PROGRAM PLANNING WORKSHEET

LIBRARY: ________________________________________________________________

PRIMARY ORGANIZER: ____________________________________________________

PROGRAM TITLE: _________________________________________________________

BRIEF DESCRIPTION OF PROGRAM:

PURPOSE/GOAL OF PROGRAM:

DATE: ___________               DAY OF WEEK: ________________________

START TIME: ___________         END TIME: ________________

LOCATION FOR PROGRAM:
Library meeting room          Other Library Area          Virtual          Other

TARGET AUDIENCE:
Children      Preteens      Teens      Adults      Seniors

ESTIMATED ATTENDANCE:
Children_______   Tweens_______    Teens______
Caregivers______ Adults_______    Senior Adults______

PARTNERS/COSPONSORS:

BUDGET FOR PROGRAM PROPOSAL (estimated costs):
  • Speaker’s expenses (fee, travel, meals, other):
• Supplies and equipment (materials, purchases, rentals, other):

• Refreshments (including paper products):

• Collection development (books/materials to support/enhance the program):

• Public relations (fliers, poster, bookmarks, press releases, mailings, postage):

• Swag (prizes, incentives, giveaways, door prizes):

• Other costs (e.g. security or police for traffic detail):

**FUNDING SOURCE:**

___ Budget line - general revenue  ___ Corporate sponsorship

___ Grant funds  ___ Outside donations

___ Friends of the Library  ___ Other

**PROGRAM APPROVAL:**

___ Approved by supervisor

___ Approved by director

___ Off desk planning time approved

**EQUIPMENT & SUPPLIES NEEDED:** (with arrangements to rent, if necessary)

**SPEAKER CONFIRMATION:**

___ Contract sent

___ Contract returned and executed

___ Directions sent

___ Follow-up call(s)
ROOM SET-UP (PHYSICAL OR VIRTUAL): (preliminary plan)

- _____ Discussed with Maintenance Staff
- Person(s) responsible: ____________________________________________

REFRESHMENTS:

- Person(s) responsible: ____________________________________________

PUBLICITY AND PROMOTION:
- _____ Publicity materials translated into predominant language(s) of community
- _____ Posters
- _____ Handouts
- _____ All library staff informed and encouraged to support the effort
- _____ Program information posted to library website, Facebook page, at circ desk, etc.
- _____ Fliers distributed (schools, community groups, homeschoolers, local businesses, other libraries)
- _____ Media releases (local newspapers, school papers, radio, TV, Friends of the Library Newsletter)
- _____ Book displays set up (as applicable)

- Person(s) responsible: ____________________________________________

ACCOMPANYING RESOURCES (choose all that apply):
- _____ Exhibits   _____ Displays   _____ Handouts
- _____ Bibliographies (book lists, video lists, etc.)
- _____ Other: _______________________________________________________

Person(s) responsible: ____________________________________________
FINAL PROGRAM CHECKLIST:
____ Room set-up completed
____ Volunteers/staff helpers/Teen Volunteers
____ Equipment and supplies ready
____ Refreshments procured
____ Speaker’s introduction prepared
____ Evaluation form and pens available
____ Fliers for next program available
____ Parking lot details worked out
____ Someone assigned to take photos
____ Accommodations made for any special needs participants
____ Other: _____________________________________

FOLLOW UP CHECKLIST:
____ Room clean up
____ Event photos &/or summary posted online & sent to local paper
____ Dated/time sensitive promo/ads taken down in library & removed from web site
____ Thank-you notes sent to volunteers, key staff, speaker, sponsors, etc.
____ Evaluation forms collected and analyzed
____ Debrief with key staff and supervisor
____ Other: _____________________________________

EVALUATION:
• Was the program a success? What was success supposed to look like?

• How did this program compare to or differ from programs we’ve done before?

• How did participant behaviors compare to or differ from past programs?

• Did you have any unforeseen problems? How can we prep better in the future?

• What future recommendations do you want to share?