2020 PUBLIC LIBRARY ANNUAL REPORT

WEDNESDAY, FEBRUARY 3, 2021 11:00-12:00

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TODAY'S SESSION

- PLAR Overview
- PLAR Resources
- 2020 Update
- Questions
- Recording, slides, and links will be available at https://www.lrs.org/2020-public-library-annual-report-and-help/
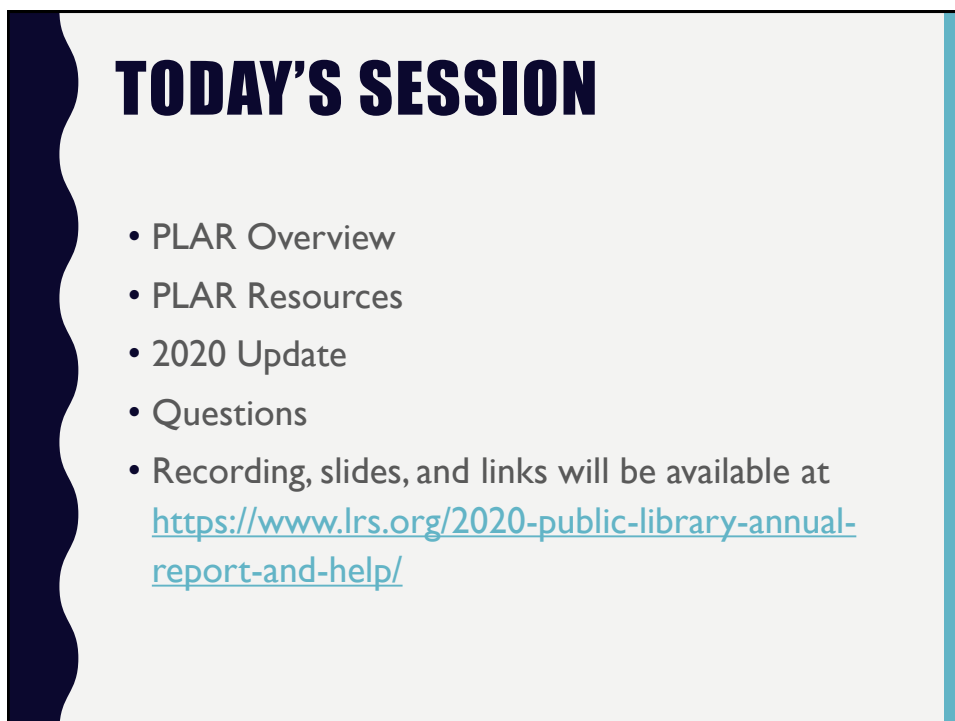
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PLAR OVERVIEW – THE 5 Ws

WHY?

- Tell the 21st century public library story
- Establish metrics and trends
- Management, strategic planning, peer comparisons

WHAT AND WHO?

- Comprehensive data collection about all aspects of public libraries.
- Managed by the Institute of Museum and Library Services (IMLS).
- Most of the items are determined at the federal level.
- All US public libraries participate.
- State libraries collect data and submit to IMLS.

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WHEN AND WHERE?

- Data Collection: January – mid-March (due date for 2020 PLAR is **March 19**)
- Preliminary results available in the spring
- Final results available in the fall
- Submit data online
- Data for all US public libraries available on IMLS website

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PLAR RESOURCES

2020 Public Library Annual Report Information and Help

The 2020 Public Library Annual Report (PLAR) opens on Monday, January 25, 2021 and closes on March 19, 2021. Are you new to the PLAR? Check out the 5 Ws of the Public Library Annual Report for an overview.

Library Research Service staff will offer a webinar about the PLAR on **Wednesday, February 3, 11:00-12:00** via this link: https://us02web.zoom.us/j/81548110692.

Survey Support Documents and Links

- Online Survey (use Chrome or Firefox browsers, NOT Microsoft Edge)
- Print Survey
- Instructions
- Help Page for Bibliostat Connect Interface
- Library Hours Calculator
- Electronic Materials: What Goes Where?

