



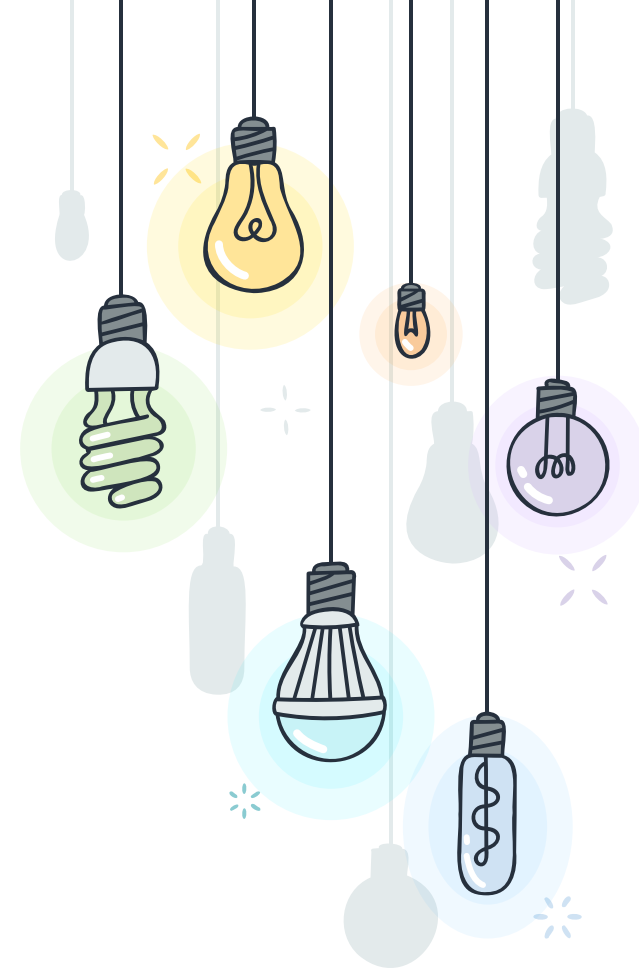
BRIGHT IDEAS FOR PROGRAMMING

Ideas for Babies and Teens to Beyond and In-Between

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* AGENDA

- + Planning & Assessment
- + Dynamic Programming
- + Accessibility & Inclusion
- + Outreach & Partnerships
- + Project Ideas



WHAT DOES YOUR LIBRARY'S PROGRAMMING LOOK LIKE?

Think for a moment about the program offerings at your library and ask yourself:

- Do they offer a place for **everyone**?
- Do some **repeat**? Do you regularly **assess** your programs to create **new opportunities**?
- Are they in line with **current trends** and do they follow **best practices**?



1

PLANNING & ASSESSMENT





5 STEPS TO EFFECTIVE PROGRAMMING

Assessment

Who are you trying to reach? What do they want & need?

Planning

What do *you* need? Supplies, assistance, presenters, etc.

Preparation

Don't wait until the last minute.

Promotion

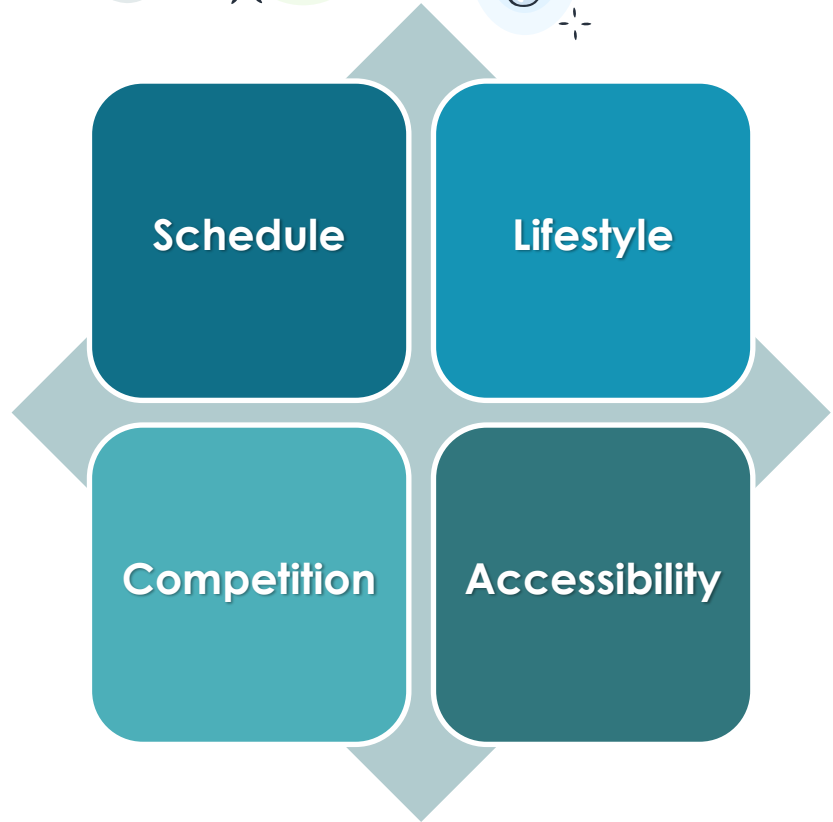
How are you going to get them interested in your program?

Evaluation

What worked? What didn't? What could you do differently?



