

Programming Policies and Evaluation

On 01/02/2008, Anna Winkel, Public Services Coordinator from Grand County Library District, posted the following inquiry to the Libnet listserv:

We are interested in seeing other libraries' program policies. Also, if there are contracts/forms dealing with programs that are related to the policy, I would love to see those as well. Thanks!

-----Responses-----

Hi, Anna.

Here's the link to the Estes Park Public Library policies page:
<http://es.esteslibrary.org/2.0/Policies.htm>. Look under "Group Policies" and you'll find a link to Programs.

Good luck!

Claudine Perrault
Director
Estes Park Public Library

Anna,

I am currently working on updating our program policies document, but I figured I could send you the old one so that you would have something to work with. I also have program policies for Arapahoe Library District but they are only paper copies. I am happy to fax them to you if you send me your fax number.

I have also attached the document we now use the most when planning programs called 2008 Program Goals, Criteria and Target. Each program we offer has to fit the targets and themes and address specific criteria. The themes are generated by an annual patron survey. Technically we should not be offering programs outside of the themes and targets unless a branch can demonstrate (with data) that their patrons are interested in a specific type of program. It sounds a bit harsh, but we are trying to avoid staff spending gobs of time on programs that are interesting to them but not to patrons and then not having anyone show up. We want our programs to reflect interest rather than generate it.

So that is probably way more than you wanted to know. However, as you know I am big on sharing and talking about my job! If I can help in any other way, please let me know.

Programming Policies and Evaluation

Elizabeth Kelsen Huber
District Program Coordinator
Douglas County Libraries

Attachments:



Program Philosophy & Guidelines For Branches and District

Approved 11/15/04

Goals:

- To provide and support programs for all ages of educational, cultural, and recreational interest
- To foster an interest in and enjoyment of reading and lifelong learning
- To help to build communities
- To encourage and stimulate the use of the library and its resources by users and non-users.

Community Relations (ComRel) will coordinate programs to be held throughout the library district, which are focused on FACS: **F**amilies of all **A**ges, **C**ommunity, and **S**taff. These programs will include, but are not limited to:

- Reading programs
- Special events
- Festivals
- Outreach projects
- Classes/presentations
- Workshops
- Various other activities

Guidelines/Criteria:

Each library is encouraged to plan and provide branch programs that meet the standards of Douglas County Libraries. Committees may recommend a district-wide program or event by submitting the Review of Issue or Idea by Committee Request Form to the Program Committee Chair. In addition, all staff are invited to attend the District Brainstorming Retreat, held annually in June, and provide input on programs to be held during the following year.

All programs, whether District or Branch, will be evaluated on the following criteria:

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1. Supports the mission statement of Douglas County Libraries
2. Meets a recognized need within the District as identified through various evaluation tools and District market research
3. Addresses target audiences
4. Shows relevance to the District Long-Range Plan
5. Increases community awareness of the library as a dynamic center for educational and entertaining activities
6. Shows a benefit equal to the cost involved
7. Is relevant to other library activities and the annual DCL calendar of events
8. Promotes use of the library and/or promotes literacy
9. Enhances the library's image and strengthens its message to the community
10. Is not readily available elsewhere in the community
11. Provides opportunities for community partnerships
12. Enhances patrons' lives
13. Is relevant to the community and/ or community activities
14. Is of popular interest
15. Has capacity to involve technology and multi-media
16. Does not exceed the available monies and resources
17. Is free and open to the public and does not profit the presenter beyond the agreed upon fee for services rendered. Occasional exceptions may be made on a case by case situation.
18. Is able to be tracked/evaluated for success/failure and/or future program/events.
19. In some instances, an experimental project may be valid with strong support/reasons.

Staff Responsibilities

Each year, ComRel coordinates signature events that rotate annually among the library communities. ComRel also plans and coordinates district programs, such as reading programs, community programs, outreach programs, and special programs (such as National Library Week and the Storytelling Festival) to be held at each branch or library community. As much as possible, ComRel will attempt to use ideas selected at the annual Brainstorming Retreat when designing these programs. Budget, timelines, and staff time will also be taken into consideration.