2020 Resources

- 2020 Report: New items and changes
- How to report program data elements
- How to report virtual program statistics
- Marmot downloadable counts
- CLiC downloadable counts

Help

If you have questions about the survey or data elements, please contact Linda Hofschire at hofschire_l@cde.state.co.us or 970.510.6758. For help with technical questions about Bibliostat Collect, contact Product Support at collectconnect@baker-taylor.com or 866.785.9935.

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2020 PLAR

- Showcase libraries' extraordinary responses during the pandemic
- Report the unique services you offered separately – don't try to fit them into existing data elements!
- It's also important to keep this reporting separate to maintain trends

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WHAT'S NEW IN 2020

Do not respond to an item if you didn't track the number!

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WHAT'S NEW IN 2020

- Number of public computers:
  - Available for public use as of 2/1/20
  - Available for public use as of 12/31/20
  - Number of weeks no computers were available for public use

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WHAT'S NEW IN 2020

- Number of public computers:
  - Available for public use as of 2/1/20
  - Available for public use as of 12/31/20
  - Number of weeks no computers were available for public use
  - If your library had to limit the number of computers available for public use during any part of 2020, what was the lowest number of computers that were available? (The intention of this question is to collect data for time periods when some but not all computers were available; therefore, a response of "0" is not permitted.)

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WHAT'S NEW IN 2020

- Annual visits
  - Visits can only occur when the library building is open to the public. Curbside pickups or other activities occurring while the building is closed to the public do NOT count as visits.

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- Annual visits
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- Curbside pickup
  - Did this outlet offer curbside pickup?
  - Number of curbside pickup transactions

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WHAT'S NEW IN 2020

- Reference transactions
  - Regarding the number of reference transactions you added, is this an (select one):
    a) Annual count
    b) Annual estimate based on a typical week or weeks
  - If you selected b in the question above, did any of the weeks used to determine the estimate occur during building closures due to COVID-19?

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WHAT'S NEW IN 2020

- Public service hours and number of weeks outlet is open
  - ONLY include the hours/weeks when the building was open to the public.
- Number of weeks library staff provided service to the public during the time the outlet was closed:
- Number of hours library staff provided service to the public during the time the outlet was closed:

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WHAT'S NEW IN 2020

- Take and make activity kits:
  - Number of take and make activity kits distributed (non-circulating):
  - Number of take and make activity kits distributed (circulating):

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PROGRAMS

- 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.

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  - Count all programs, whether held on– or off–site or virtual, **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.

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  - 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.

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PROGRAMS

- Onsite program – in-person program offered in the library building or on the library grounds
- Offsite program – in-person programs offered offsite (preschool, community center, etc.)
- Live virtual program – program stream lived online
- Recorded program – online programs that were never streamed live

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PROGRAMS

- Age groups
  - Children (11 years and under)
  - YA (ages 12-18)
  - Adult (19 years and above)
  - All Ages (aimed at multiple age groups, for example, children and adult)

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VIRTUAL PROGRAM STATISTICS

How to Report Virtual Program Statistics on the Public Library Annual Report (PLAR)

Platform	Live Program Statistic	
Facebook	Peak live viewers Available via the Content Library	
Google Meet	Participants Available via the Meet Quality Tool	
YouTube	Peak concurrent viewers Available via YouTube Studio > Analytics (click on the video)	
Vimeo	Peak viewers Available via Analytics	
Zoom	Participants Available via Account Management > Reports > Active Hosts	

Last update: 1/20/21

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VIRTUAL PROGRAM STATISTICS

How to Report Virtual Program Statistics on the Public Library Annual Report (PLAR)

Platform	Live Program Statistic	Recorded Program Statistic (date range = date recorded program was available to the public through 12/31/20)
Facebook	Peak live viewers Available via the Content Library	1-minute video views Available via the Content Library
Google Meet	Participants Available via the Meet Quality Tool	Report the statistic for the platform you post the Google Meet recording on (e.g., Vimeo, YouTube, etc.)
YouTube	Peak concurrent viewers Available via YouTube Studio > Analytics (click on the video)	Views (in Channel Analytics) Available via YouTube Studio > Analytics
Vimeo	Peak viewers Available via Analytics	Views Available via Analytics
Zoom	Participants Available via Account Management > Reports > Active Hosts	Report the statistic for the platform you post the Zoom recording on (e.g., Vimeo, YouTube, etc.)