CONSIDER WHEN PROGRAM PLANNING

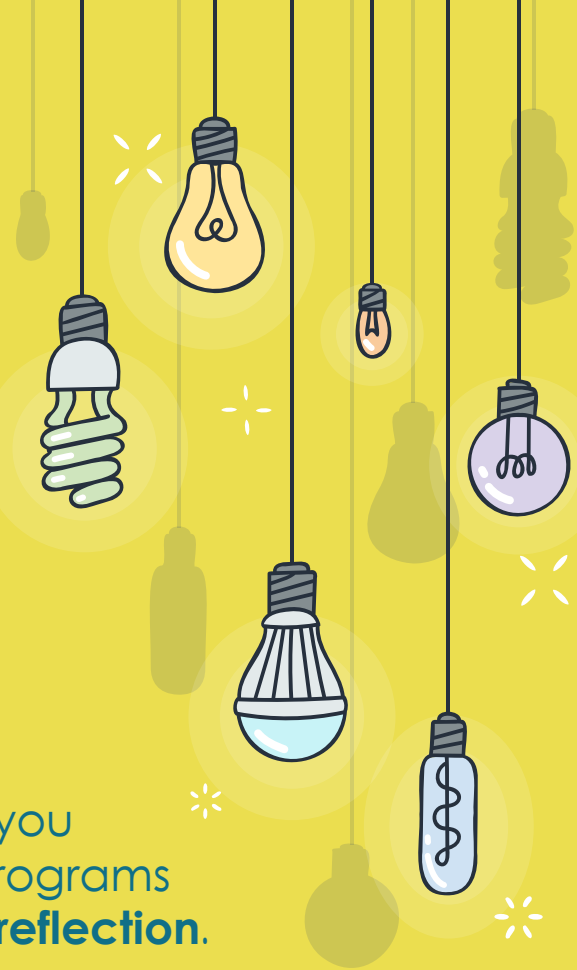


EVALUATING PROGRAMS

“Often, we finish running an activity, clean up the mess, reset the space, and move on to the next task on the to-do list. But how do we know our assessment is accurate without taking time to reflect?”

- *Erin Hoag, via the [Demco blog](#)*

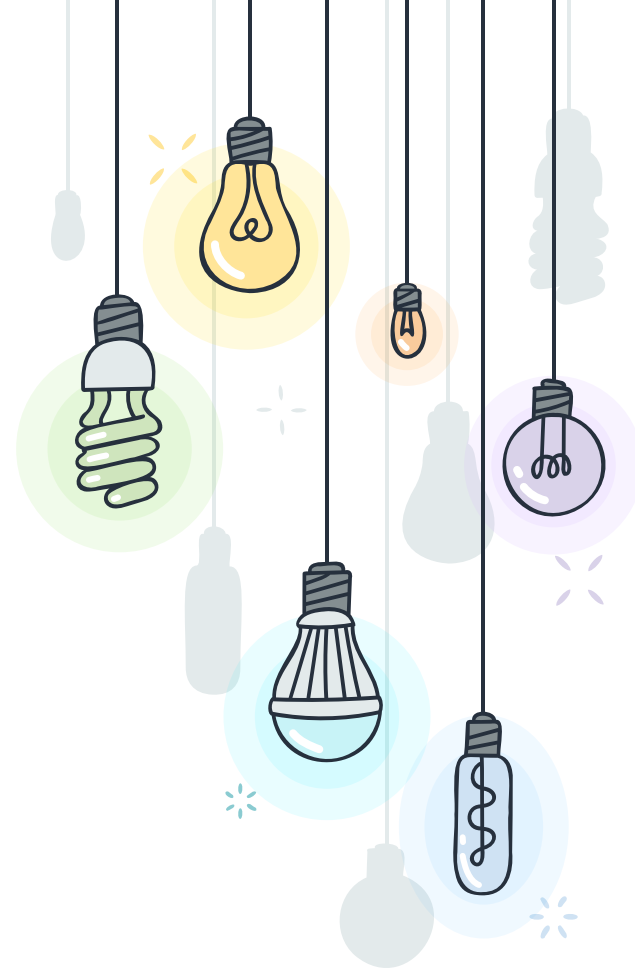
You don't have to build from the ground up—instead, you can assess your current programming to build better programs in the future. To do that, you need to engage in some **reflection**.



* PROGRAMMER REFLECTION

These are reflection questions for the program designer (AKA you and/or your staff):

- × What was success supposed to look like?
- × What were specific signs that parts worked (or didn't work) well?
- × How did this program compare or differ from other programs I've done before?
- × How did participant actions and behaviors compare to the last program we did?

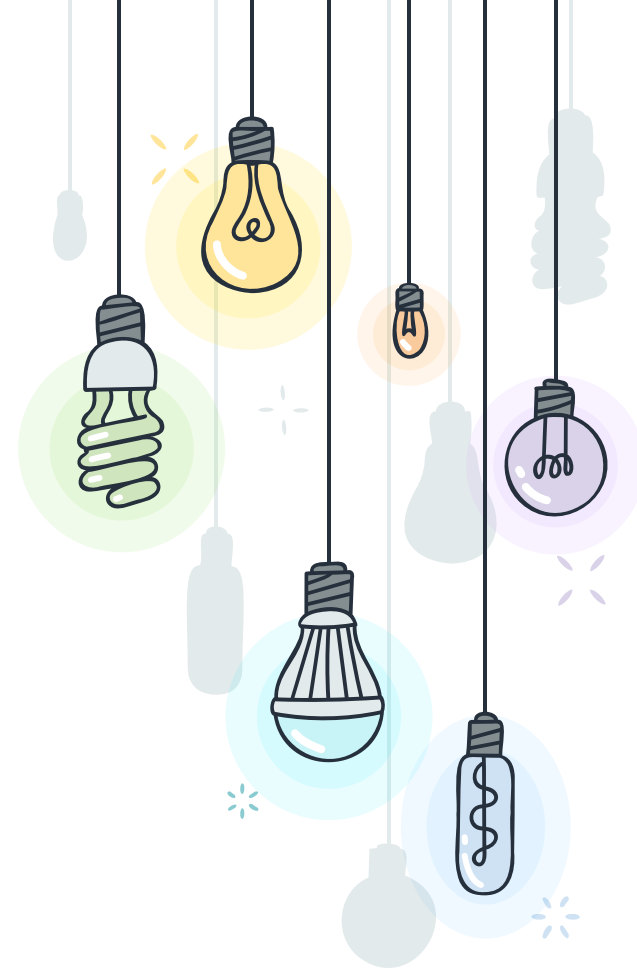


* PARTICIPANT REFLECTION

Thoughts of your participants are important!