For each district program, COMREL will:

1. Budget necessary monies, keeping within District specifications
2. Locate and contract with performers
3. Purchase and deliver supplies
4. Solicit event sponsors and donations
5. Coordinate publicity
6. Provide branches with detailed Program/Event Information sheets which will describe the event, breakdown specific staff responsibilities, and provide staff with contact information for the performer.
7. Attend all signature and community events. At these events, ComRel Staff will coordinate setup, cleanup, and other necessary tasks.

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8. When possible, ComRel may be present at branch district events to assist staff with implementation of that event.
9. Collect and record attendance numbers
10. Provide, collect, and tabulate feedback forms from both patrons and staff
11. Evaluate the success of a program by reviewing attendance numbers and feedback forms and use this information in the planning and implementation of future events.
12. Make recommendations for future programs/events.

For each district program, **BRANCH** staff will:

1. Review Program/Event Information sheet
 - Ascertain that:
 - Branch has all necessary equipment (tables, chairs, TV/VCR, etc)
 - All promotional materials are available and distributed to the public at least three weeks prior to the program
 - Sufficient staff have been assigned to the event
 - All supplies have been delivered on time and in good condition
2. Promote the program within the branch (posters, flyers, displays, word of mouth, etc.)
3. Be responsible for room set-up
4. Greet and introduce the performer
5. Check-in registered participants (if necessary)
6. Be present at the event
7. Take photographs with photo releases and send to ComRel
8. Record accurate attendance count and report to ComRel
9. Encourage participants to complete an evaluation form and return completed forms to ComRel
10. Be responsible for room clean-up
11. Complete a staff feedback form and return to ComRel

Event/Program Evaluation and Feedback

ComRel encourages feedback from participants and staff. In order to most effectively receive and evaluate this feedback, we will provide a variety of brief feedback forms.

- Program/Event Feedback form
 - Master included with promotional materials. Branch staff should make copies, distribute at events, and forward completed forms to ComRel. This event feedback form is designed to help ComRel evaluate the success of contracted performers and presenters and plan successful future programs.
- Staff Program/Event Feedback form
 - Master included with promotional materials. This form is designed for staff to communicate what worked and what did not. The form can be completed by hand and forwarded to ComRel, or staff can simply follow its format and send feedback via email to the District Program Coordinators.

Program Goals, Criteria and Targets for 2008

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Goal #1 (from LRP): DCL will support personal growth and lifelong learning.

Objective 1: DCL will promote literacy to demographic profiles by annually identifying specific groups and their needs to target for literacy, programming and outreach efforts.

Objective 3: DCL will support literacy goals by focusing programming on the educational support of literacy.

Criteria for 2008 Programs (district and branch):

- Does the program idea address a void in the community?
- Does it address survey results, needs analysis, circulation trends, or other proven statistics?
- Does it enrich or educate patrons (or community) on life long learning goals? Why do you think it is a needed/wanted goal?
- Can DCL do the program better than anyone else in Douglas County?
- Can its success be measured through cost, attendance, feedback, results, future goals?
- If a new program – determine the testing criteria (i.e. how long will you continue to try the new program before determining it is an annual event, or stop doing it).
- Can it involve technology or promote online resources? Promote DCL's technological offerings and/or other Technology Literacy goals. (*recommended*)
- Does it allow for community connections or partnerships? (*recommended*)
- Does it create dialogue or a public forum? (*recommended*)

Requirement for 2008 Programs (district and branch):

Goal - INTEGRATION (The complete package):

- Brief introduction at each program – stating how the library can add to the total patron experience (i.e. additional resources that can be briefly mentioned or other handout related to program topic, available for display and patron handout at event).
- Book Display in/near program location, related to topic.
- Technological involvement. Promote online resources or other features on our website and/or other library service – whether in person or in a handout.

