LEANN SCHNEIDER WEBB: HOW TO! PROGRAMMING

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Each program should advance one or more aspects of your library's mission. What is your library's mission? How is this program related?

Remember:

- **There's no time too early to start planning a program!**

- **Know when you can get approval for your program. Can you get it at any time?**

- **Meeting the deadlines** will help ensure team member's time is respected and everyone's program gets advertised to the best of your library's abilities.

Step 1: Brainstorm

- Is there a place where your library shares ideas? Who are the good team members with whom to brainstorm? Use that resource. Talk to your managers and veterans of program planning for ideas!

Step 2: Strategic Content Areas

- **Does your library have strategic content areas for programs? Does your program idea meet one (or more) of those strategic content areas?**

- Creating programs in these areas will help you maintain high-quality and valuable programming for your community.

- If your program does *not* qualify as one of these, it does not <u>automatically</u> disqualify your program.

Step 3: Develop & Research Your Idea

- Once you have an idea that you are interested in pursuing as a full-fledged program, create an outline of what the program will actually look like. This includes answering the following questions:

  - **Who** will be involved in the program? Will there be presenters / partnerships with people or organizations outside the Library?
    - *This is a good time to start researching possible outside partners/presenters. Is there someone at a university near you with the expertise you need? Does another organization run an outreach that fits your program?*

  - **What** kind of supplies, coordination and preparation will be necessary for the library?
    - *Write it out! It helps to get everything out on paper.*

  - **When** is the best time for the program? <u>Who is the audience?</u>
    - *Consider special holidays or events in the area. Is school in or out? What times have worked best for similar programs in the past?*

  - Do you need/want another team-member to work with you on this? This includes help with tasks like:
    - reaching out to possible partners (phone calls, emails, etc.)
    - running the program the night/day-of (if you are unable to be present)
    - being a sounding-board for problem solving

- **What is the program type? -- this could be unique to your library!**
  - Instructional (how-to)
    - Skill development: a program that includes a teacher or instructor. The primary purpose is to teach a new skill. E.g., tech training, writing workshops, drawing classes, genealogy, or life skills.
  - Performance
    - Includes an outside performer(s), including movies and livestreams. E.g., puppet show, magician, movies, music.
  - Presentation (lecture)
    - Features a speaker(s) providing expertise on a given topic. E.g., author visits, current events, history.
  - Patron-Driven (interactive or passive)
    - There is no "leader" for this type of program: it is predominantly self-guided. E.g., art-a-la-carte, board game day, dungeons and dragons, art receptions, volunteer celebrations.
  - Storytime

Step 4: Propose your Program:

Know how you are to propose programs at your library. Is there a place online? Do you go to someone in person? Do you send an email? Is a proposal necessary? Typically, someone or a group of someones in your library will:

- They will ask the following:
    - Does the program meet the library's programming best practices? I.e.: does the program fall within one of our strategic content areas?
    - Has the program been done before? If so, how recently? was it well-attended?
    - Are there too many similar program types?
    - Are there not enough programs from one particular strategic content area?

When proposing a program ALWAYS...

- Get them in **by the proposal deadline**

- Fill in all sections to the best of your ability.
    - [Your] Name, Email, Program Title, Description, Potential Date & Time Range, Primary Age Group, Strategic Content Area, Program Type, Estimated attendance, will there be outside speakers?, estimated cost.

- **It is important to have as much of this information as possible when proposing your program so that the best decisions can be made during the approval process.**

Step 5: Get Approval

Who approves programs at your library? Ask!

Step 6: Plan the Program

- After you've developed an outline for your program and received approval to officially plan the program, research possibilities for presenters, partners or sponsors, and supplies. *Not every program will require all of these parts*.

You need an <u>outside partner</u> for your program and…

...you *don't* know who to ask to be involved:

1. start by checking in with library staff to see if anyone here knows someone who might be a good fit to present for or partner with us for your program *(try posting on the intranet!)*

2. Google! Try to be as specific as possible in your search and create a list of names/contacts that seem to be a good fit for your program

3. Ask for help! If you've tried researching on your own and asking around and *still* haven't found someone, ask your team for ideas!

...*have found or already know* who you will ask to be involved:

4. reach out to your potential partner(s) or presenter(s) through email
   a. It is absolutely acceptable to reach out to a *few* potentials at this stage

   b. use the following as an example:

   Dr. Farrell,

   My name is Leann Schneider Webb and I'm a librarian at the Public library. We are looking ahead into our fall programming schedule and hoping to find someone who is willing, able and interested in doing a lecture here at our library on Margaret Atwood's the Handmaid's Tale. The inclusion of the new Hulu series based on the work would also be great, but otherwise, the direction of the lecture is up to the presenter's discretion.

   (Introduce yourself and include a brief description of what you are looking for in a partner or presenter.)

   While I was looking for potential lecturers to contact, however, I read your bio on OSU's website and your work on the interplay of gender and empire or the regulation of social reproduction could also make for an engaging program, if you're interested in presenting on something other than Handmaid's Tale exclusively.
   (Explain how you found the contact or who have you their information and why you think they would be a good fit. Keep the conversation somewhat open-ended as they may be a good source for future programs, even if not for the program you initially contacted them about.)

   I contacted you specifically because of your research background. Is this program - or another program - something you would be interested in giving? If so, let me know and we can talk details!

(Remember to actually *ask* them if they are interested in partnering with us and ask that they respond.)

Typically, this type of program runs from 7-8/8:30pm on a Monday thru Thursday evening and we are looking for anytime between September and November.

