Programming](#)/ use the Programming Checklist link to access the checklist file. Click on Open/ do a Save As/ rename the file and put it in the correct month folder (L: drive/ Sharing Folder/ Programming). Use this format: 10-11-2009 My Book Club – Overmyer. Ask the Program Supervisor for help with the Checklist if needed.
 - Create good informative **descriptions**: The short description is the one placed in *connectnow*. It is the main promo piece. The long description will be used by the Program Supervisor and reference desk staff to list on EMS and explain to the customer what they will see, do and hear at the program and who to contact.
 - Fill out the Communications and **Marketing** section by answering the following questions. Communications and the Program Supervisor will decide if the program merits extra marketing from looking at the answers.
 - Are you trying to fill the auditorium?
 - Is this a national, state or local campaign like Teen Read Week or KS Reads?
 - Is this a new ongoing series of programs?
 - Are you working with an outside partner on this program?
 - Is this program promoting a new service, display or exhibit?
 - Did this involve a grant with special criteria?
 - Does this possibly require multiple deliverables such as: econnect, banner, postcard, poster, etc.?
 - All **forms** for a program will be included in the checklist such as PO Requests.
- Make sure to have the essential supplies to effectively run the program and any special needs requested by a participant in advance, such as a sign language interpreter.
- As per the [Public Address System Policy](#) programs cannot be announced over the intercom. If an exception is to be made that decision is made by Administration or the Manager in Charge.
- **Evaluations** should be made available at every program.
 - An [evaluation form](#) can be found on the staff website/ Event Programming.
 - The coordinator is responsible for collecting these and getting them to the Program Supervisor at a reasonable time after the program.
 - Promote the [online evaluation](#) form for those who do not fill out the form.
 - Contact the [Program Supervisor](#) to adapt the provided evaluation if other issues need to be addressed for your program.
- Decide if this program will have photo opportunities:
 - Reserve the proper photo equipment though [EMS](#).
 - Make plans for someone to take the photos or video if you can not be free to do so.
 - Use a [photo permission](#) form if needed.
 - If taking a group shot (photo or video) no form is needed

- If taking a photo or video of one child, one person or a small group with all faces visible use the form
 - These need to be turned into the Communications & Marketing Manager.
 - The form can be found on the staff website/ Event Programming.
- Do not break any copyright rules when creating handouts or presentations. Contact department supervisor or Program Supervisor when in doubt. Use the library templates when possible and always include the library logo and contact information on a handout.
- Take time during the **introduction** part of the program to promote other library programs, promote connectnow, explain the importance of the evaluation, and thank donors or partners.
- Announce [food rules](#) at the beginning of the program if necessary.
 - No outside food or drink in meeting rooms (this includes Marvin Auditorium and Lingo Story Room).
 - Not including bottled water, baby bottles, special foods for toddlers and persons with disabilities.
- Collect **statistics** from the program.
 - Attendance must be recorded for the program and entered in the monthly statistics before the 5th of the following month. File located L:\Sharing\Programming\Program Statistics\Year\Month/ sheet where program fits
- Post information on the digital branch as needed such as handouts, photos, etc.
- Write any thank you notes needed (such as to a presenter).
- If the program is funded by private donors through the foundation create a **follow-up report** and send this to the Foundation Development Associate, send a copy to the Program Supervisor.

Help sources:

Program Supervisor – Nancy J Overmyer – 580-4608 – novermyer@tscpl.org

Program Policy

<http://staff.tscpl.org/images/uploads/programming/ProgramsPolicy.pdf>

Program Proposal

<http://staff.tscpl.org/images/uploads/programming/ProgramProposal.pdf>

Also in Word Doc form on - L:\Sharing Folder\Programming\Program Proposal

Yearly Recurring Events

http://staff.tscpl.org/blogs/comments/calendar_list_of_events/

Library Mission, Vision, Commitment and Goals

<http://www.tscpl.org/nextdecade/section/mission/>

Community Connect

<http://tscplcommunityconnect.com/>

Meeting Room Policy

http://www.tscpl.org/about/comments/meeting_room_policy/

Public Address System Use Policy

http://www.tscpl.org/about/comments/purchasing_policy/

Staff Event Programming page

<http://staff.tscpl.org/programming>

Online Event Scheduling Handout

<http://tscplwebp01.tscpl.org/images/uploads/files/Event%20Scheduling%20Handbook%20for%20Staff.pdf>

EMS

<http://ems.tscpl.org/>