Questions to consider:

- × Did you learn or do anything new today?
- × How was this activity like or different from something you have done in the past?
- × How did the activity go for you today?
- × If you had trouble today, how did you get through it? Did you problem solve on your own or did staff help you out?
- × Was there anything about today's program that stood out to you?



* QUESTIONS TO ASK WHEN CREATING AN EVALUATION:

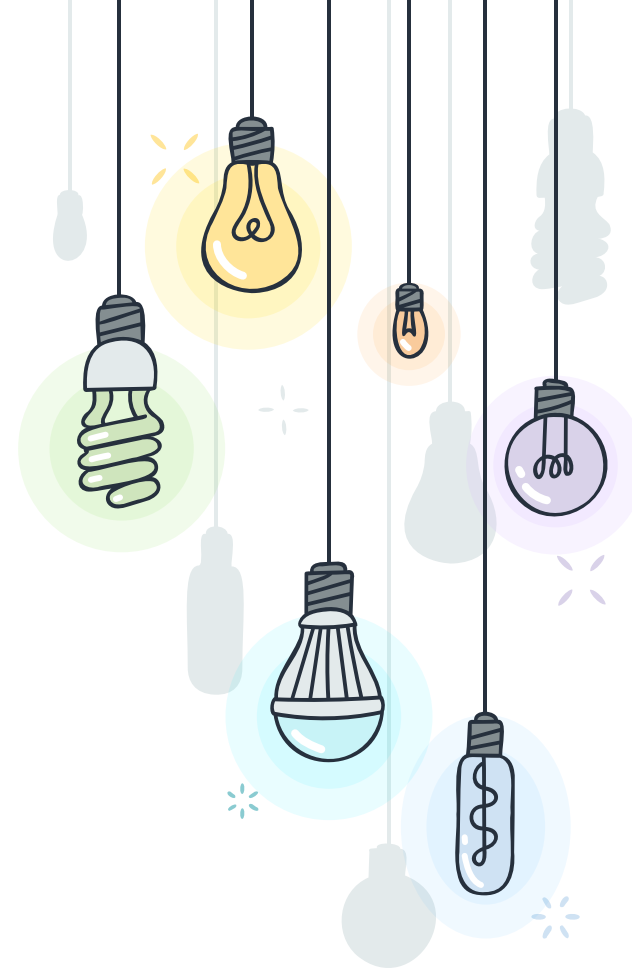
1. Is it consistent across programs?

2. Is it gathering accurate data?

3. Is there an incentive?

4. Is it short?

5. Is it simple?



TOOLS FOR PROGRAM EVALUATION

- ❑ Project Outcome (via Public Library Association)
 - Free toolkit for library program evaluation & outcome development
 - Outcome focused
 - Great for post-evaluation
 - Different survey formats & templates available
- ❑ Library User Surveys (via Library Research Service)
 - Survey templates that vary by length
 - Tips for design, administration, & distribution
- ❑ Likert Scale Information (via SurveyMonkey)



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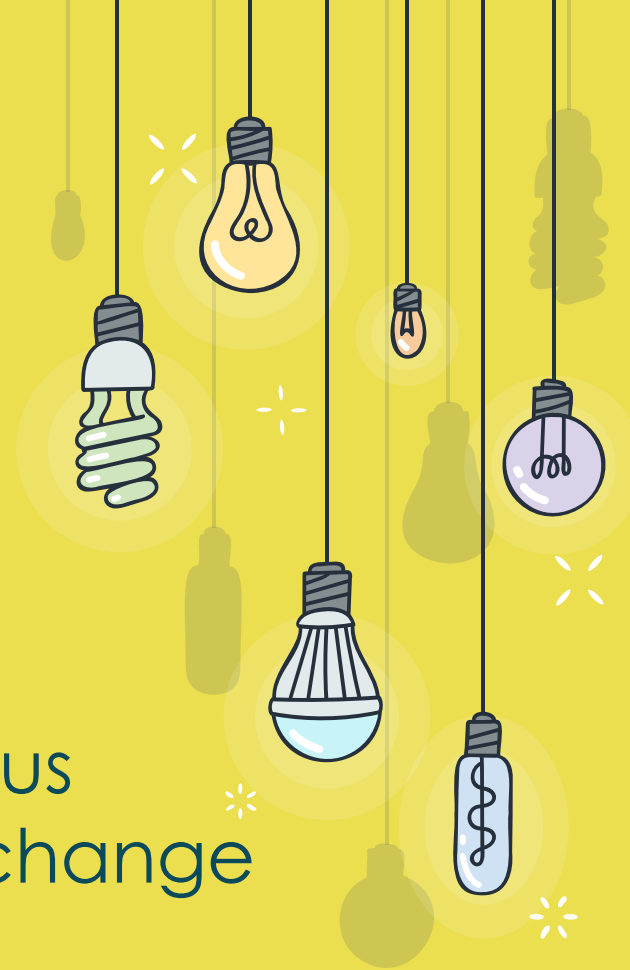
DYNAMIC PROGRAMMING



