

What is a Program?

According to the Indiana State Library Standards (590 IAC 6-1-2), a program is defined as:

...A workshop, program, seminar, or outreach program sponsored by the library, in which the library's staff plays a significant role, including, but not limited to, technology, information literacy, early literacy, children's, cultural programming, and other programming offered for the community.

The following activities are generally classified as programs:

- Storytimes
- Computer classes (does not include walk-in, one-on-one help)
- Recreational programs, including game or movie nights
- Book discussions
- Author visits



The following activities do NOT qualify as programs:

- Library staff marching in a parade
- The library's booth at a local festival
- The library holds an open house to kick off their summer reading program; there are no planned activities scheduled.

The following is a checklist to help you determine if an activity counts as a program:

- Did I plan and advertise the program in advance?
- Did my patrons learn anything new about the library and/or its resources or services?
- Was a library staff member or volunteer present to facilitate the program?
- Was the program open to more than one person?
- (For virtual events) If I were presenting this in person, would I consider this a program?

Frequently Asked Questions

If I post a link to someone else's program (an author leads a storytime; a virtual tour of a national park), should I count the views?

Only count programs/attendance that are sponsored by the library and in which your library has some part in content creation. If you have an online event in which a group watches the state park video together and you lead a discussion of it after, that's a program. If you post the link alone, it's not.

What if it is a speaker we paid to record a video for us – like Dan the Magician?

That would be considered a library-sponsored program and would count as a virtual-recorded program.

Is there a minimum time requirement for the length of a program? My virtual programs are significantly shorter than their in-person counterparts, since there's no patron interaction.

There is no time requirement. Programs can be as long or as short as you need them to be.

What if I share a video across multiple platforms – which one do I count?

While a single video will count as one program, regardless of how many times you post it, you can count views from any/all platforms where it is posted.

Do I need to take role call at online programs?

It's not required. We know that there will be times when multiple people are sharing the same computer and logged in as one guest. Do your best to make a reasonable count for these live events.

Our library offers Make and Take (Grab and Go, etc.) activities. Is it a program?

Self-directed activities can be recorded separately in 15-012.

Guidelines for Tracking Programming Statistics

Track the following types of programs separately:

- In-Person
 - # of events (at the library vs off-campus)
 - # of people attending
 - Age group of target audience (children, teens, adults, general)
- Virtual Programs – Live
 - # of streaming events (Facebook, Zoom, Skype, etc.)
 - # of live views/maximum concurrent live views (depending on platform)
 - Age group of target audience (children, teens, adults, general)
- Virtual Programs – Recorded
 - # of library-created content that is posted online for asynchronous patron access
 - # of page views/hits for either as long as the video is posted, OR until the end of the calendar year (December 31, 2020) – whichever is sooner.



Guidelines for Tracking Programming Statistics

For a program that originally livestreamed, but later archived:

- Count it as one virtual program – live/streaming.
- Count the live views during the stream.
- Do NOT count it as another program once it is posted online.
- DO count the hits/views on the program. Add these to your total “recorded programs – page views” number on the annual report.

For series, each individual event counts as a program . E.g. a six-week series equals six programs.

You may count programs toward your total even if nobody attends.

If you have any questions about whether an activity qualifies as a library program, please contact the Library Development Office at (800) 451-6028 or ldo@library.in.gov.

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