

**GET
WITH THE
PROGRAM!**

**HOW WE RENEWED
OUR LIBRARY PROGRAMMING**

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WHY ARE YOU HERE TODAY?

You:

- Want to learn how the York County Public Library revamped how it plans programs
- Want to share ideas and planning resources
- Ate too much at lunch and had to sit down.

IF ONLY I KNEW WHAT



I'M DOING HERE



STATE OF YCPL PROGRAMMING

WHERE WE WERE AND WHY WE
EMBARKED ON THIS JOURNEY

ADULT PROGRAM PLANNING @ YORK COUNTY PUBLIC LIBRARY

THEN

- Two insular branches
- No guiding light
- Inconsistent planning
- Staff changes and a loss of institutional knowledge
- Programming slump.

ASPIRATION

- Cross-branch planning
- Programming Team
- Community-centered thinking
- Share and create institutional knowledge
- Revitalize our library programs

Virginia Library Leadership Academy provides the catalyst.



GETTING STARTED

ASKING THE RIGHT QUESTIONS
CAN SET YOU UP FOR SUCCESS

EXPLORING YOUR COMMUNITY

- **Who are your patrons?**
 - Demographics, target audience and community needs
- **What are the expectations?**
 - Of your patrons, library director and local government
- **What is your budget?**
 - Budget or no budget, you can still have library programs!

PRO TIPS: How did you build a community profile?



PROGRAMMING TEAM, ASSEMBLE!

BUILDING A PROGRAMMING TEAM

- Pull people from all levels and from your different branches.
- Be aware of egos. Everyone on the team is on equal footing and deserves a voice.
 - Share tasks.
 - Share information.

PRO TIPS: What if it's just me?



SET GOALS AND OUTCOMES

WELCOME TO LIBRARY PROGRAMS



**WHERE THE RULES ARE
MADE UP AND THE NUMBERS
DON'T MATTER ANYWAY**

- Avoid the number trap
 - Aiming for a certain number of programs is fine, but don't let a number weigh you down
- Focus on outcomes and goals you want your programs to meet
- Evaluate
- Celebrate successes
- Keep the momentum going

OUR FIRST YEAR

ONE-SHOT PROGRAMS



Pop Culture Trivia
Tidewater Reads
Music concerts

LIVE WELL @ YOUR LIBRARY SERIES

- A monthly series that helps our community better the body, mend the mind and sooth the soul.
- Ties into the strategic priorities.
- Helps us meet our 1 program per month per branch goal.

Live well
@YOUR LIBRARY



PUTTING IT ALL TOGETHER

**THE TOOLS AND RESOURCES THAT HELPED
US REVITALIZE OUR PROGRAM PLANNING**

PROGRAM PLANNING GUIDE



- Purpose of programming
- Programming Policy
- Roles & Responsibilities of team members
- Process of planning, from brainstorming ideas and contacting presenters to designing marketing materials
- Worksheets and evaluations

PRO TIPS: What would you include in your guide?

RECOMMENDED RESOURCES

BOOKS

- **Adult Programs in the Library**, Brett W. Lear, 2013
- **Adults Just Wanna Have Fun: Programs for Emerging Adults**, Audrey Barbakoff, 2016
- **Year of Programs for Millennials and More**, Amy Alessio, 2015
- **Film Programming for Public Libraries**, Kati Irons, 2014

WEBSITES

- ProgrammingLibrarian.org
- SuperLibraryMarketing.com
- Programming Librarian Interest Group (Facebook)
- Dialogue on Public Libraries – www.libraryvision.org
- American FactFinder – factfinder.census.gov

PRO TIPS: What resources do you use?

QUESTIONS?

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