Targets & Themes (district AND branch):

Children

- Target Breakdown: **The Family**. For parents with children, 12 and under.
Themes: **Hobbies/crafts, Music and Home/garden**

Teens

- Target Breakdown: **Early Teens (12-15)**; not driving yet; "Ratpack"
- Themes: **Music, Visual Art and Hobbies/Crafts**

Adults

- Target Breakdown: **Empty Nesters; Non-kid adults**, ages 30-50.

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- Themes: **Hobbies/Crafts, Music and Home/Garden**

2008 Reading Program General Themes

- Spring – Catch the Reading Wave, February 1 - March 15
 - Summer - Olympics, June 1 - July 13
 - Fall – Bugs, October 1 – November 12
-

Hi Anna,

Please see the attached file for our programming policy. If you get some useful responses, I would be interested in seeing them. I'm new to programming.

Thanks,

David Rhodes
Librarian
Westminster Public Library at College Hill

Attachment:

Westminster Public Library Programming Policy

Programming Objectives

To provide programs for the citizens of Westminster that will further our mission:

The mission of the Westminster Public Library is to provide materials and services to support lifelong learning, cultural enrichment, literacy, recreational reading, and access to information for all members of the Westminster community.

Policies

The primary goal of all programs is to provide information, entertainment, or otherwise enrich the lives of our customers. Programs that promote reading, literacy, computer literacy, and enhance the quality of life in Westminster will be given high priority.

All programs must be free and open to all members of the public.

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Advertisement or sale of merchandise or services must be minimal. WPL will collect 10% of all sales revenue generated.

Programs are only permitted during regular library hours.

Programs must end at least 30 minutes before closing time. Programs must begin at least 30 minutes after opening.

The library does not provide childcare. Parents attending programs cannot leave their young children unattended in the library.

The Library has final approval rights over programming.

The Library reserves the right to amend these policies at any time.

Application

Presenter must submit a written request by the following deadlines:

- September 15 for all programs offered January-May
- January 15 for all programs offered June-August
- May 15 for all programs offered September-December

All requests must include the following:

- Presenter name, address, phone number, and email address
- Company or organization the presenter/program represents
- Title of program
- Preferred date(s) and times for program
- Alternative date(s) and times for program
- Complete description of the program.
- An explanation of how this program will help us to further the mission of the Westminster Public Library.
- A complete list of all products or services to be promoted or sold during the program.
- A list of facility requirements, for example: room size, table setup, computer equipment needed, projectors, other equipment or materials needed.
- Time needed before and after the program for setup and takedown.

Presenter Responsibilities

Presenters are responsible for supplying all handouts and/or materials unless previously arranged with the library.

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Presenters are responsible for room setup.

The use of any electronic equipment that does not belong to the library must be tested for proper functionality in advance.

Programs that involve food, drink, craft supplies, or other potentially messy materials must be pre-approved by the library.

The library will advertise programs in the Westminster Parks, Recreation and Libraries Activities Guide, on our website, and with flyers and handouts at the library. Any additional advertising is the responsibility of the presenter. The library must approve all advertisements.

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On 02/13/2008, Anna Winkel, Public Services Coordinator from Grand County Library District, posted the following inquiry to the Libnet listserv:

Another programming question-do you all survey or ask for written feedback during/after adult programs? If so, do you have an example evaluation form you would like to share?

Along with the form, I am interested in your thought process for creating it-why do you need/want the information for which you asked? How will you put that information to use?

Thanks in advance for any thoughts or examples.

-----Responses-----

Anna,

We've done a quick thing on a half sheet of paper.

- 1) What was useful/fun/informative about this program?
- 2) In a few words what did you think about the presenter?
- 3) What other kinds of programs would you like to see at the library?

Reasoning:

1) to give us an idea of what made the program interesting -- were they looking for information, something they could take home and use, or just to laugh. That gave us an idea of what other kinds of programs we should be looking for.

2) to give us an idea of what was important in a presenter -- knew her stuff, made me think, made me laugh,

3) we asked for kinds of programs rather than specific programs so we would find out if book talks, how-to-do-it, local history, etc were what people wanted more of.

Hope this helps.