“DYNAMIC

dy-nam-ic | adjective

marked by usually continuous
and productive activity or change





Early Readers & Caregivers

- Storytimes
- Puppet shows
- Movie nights
- Character visits

Preteens age 10-12

- Advanced STEAM activities
- Homemade & DIY activities
- Painting & crafting
- Gaming tournaments & free play

Children from age 5-10

- Advanced storytimes
- Crafts
- STEAM activities
- Free plays

Teens age 13-18

- Writing & poetry
- Themed parties
- Adulthood readiness
- Advanced DIY & crafting

BREAD & BUTTER PROGRAMS



Adults

- Speakers & presenters
- Author visits
- Cooking & DIY classes
- Special crafts
- Trivia nights

Seniors

- Law & life programming
- Crafting (special or ongoing)
- Computer & tech classes
- Genealogy & history activities
- Fitness & health programs

BREAD & BUTTER PROGRAMS



Active



Participants are present and engaged all at the same time for a single period

Passive



Participants engage at their leisure during a specified window of time

ACTIVE VS PASSIVE PROGRAMS

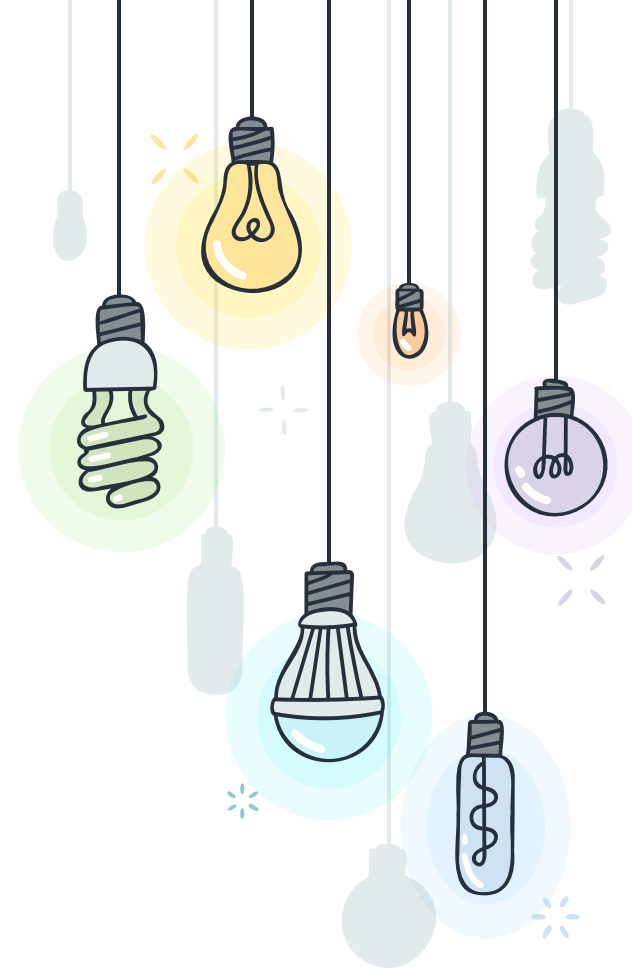
* OTHER PROGRAMS TO CONSIDER

Family or all-ages programs

Intergenerational programs for interaction and education between seniors and youths

Programs centered around current events and/or social issues

Adaptive programming for disabled patrons

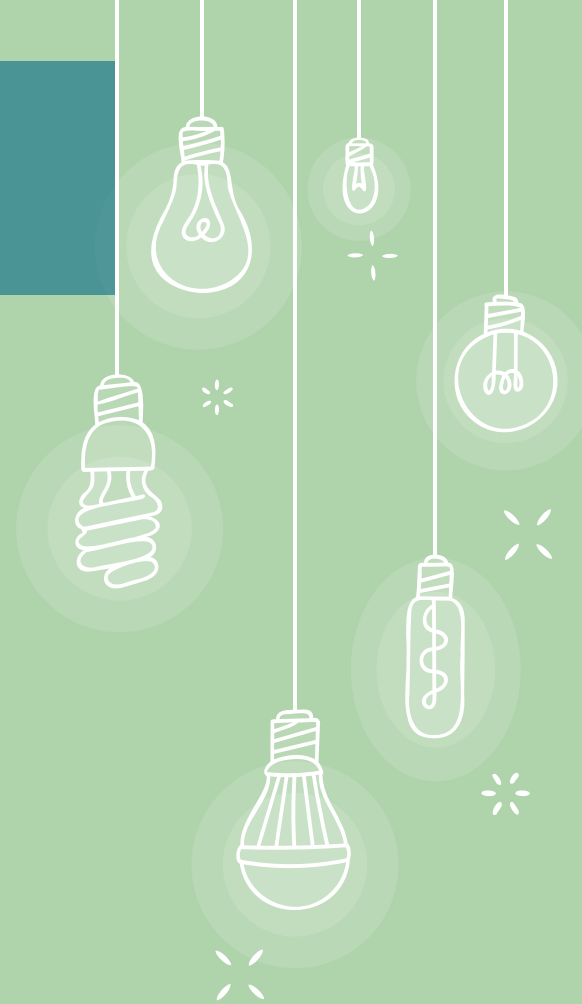


BREAKOUT ROOMS

In your groups, discuss the questions below.
Make sure to nominate a spokesperson
to share your group's thoughts.

**How do you think the pandemic has
permanently changed the nature
of library programming?**

**What are some benefits you've seen from
these changes? What about the problems?**



* HOW DID WE ADAPT?