(Explain briefly how this program would be set up. This information helps the other person get back to you faster with possible dates.)

If you know someone else who you think would be a great fit, but aren't interested yourself, please feel free to forward this email and my contact information.

Thank you so much for your time and I look forward to hearing from you,

Leann Schneider Webb

(End on a high note: say thank you, and ask that if they aren't interested, if they might have someone else in mind who would be a good fit.)

- If you don't hear back from your contact within a week by email and the deadline is approaching to get your program on the calendar, *call* your contact. Often, a phone call or message will spark a response immediately.

  > *Hello Dr. Farrell, my name is Leann Schneider from Bexley Public Library and I was hoping to speak with you about giving a lecture about the Handmaid's Tale at our library. Please, give me call back at 614-231-2793 or an email at lschneider@bexleylibrary.org. Thank you so much and I look forward to hearing from you!*

Step 7: The Budget

My program needs supplies…
- Create a supply list with [preferably] Amazon links, item quantity, and prices, including the total supply budget for your program. Consult your team about the supply order.

- Send the order to admin as soon as possible. Supply orders typically have a long-turnaround from start to finish.

I need to pay presenters…
- Ask in your initial inquires with possible presenters if they have a fee. Typically, they will tell you in their response email what their "standard speaking fee" is when you ask if they're interested in speaking at our library.

- If your presenter is going to charge a fee, let your manager / admin / etc. know immediately. They will let you know if the payment is possible.

Step 8: Follow Up & Write Description

- Follow-up with outside partners to confirm the program's date. You've probably already discussed a few date options, so send another email just to clarify month, day, day of the week, and time, so that there's as little as possible room for a calendar mishap.

- Write a program description. Send a draft program description with title and ask your partner to read over it. This will often get a response *much* faster than simply asking your partner to write the program description for you. Also, this ensures that the program partner *knows exactly* what you're expecting for the program.

> Molly,
>
> We're working on scheduling Fall programming and I was hoping you might have a preferred Tuesday evening in September in mind so we can get the Handmaid's tale program on the calendar? September 19 would work really well for us, and the 26 is also a good option!
>
> For the programming guide and advertisements I'll also need a short description of the program. I've come up with the following description; please feel free to adjust or send me a different one!

Hulu's "The Handmaid's Tale"
Join Ohio State University's Dr. Molly J. Farrell as she delves into the Emmy-nominated television adaptation of Margaret Atwood's 1985 dystopian novel. Farrell specializes in early American literature, particularly colonial writing; gender, sexuality, and reproduction; and the history of science. She will focus on the popular show's version of the story, the infertility outbreak narrative, and our Puritan legacy.

> The only other thing I will need from you before-hand is a short bio for your introduction. I can take this from OSU's website or you can send me something else.
>
> We're really looking forward to this and thank you again for agreeing to come speak!

She responded….

> Dear Leann,
>
> Sept. 19 works! And yes, the description of the talk you included is accurate. For a bio, feel free to take from the website (which I think currently needs to be updated with my title from Assistant to Associate--just got promoted); or you can say something along the lines of: Molly Farrell is Associate Professor of English at the Ohio State University in Columbus where she works on early American literature, the history of population science, and women's, gender, and sexuality studies. She earned her B.A. from Kenyon College and her Ph.D from Yale University, and her first book, *Counting Bodies: Population in Colonial American Writing* was published last year by Oxford University Press.
>
> Hope that works. Looking forward to being in touch about this!
>
> Best,
>
> Molly

So the final Programming Description was:

> Join Ohio State University's Dr. Molly J. Farrell as she delves into the Emmy-nominated television adaptation of Margaret Atwood's 1985 dystopian novel. Farrell specializes in early American literature, particularly colonial writing; gender, sexuality, and reproduction; and the history of science. She will focus on the popular show's version of the story, the infertility outbreak narrative, and our Puritan legacy.

Step 9: Put Your Program in Communico

This step will vary from library to library: find out what your library's workflow is. Here is an example:

Enter your program in Communico <u>*BY OR BEFORE THE DEADLINE*</u>*. The deadline ensures that the program guide is published* before *the start of the quarter. Late entries delay the entire process for the whole team and cause programs to get less publicity.*

- The programming guide for each quarter is created from the information that is in Communico. This information is then published publicly on our website's calendar.

- As soon as you have confirmed a date for your program, put the program into Communico on the intranet programming page. Use the Template.

- Include the date, time, description of the event that will go into the programming guide, and any other information you have.

Step 10: It's Program Time!

- A week or so before the program event, check in that everything is in order. Email / call your program partners (like presenters) and remind them of the program's time, location, available equipment and - if you don't have it already - ask for a short bio for their introduction at the beginning of the program.

> Ms. Havens and Mr. Loversidge,
>
> I'm emailing just to ensure that you have everything you need for next Thursday, July 12 at the Bexley Public Library! The program starts at 7pm and you're welcome to come early to set up. We will have a laptop, projector and screen, pointer, etc. all available for you to use if you'd like. We also have the capability to plug in your own laptop, if you'd prefer. Also, if you have a chance to send me a short biography that I can use to introduce you at the program, that would be great. We're really looking forward to the program and please let me know if there's anything else you need!
>
> Thanks,
>
> Leann

- Follow the day-of-program procedure and speaker introduction.

- Collect evaluations.

- Record your attendance statistics in the Programming Statistics page on the intranet.

- Send a follow-up Thank You email to all program partners the next day, as well as a handwritten library thank you card, which you can find in the mailboxes in the admin office.