Beth

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Hi Anna,

At the Arapahoe Library District we do have program evaluations. We have one for patrons and one for staff. The patron eval tells me how they like the program and how they like the speaker. Also the form asks where they heard about the program and what age group they are in. The comments section is the one I like best and I learn all kinds of things from what the patron thinks of the library, staff or program to what they'd like to see in the future. It is very helpful! The final info we ask for is if they want to sign up for our e-newsletter or monthly publication.

The staff eval lets me know how staff felt about the program which is sometimes different than what patrons think. It also gives me attendance and which strategic plan objective they provided this program for. This form also gives me an idea of how much staff time it took to present the program.

I am attaching the two files for you. I hope these help! Good luck!

Cindy Mares
Program Coordinator
Arapahoe Library District

Attachments (see next page):

Programming Policies and Evaluation



EXPANDING YOUR WORLD
www.arapahoelibraries.org
E-mail: ask@ald.lib.co.us

Let Us Know What You Think

Thank you for attending this program provided by the Arapahoe Library District. Please take a few moments to let us know what you think. Your feedback will help us to plan future programs and events. You can give this form to the program coordinator at the end of the program or mail it to: Program Coordinator, Arapahoe Library District, 12855 E. Adam Aircraft Circle, Englewood, CO 80112.

Program Location: _____ Date: _____

Program Title: _____ Your Zip Code: _____

1. How would you rate this program overall?

Poor Fair Good Very Good Excellent

2. How would you rate the speaker/presenter (if there was one)?

Poor Fair Good Very Good Excellent

3. How did you find out about this program? (Check all that apply.)

Library Flyer Library Staff *The Dewey* Newsletter Library Website
 Newspaper/Radio/TV Word of Mouth Library Email Newsletter School
 Other (please specify): _____

4. What is your age group?

6-11 12-18 19-30 31-45 46-65 66+

If you attended with your child(ren) or you are filling out this evaluation for your child(ren), please indicate age(s).

Infant 1-2 3-5 6-10 11-13 14-16 17-18

5. Other comments? For example, what did you like most about the program? How could it have been improved? What kinds of programs would you like the library to offer in the future? (Use back if more space is needed.)

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Program/Event Evaluation - Staff

This information will be used in evaluating programs, reporting information for ALD's Monthly Performance Measures Report and submitting information to the State for our required statistics reporting.

Date _____

Library Location _____

Type of Event

Program

Computer Training

Primary Audience

Adult

Teen

Children

Family

Name of Program _____

Presenter/Contact Name _____

Number Attending _____

What Strategic Plan objective does this program contribute to?

Community Diversity Life Balance and Leisure Time Convenience

Personal Growth and Development

How? _____

Performer Success Rating (Circle One):

1
Poor

2
Fair

3
Good

4
Very Good

5
Excellent

Comments: _____

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Program Success Rating (Circle One):

1	2	3	4	5
Poor	Fair	Good	Very Good	Excellent

Comments: _____

Evaluated by _____ Staff Prep Time _____

Return form to: Cindy Mares, AD for each program presented
Library copy to: Staff in charge of statistics 8/05

Here is a sample of what we have used.

Kelli Johnson
Public Information Manager
Weld Library District

Attachment:

Thank you for coming to 
Lost in the 50's

Please take a moment to give us your feedback.

How did you hear about this program?
Newspaper _____ Library publicity _____
Other (please list) _____

What time of day better suits your schedule for additional programming?
9 am-noon _____ noon-5 pm _____ after 5 pm _____

What suggestion do you have for additional library programming?

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Anna,

I've just recently made up this form and have only used it for a few programs so far.

You can probably recognize what I was after – information on which of our marketing tools is most effective, feedback so I can plan how and what to schedule for future programs, and an email list which I can use to notify patrons of upcoming programs. So far I have only a small list for email, but I hope to build this up and use it as an additional marketing tool for future programs. We send post cards to past participants in our summer reading program for adults, and I think this kind of personalized contact is quite effective.

Kathy Kelly
Adult Services Supervisor
Louisville Public Library

Attachment:

Louisville Public Library
Program Evaluation Form

Overall, how would you rate this program?