VIRTUAL

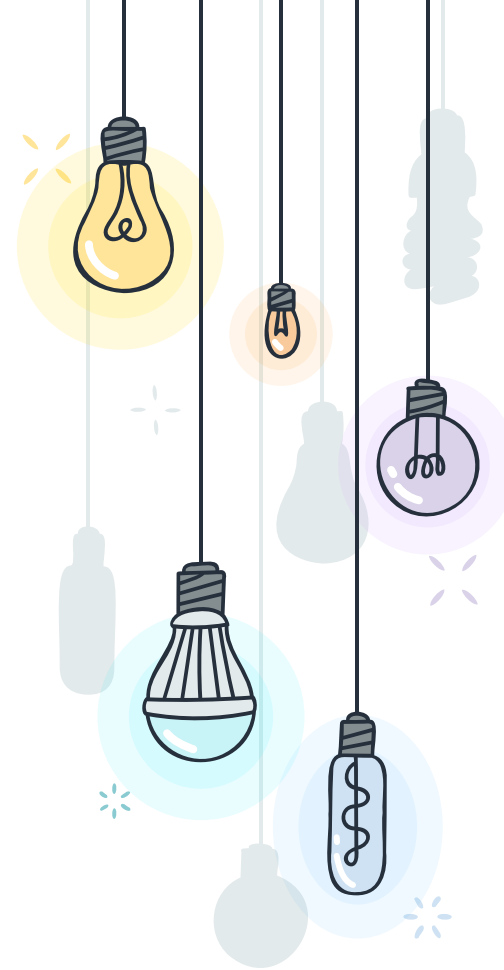
- + Storytimes & Book Clubs
- + Gaming
- + Arts & Crafts
- + Parties
- + Cooking
- + Presenters

GRAB & GO

- + Crafts
- + Writing exercises
- + Scavenger Hunts
- + Recipes
- + Gardening

DISTANCED

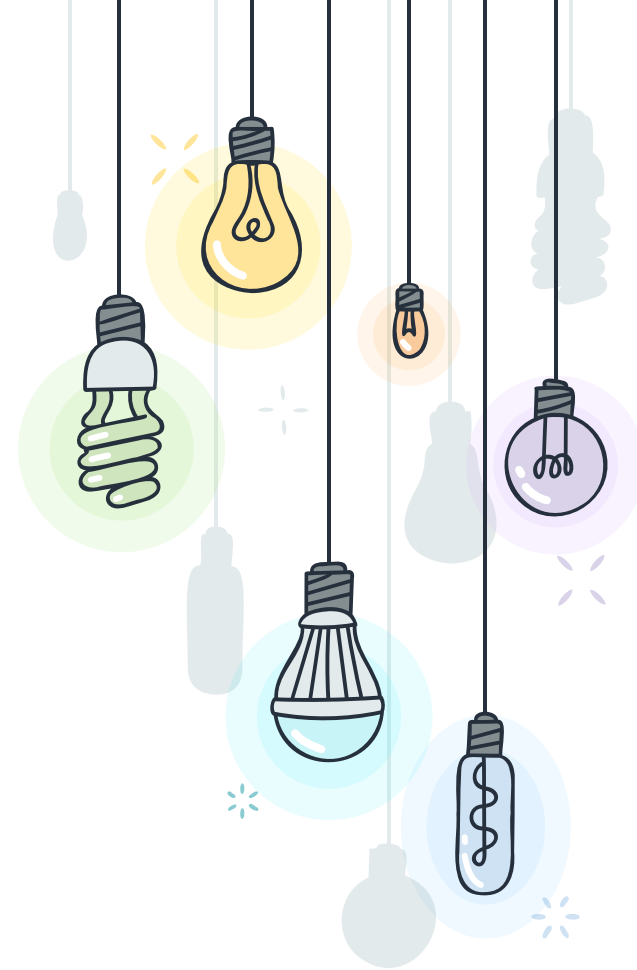
- + Storywalks
- + Outdoor screenings
- + Window displays
- + Sidewalk activities





SOME EXAMPLES OF PROGRAM ADAPTATIONS

- + “I Spy” Windows
- + Virtual Comic Mini-Con
- + Take-Home Job Fair
- + Recording oral histories over the phone
- + Sending in old photos & documents for an online history program
- + PowerPoint Parties
- + Zine workshops
- + Zoom Show & Tell (bonus: PET EDITION)



* WHAT HAVE WE LEARNED?

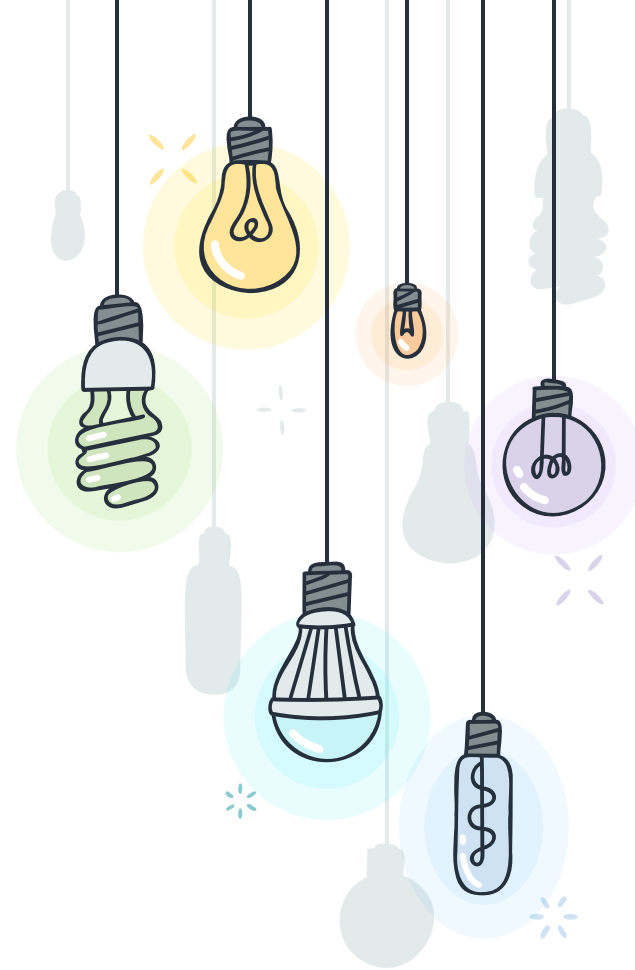
Virtual programs mean a wider audience (many who have never made it to a program before).

