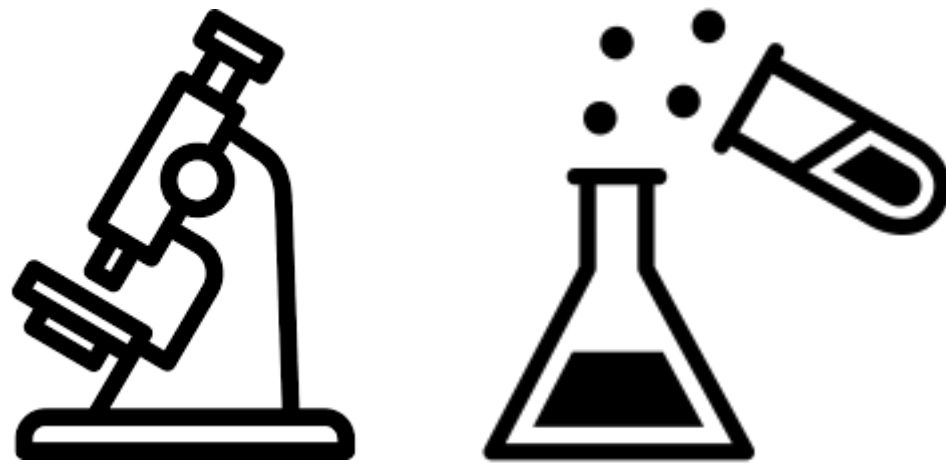


# 2019 Lab Project

## Program Attendance

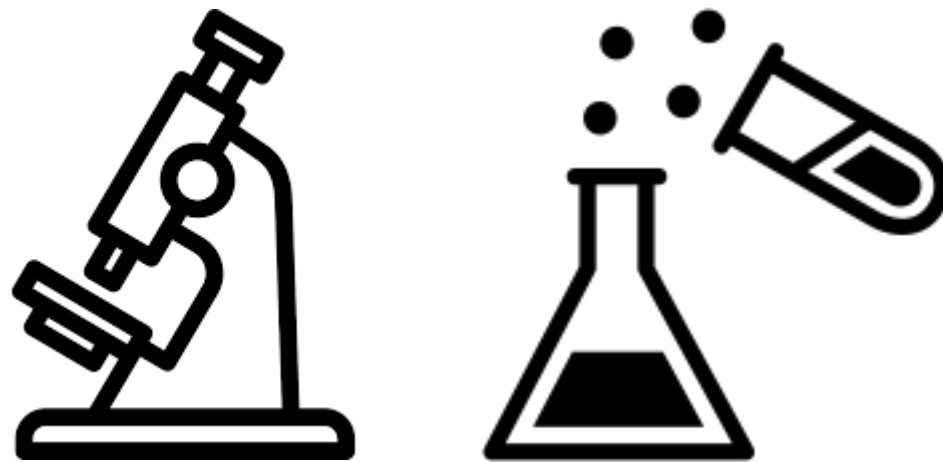


**Tweet Out: 30 seconds each**

What was your library's  
**most popular program for adults**  
held in the last 12 months?

