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
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