Public Library Annual Report: How to Report Program Data Elements

Data Element	Onsite Program	Offsite Program	Live Virtual Program	Recorded Program
Number of Children's, YA, Adult, All Ages, and Total Programs	Report in-person programs offered in the library building or on the library grounds.	Report in-person programs offered offsite.	Report audio or video content that is streamed live on Facebook, YouTube, Zoom, etc.	Report video or audio programs that were never streamed live. Do not include promotional or marketing content.
Children's, YA, Adult, All Ages, and Total Attendance	Report the number of people attending the program.	Report the number of people attending the program.	Report unique or peak views.	Two data elements for each age group: **Total views of recorded programs** (programs that were never streamed live): Report total views for the reporting period (January 1 – December 31, 2020). For events made available via Facebook, report 1 minute views. For other platforms, report unique views. **Total on-demand views of programs originally streamed live**: Report total on-demand views for the reporting period (January 1 – December 31, 2020). *Do not include views of the live stream, as these should be reported in live virtual program attendance.*
	Onsite, offsite, and live virtual programs and attendance of these programs will be summed to create "**Total Number of Annual Live Programs**" and "**Total Annual Live Program Attendance**." Prior to 2020, these were called Total Number of Annual Program Offerings (6.5) and Total Annual Program Attendance (6.10).			

Program definition: A program is any planned event which introduces the group attending to any of the activities or which directly provides information to participants. Programs may cover use of the library, library services, or library tours. Programs may also provide cultural, recreational, or educational information, often designed to meet a specific social need. Examples of these types of programs include film showings, lectures, story hours, literacy, English as a second language, citizenship classes, and book discussions.

Count all programs, whether held on– or off–site, that are sponsored or co-sponsored by the library. Exclude programs sponsored by other groups that use library facilities. If programs are offered as a series, count each program in the series. For example, a film series offered once a week for eight weeks should be counted as eight programs.

Note: Exclude library activities delivered on a one-to-one basis, rather than a group, such as one-to-one literacy tutoring, services to homebound, résumé writing assistance, homework assistance, mentoring activities, and passive programming.

See next page for examples of how to count specific programs.

How to Report Program Data Elements - Examples

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Example #1: Recording of preschool storytime posted on the library's YouTube channel for people to view at any time. This program was never streamed live. As of 12/31/20, there are 78 unique views.

Report:

Recorded children's program: 1
Views of recorded children's program: 78

Example #2: Adult program on mindfulness streamed live on Facebook with 25 1-minute views; afterwards, the recording remains on Facebook for people to view on demand. As of 12/31/20, there are 102 1-minute on-demand views.

Report:

Live virtual adult program: 1
Adult live virtual program attendance: 25
On-demand views of previously livestreamed adult program: 102

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