# 2019 Lab Project

## Program Attendance





MID-HUDSON LIBRARY SYSTEM  
2019 LAB PROJECT 



Kinderhook Memorial Library



Town of Esopus  
Library



**MAHOPAC**  
PUBLIC LIBRARY  
YOUR HOME. YOUR TOWN. YOUR LIBRARY.



OLIVE FREE LIBRARY

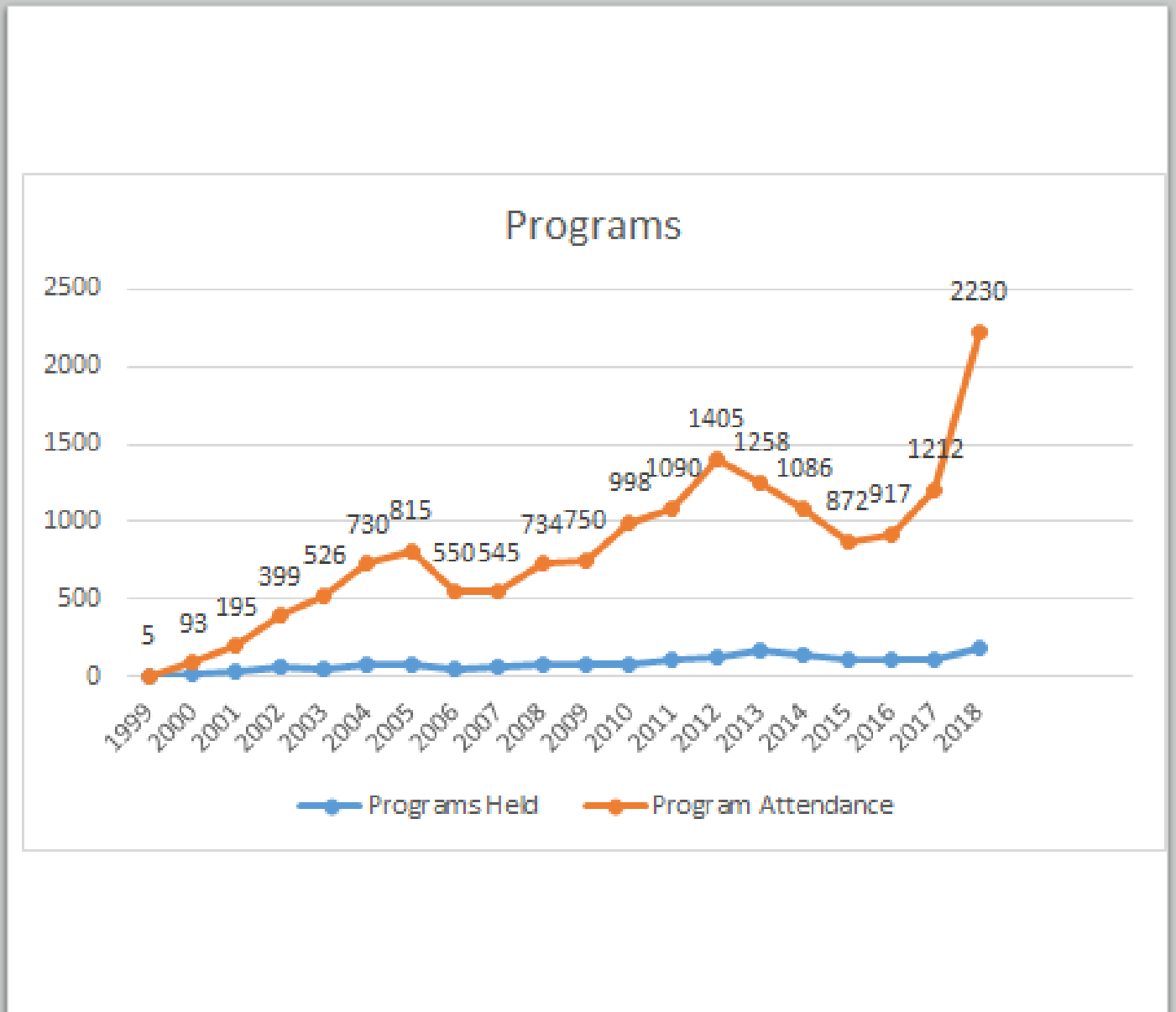


*Mountain Top Library*

**To** design and evaluate library services **in a way that** creates opportunities and addresses needs in our community **so that** more people will benefit from the programs offered by their library.

# Ask Your Patrons What They Want

- **Methods:**
  - Email survey
  - Social media survey
  - Face-to-face conversations
- **Don't be afraid to hear criticism**



# Plan and Promote Programs Early

## Recommended timelines:

- **6 to 8 months out:**  
Get it on a calendar.
- **4 to 6 months out:**  
Plan event details like set-up, schedule, etc.
- **2 to 4 months out:**  
Design promotional materials.
- **1 to 2 months out:**  
Tell everyone about your event.
- **1 week before the event:**  
Email or call people to remind them.



# Quality Over Quantity

- “**More smart research**, fewer programs overall. Get rid of the program quota!”
- “**STOP doing a ton of programs**. More is not the answer.”
- “...**back way down on the number of programs that they do** and instead, spend more money and more time planning quality programs which are unique to their community and that their users really want.”





# Limit Your Competition

- **Try not to compete** with other similar programs that are scheduled to happen at the same time as your program.
- Before planning a program, make sure there are no other organizations that already offer what you're planning.



# Promote Outside of Your Library

Your goal is to advertise your programs to your whole community.

- Hang fliers around town.
- Go to local meetings and talk about what the library does.
- Have conversations with people in your community.
- Use social media.



# Ask Your Patrons What They Liked (Or Didn't Like)

Use evaluation forms to measure outcomes and get feedback from your patrons.

Important questions include:

- What did you like most about the program or service?
- What could the library do to help you continue to learn more?

# Key Strategies

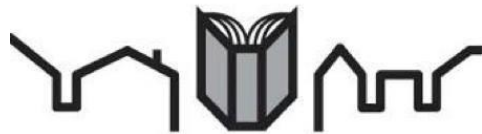
- Create a Programming Mission Statement
- Create Talking Points for Staff
- Reach out to Non-user Groups to Do Programs and Solicit Feedback / Input



MID-HUDSON LIBRARY SYSTEM  
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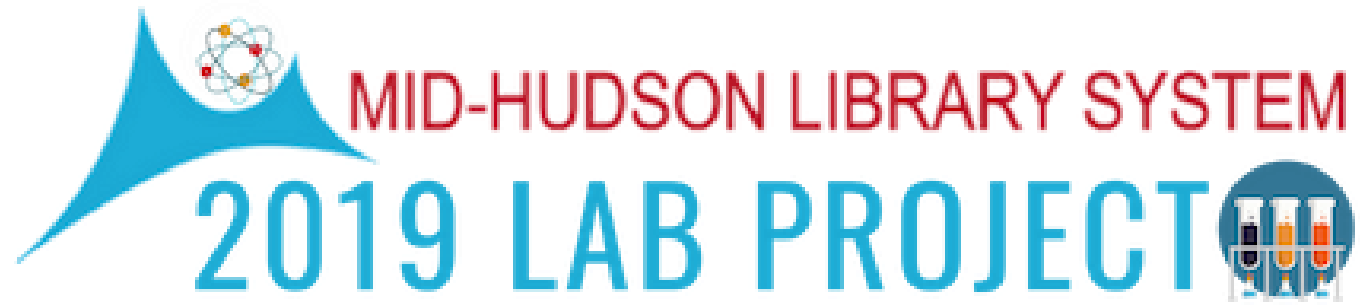
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<https://midhudson.org/lab-project-2019/>