Not everyone can attend virtually, though.

Grab & Go programs can be picked up, dropped off, etc. for maximum reach.

Outdoor programs (storywalks, screenings, sidewalk games, etc.) are in high demand.

With forethought and careful planning, these programs can continue once we've fully reopened.



PROGRAMMING RESOURCES

- ❑ Programming Librarian
 - Includes news, program models, & more
 - Programming Librarian Interest Group
 - Virtual Programming Resources Roundup
- ❑ Programming Resources on WebJunction
- ❑ Public Libraries Online
- ❑ Teen Services Underground
 - Teen services and programming ideas
 - Teen Services Underground on Facebook



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ACCESSIBILITY & INCLUSION



TERMS TO KNOW

ACCESSIBILITY

- Usable, reachable, obtainable, understandable

INCLUSIVITY

- Aiming to include everyone, particularly those who are often overlooked or discriminated against

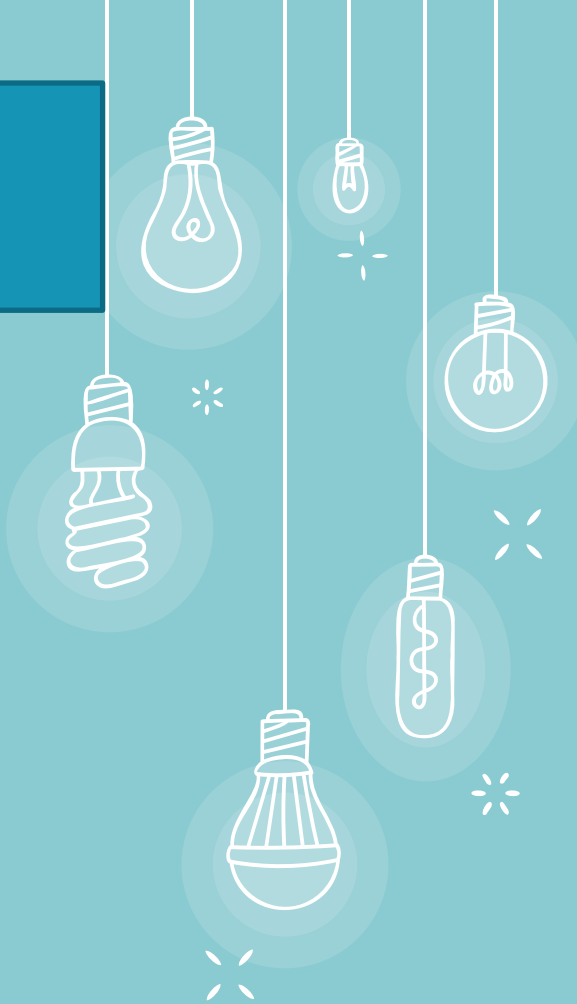
CULTURAL COMPETENCE

- Having the knowledge and tact to understand people and treat them equitably despite cultural differences (which often result in very different views about what is expected or appropriate in a particular situation)



QUESTION TIME!

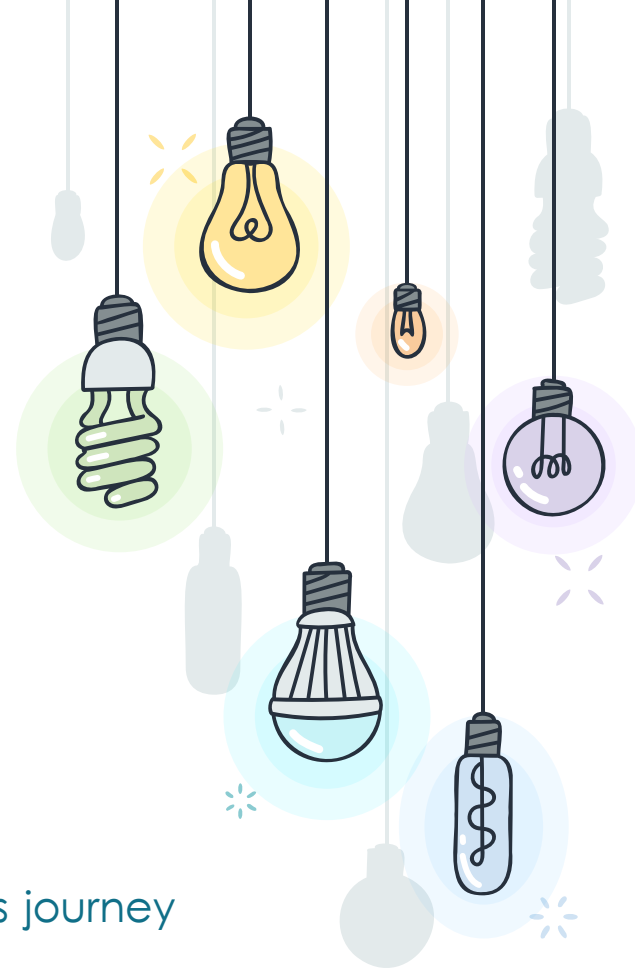
What are some things that might be barriers keeping people from being willing and/or able to fully participate in library programs?