Poor Fair Good Excellent

Would you like to see more programs similar to this? Yes No

Comments on the program you
attended: _____

How did you find out about this program?

Library calendar Library web site

Library poster or flyer Newspaper: _____

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Word of mouth

City Newsletter

Please share with us any ideas you might have for future events or programs:

In general, do you prefer to attend programs:

Mornings afternoons evenings no preference

Weekdays weekends no preference

I want to be put on the email list to receive information about upcoming programs
(email address will only be used for this purpose):

Email address: _____

Please leave this form in the room after the program.

Thank you!

Anna,

Our initial feedback forms consisted of demographic questions such as where the patron lives, age, how they heard about the program, if they liked the program, etc. After using these same feedback forms for a few years, we found that they were not providing any new and relevant information for the following reasons:

1) For the most part patrons attend programs in their community/town. Some patrons will travel for a program but generally they don't.

2) We have been asking patrons for years how they heard about programs, yet their responses don't tend to effect how we market them. We still send out press releases even though most people hear about our programs at the library or from our e-newsletter.

3) I found that unless patrons really objected to the program they tend to give the same sorts of positive feedback (e.g. "great program" "learned a lot") that really doesn't tell you if the program was worth your time and theirs.

That said, if you have never asked for feedback some of these questions would be a great place to start - just to get an idea of who is coming and why. However, what I am asking our

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staff to do is to create a benchmark goal (measurable data) that they can collect for each program and then asking a question on the feedback form to collect that data. For example we offer a Local Music Series once a month in Parker. The attendance has been unpredictable and the staff member planning the programs is starting to wonder if patrons who attend are specifically coming for the music or if they hear the music and just stop by. So she has started collecting this data and will analyze it over the coming months.

In the end, I have learned think critically about the questions you are asking on a feedback form or evaluation and consider whether or not you actually need the information and what will you do with it. I never want to waste a patron's time but I don't mind asking them for a few minutes to give me some concrete data that will help me to evaluate the success of my program and help me develop better programs in the future.

Elizabeth Kelsen Huber
District Program Coordinator
Douglas County Libraries

Attachments:

We Value Your Feedback!

Thank you for participating in an event at Douglas County Libraries!
Please take a moment to complete this evaluation. You may turn in this form at the event or mail it in shortly afterward to:

Douglas County Libraries
Community Relations
100 S. Wilcox St.
Castle Rock, CO 80104

Event Title: _____ **Date:** _____

Library: _____

What town/area are you from:

Castle Rock	Franktown	Lone Tree	Sedalia
Castle Pines North	Highlands Ranch	Louviers	Other: _____
Colorado Springs	Larkspur	Parker	
Denver	Littleton	Roxborough	

I first heard about the event (please choose one)

Access magazine	E-newsletter	School	Other? _____
Library Poster/Flier	DCL Website	TV/Radio/Newspaper	
Library Staff Member	Other Website	Word of Mouth	

Age of participant: 1-12 13-18 19-30 31-45 46-55 56-64 65+ I attended with my children

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Other: _____

2. How often do you attend library programs?
Once a week or more
Several times a month
Monthly
Quarterly (3-4 times a year)
Yearly
Do not attend
3. What types of programs would you like to see at the library? **CIRCLE 3**
Art/Artists
Books/Authors
Career/Employment
Financial/Investments
Hand Crafts (knitting, crochet, etc.)
Health/Fitness
History/Genealogy
Home (decorating, organizing, etc.)
Gardening
Science
Small Business
Technology
Travel
Writing
Other, please specify _____
4. What type of current issues programs/events/forums would you attend? **CIRCLE 2**
Education
Energy
Environment
Foreign Relations
Government
Growth/Development
Health/Health Care
Immigration
Intellectual Freedom/Censorship/Patriot Act
Personal Safety
Terrorism
Water Issues/Rights
Other, please specify _____
5. For which ages would you attend programs? **Check all that apply**
Birth-1 2-3 4-5 6-9 10-12 13-15 16-18 19-30 31-40 41-50 51-64 65+
6. Have you participated in a reading program? If so, for what group?
Youth Teen Adult
7. Why do you participate in the reading program? **CIRCLE ONE**
Theme
Prize
To promote/encourage reading

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Other: _____

8. Please indicate your age range.

0-12

13-18

19-30

31-40

41-50

51-64

65+

Do you have any further comments or suggestions regarding Douglas County Libraries programs and events in 2009?

