

Virtual Programming Elements

FY20 PUBLIC LIBRARY SURVEY GUIDANCE

Background

Created by Program Elements Subcommittee formed at the December 2019 SDC Meeting: Linda Hofschire, Verena Getahun, Amanda Johnson

- SDC listserv comments and direct questions
- Reviewed by SDC Mentors

Developed before IMLS decided on yes/no questions

Goal was to provide general guidance on how virtual programming should be reported within the current federal programming elements and allow for greatest flexibility at the state level.

Recommendation: Live Virtual Programs

Federal Level Elements:

Meets the current definition of programs and should be reported in data elements:

- 600-602 (total number of library programs, number of children's programs, and number of young adult programs)
- 603-605 (total attendance at library programs, children's program attendance, and young adult program attendance). For attendance, report unique or peak views.

State Level Elements:

- Total live virtual programs
- Live virtual program attendance (count of unique or peak live views)

Considerations for Recordings of Program Content

Do not meet the definition of #600

- Lack group aspect

Are distinct from other programming

- Available for longer periods of time and have potential for wider distribution
- Virtual environment

Possible effects of not including recorded activities:

- will lead to frustration from local libraries
- libraries with low quality broadband may not have the technical capabilities to live stream programs.
- may unintentionally denote a lesser value on these services
- concern that libraries would be more likely to include recorded activities in the programming section if there was not a place to report them otherwise

Recommendation: Recordings of Program Content

Federal Elements: Recorded programs are distinct and should not be reported in program totals sent to AIR

State Level Elements:

- Total recordings of program content: A recording of program content is a video or audio recording of content that meets the definition of a program (see below) except that it is not streamed live.
- Total views of recorded program content: Count total views of recorded program content for the reporting period (fiscal year). NOTE: For events made available via Facebook, report 1 minute views. For other platforms, report unique views.
- Total on-demand views of live virtual programs: For live-streamed events made available for later viewing, count total on-demand views for the reporting period (fiscal year). Do not include views of the live broadcast (these will be reported under program attendance). NOTE: For events made available via Facebook, report 1 minute views. For other platforms, report unique views.

Definition of Library Program (Element 600)

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, and mentoring activities.