MAKING VIRTUAL PROGRAMS MORE ACCESSIBLE

7 Ways to Make Your Virtual Programs More Accessible
to Patrons with Disabilities via Programming Librarian

1. Include accessibility info on virtual event webpages
2. Try your best to fulfill accessibility requests
3. Describe, describe, describe
4. Captioning is critical
5. Model accessibility for your participants
6. Accessibility is NOT just compliance; it's a continuous journey
7. Invite feedback from patrons with disabilities



ACCESSIBILITY & INCLUSION RESOURCES

- ❑ [Tips for Virtual Accessibility](#) via RUSA
- ❑ [Prioritizing Accessibility at Your Library](#) via WebJunction
- ❑ [Project READY](#)
 - Free professional development modules for librarians to learn about race and racism, racial equity, and culturally sustaining pedagogy.
- ❑ [Project ENABLE](#)
 - Free professional development modules for learning to provide equitable service to patrons with disabilities



4

OUTREACH & PARTNERSHIPS



“OUTREACH

out-reach | noun

extension of services or assistance
beyond current or usual limits

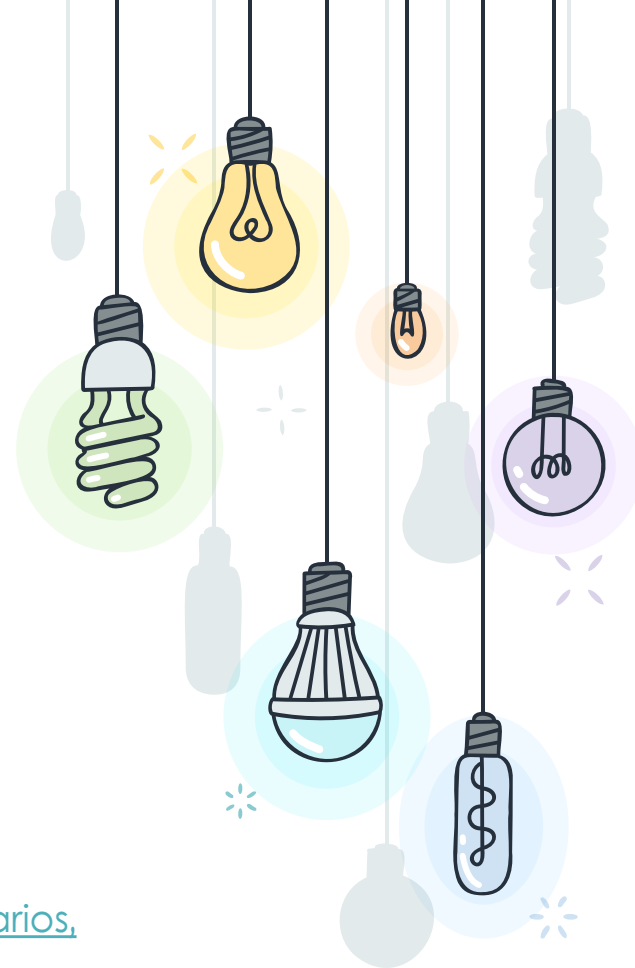




WHAT KIND OF OUTREACH DOES A LIBRARY DO?

1. Collection-based Outreach
2. Instruction & Services-based Outreach
3. “Whole Person” Outreach
4. “Just for Fun” Outreach
5. Partnerships & Community-focused Outreach
6. Multi-pronged Themed Events & Programming

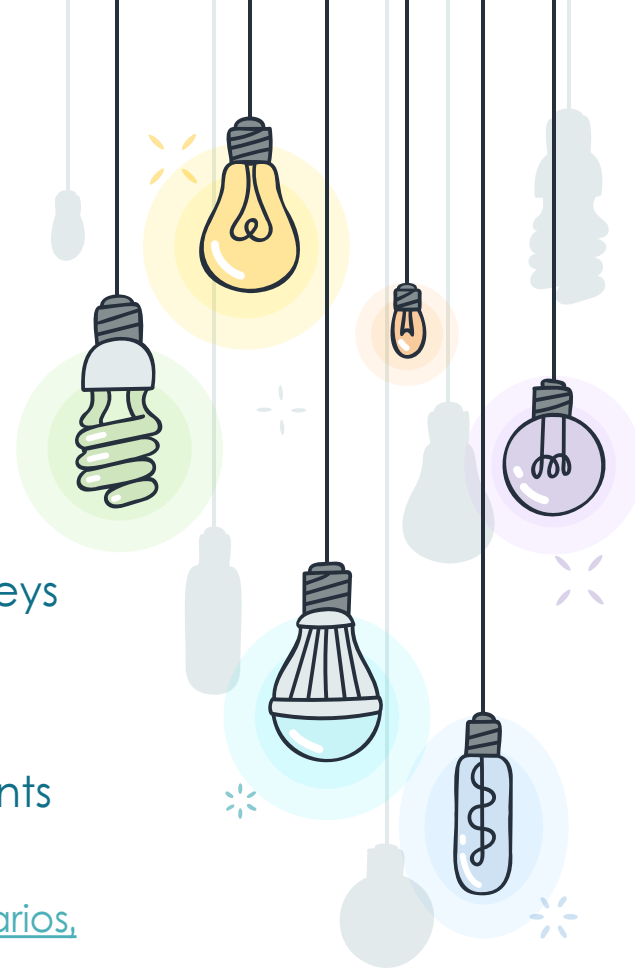
[Considering Outreach Assessment: Strategies, Sample Scenarios, and a Call to Action](#) (via [In the Library with the Lead Pipe](#))



* WHAT KIND OF ASSESSMENT MEASURES OUTREACH SUCCESS?