Hi Anna,

We just developed a survey/evaluation for programs here; attached. We also create surveys to use after computer classes to determine what topics our community would like. We create these on an as-needed basis.

We will be collecting the surveys and evals after select programs and compiling the data in a word or excel format to review. We have a programming committee (comprised of me, and 4 volunteers) which is instrumental in planning for programs, workshops, and events, largely based on feedback from these surveys and evals.

We would like to gather the information so we can offer quality programs that are of interest to the community. We also do a lot of informal questioning and touching base with individuals throughout our community.

I hope this helps. Please let me know if you have questions.

Best,

Sarah Myers
Library Director
Red Feather Lakes Community Library

Attachments:

Red Feather Lakes Community Library PROGRAM/WORKSHOP EVALUATION

PROGRAM: _____ DATE _____

1. Overall, how effective was the presenter/speaker? Please circle number.

1 2 3 4 5
Not at all Somewhat Very

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2. How would you rate the quality of the program? Please circle number.

1 2 3 4 5
Poor Average Excellent

3. The presentation materials were helpful to me and were concise and logical.

1 2 3 4 5
Not at all Somewhat Very

4. What programs/classes would you like in the future? Please circle all that apply.

Programs: Travelogues Authors RF History Artist

Others: _____

Workshops: Computer Crafts Writing Arts Music

Others: _____

5. How did you learn about the program/workshop? Please circle all that apply.

North Forty News Senior Voice Newsletters E-mail Flyers Web Site

Other _____

Your evaluation and comments are helpful to us in improving the quality and attendance of our programs and workshops.

PLEASE USE OTHER SIDE FOR COMMENTS

Thank you!

These is one we tried here in Grand County, the second one was created by one of our staff members while she was in library school—we haven't used it in the libraries, so it is generic.

Anna Winkel
Public Services Coordinator
Grand County Library District

Attachments:

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Adult Program Evaluation Form

The [Enter Library Name Here] continually strives to improve our library programs. Your input into the program you recently attended will assist us with this process.

Program Location: _____

Date: _____

Program

Attended: _____

Optional: Your name and phone or e-mail-

Please circle your level of satisfaction with each of the following:

Program met my expectations:	poor	fair	satisfactory	good	excellent
Program content:	poor	fair	satisfactory	good	excellent
Ability of presenter to communicate content:	poor	fair	satisfactory	good	excellent
Content and usefulness of handouts:	poor	fair	satisfactory	good	excellent
Area in which program was held:	poor	fair	satisfactory	good	excellent
Convenience of program day and time:	poor	fair	satisfactory	good	excellent
Overall, how would you rate this program:	poor	fair	satisfactory	good	excellent

If you answered "poor" or "fair" to any of the above please indicate your reasons: _____

Did you use library resources or check out material as a result of this program? Yes No

Would you recommend this program to friends or family? Yes No

Were refreshments served? Yes No

If so, what was the level of importance to you? low medium high

How did you hear about this program?

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What changes, if any, would you recommend for this program?

Do you have any suggestions for future programs?

Additional Comments:

Thanks for providing your feedback!

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Thanks for Coming!
To Serve You Better
PLEASE TAKE A MOMENT TO FILL OUT

.....

How did you hear about the program? (circle all that apply)

Newspaper Friend Library Website Library Flyer E-mail

Other _____

What was your favorite part of the program?

What suggestions would you make?

Do you have a library card? Yes No May we ask your age?

below 20 20-30 30-40 40-50 above 50

What other programs have you attended?

What type of programs would you like to attend in the future?

How would you like to be notified of library programs?

E-mail Flyers Newspaper Telephone reminder Library Website

To keep you informed of future programs, may we have your email or telephone number?

(This information will not be shared outside the Grand County Library District)

-----Library Branch Name-----