Last update: 1/20/21

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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. Offsite programs are held in a location that is not in the library building or on the library grounds, for example, programs that the library offers at a preschool, community center, park, etc.	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 peak views. For specifics by platform (Facebook, Google Meet, etc.), please see this resource.	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. For more specifics by platform (Facebook, Google Meet, etc.), please see this resource. **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.* For specifics by platform (Facebook, Google Meet, etc.), please see this resource.
	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).			

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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.

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How to Report Program Data Elements - Examples

Example #1: STEM program for children ages 6-9 offered in-person at the library on February 1, 2020 with 14 people in attendance.

Report:

Onsite children's program: 1
Onsite children's program attendance: 14

Example #2: Family movie night offered in-person at the town's community center on January 25, 2020 with 62 people in attendance.

Report:

Offsite all ages program: 1
Offsite all ages program attendance: 62

Example #3: Recording of preschool storytime posted on the library's YouTube channel on June 25, 2020 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 #4: Adult program on mindfulness streamed live on Facebook on May 12, 2020 with 25 peak live viewers; afterwards, the recording remains on Facebook for people to view on demand. As of 12/31/20, there are 102 1-minute video 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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EXAMPLE #1

STEM program for children ages 6-9 offered in-person at the library on February 1, 2020 with 14 people in attendance.

Report:

Program type? (onsite, offsite, live virtual, recorded)
Age group? (children, YA, adult, all ages)
Number of people in attendance?

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STEM program for children ages 6-9 offered in-person at the library on February 1, 2020 with 14 people in attendance.

Report:

Onsite children's program: 1
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EXAMPLE #2

Family movie night offered in-person at the town's community center on January 25, 2020 with 62 people in attendance.

Report:

Program type? (onsite, offsite, live virtual, recorded)
Age group? (children, YA, adult, all ages)
Number of people in attendance?

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EXAMPLE #2

Family movie night offered in-person at the town's community center on January 25, 2020 with 62 people in attendance.

Report:

Offsite all ages program: 1
Offsite all ages program attendance: 62

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EXAMPLE #3

Recording of preschool storytime posted on the library's YouTube channel on June 25, 2020 for people to view at any time. This program was **never** streamed live. As of 12/31/20, there are 78 unique views.

Report:

Program type? (onsite, offsite, live virtual, recorded)
Age group? (children, YA, adult, all ages)
Number of people in attendance?

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EXAMPLE #3

Recording of preschool storytime posted on the library's YouTube channel on June 25, 2020 for people to view at any time. This program was **never** streamed live. As of 12/31/20, there are 78 unique views.

Report:

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EXAMPLE #4

Adult program on mindfulness streamed live on Facebook on May 12, 2020 with 25 peak live viewers; afterwards, the recording remains on Facebook for people to view on demand. As of 12/31/20, there are 102 1-minute video views.

Report:

Program type? (onsite, offsite, live virtual, recorded)
Age group? (children, YA, adult, all ages)
Number of people in attendance?

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EXAMPLE #4

Adult program on mindfulness streamed live on Facebook on May 12, 2020 with 25 peak live viewers; afterwards, the recording remains on Facebook for people to view on demand. As of 12/31/20, there are 102 1-minute video views.

Report:

Live virtual adult program: 1
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SIGN UP FOR THE DATA USERS GROUP (DUG) EMAIL LIST

https://s.lrs.org/dug

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QUESTIONS?

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THANK YOU!

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