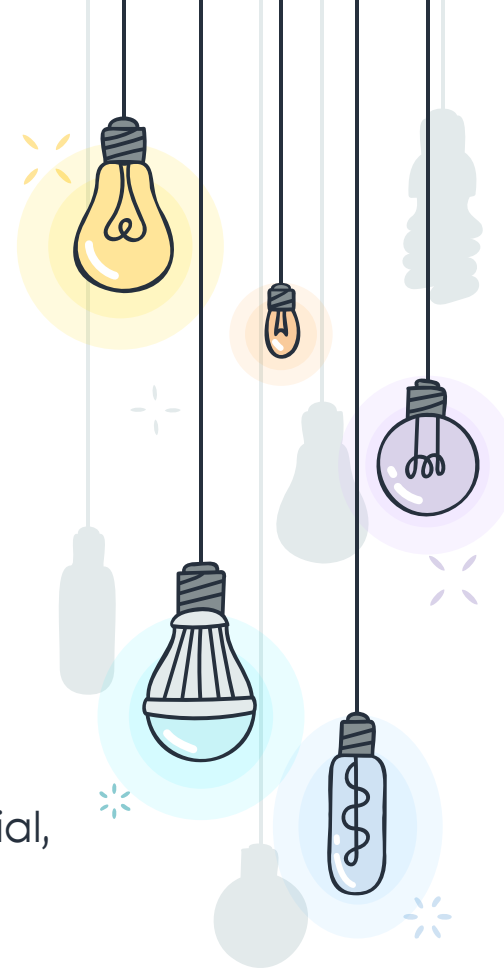
1. Capturing comments (live or via social media)
2. Documentation (photos, anecdotes, comments)
3. Audience interviews, focus groups, & follow-up surveys
4. Headcounts & other statistics
5. “Mystery shoppers” & observational notes
6. Short audio and/or visual recordings from participants

[Considering Outreach Assessment: Strategies, Sample Scenarios, and a Call to Action](#) (via In the Library with the Lead Pipe)



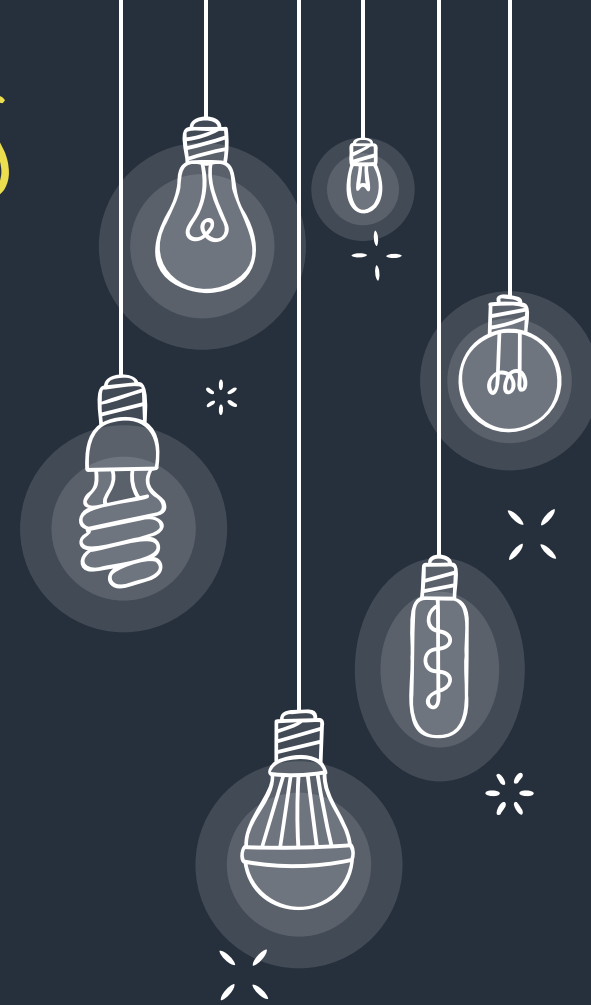
* (SOME) PARTNERSHIPS

- + Schools & Colleges
- + Theater Groups
- + Small Businesses
- + Banks & Finance
- + Attorneys & Law Offices
- + Medical Professionals
- + Clubs (4-H, Rotary, Writing, Gardening, Genealogy & History, Artisans & Crafters)
- + Prisons & Detention Centers
- + Extension Services
- + Zoos & Aquariums
- + Museums & Archives
- + Other Literacy Groups
- + Planetariums
- + Cosplay Groups
- + Authors & Illustrators
- + National Health, Financial, & Tech Literacy Groups
- + Food Agencies



OUTREACH & PARTNERSHIP RESOURCES

- ❑ [Partnerships & Outreach via WebJunction](#)
- ❑ [Outreach Toolkits via ALA](#)
- ❑ [Community Partnership Guidebook for Libraries](#)
 - This is a tool from Consumer Finance aimed at financial literacy, but a lot of it is applicable for all types of outreach & partnerships.
- ❑ [Forging Community Partnerships in a Small Town](#)
 - This webinar via Programming Librarian teaches how to forge partnerships in a small community and host exceptional library programs on a tiny budget. Also via Programming Librarian, there is:
 - [Partnerships: Teamwork Makes the Dream Work](#)
 - [3 Ways to Build Partnerships at Your Small Library](#)



5

IDEAS FOR PROJECTS





- ❑ Plan a program for an often-underserved group at your library.
 - This may require a brief community assessment. Consider outreach and partnership opportunities for maximum impact.
- ❑ Create an evaluation form for your library's programs.
 - Each month, review the feedback and take notes.
 - After 3 months, begin creating a plan to adjust library programming based on community feedback.
- ❑ Create a plan to increase accessibility in your programs.
 - Consider captioning services, interpreters, sensory programs and considerations, etc.

QUESTIONS?

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