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SO, WHAT ARE WE DOING HERE?

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PERHAPS YOU REMEMBER LAST YEAR?

- Numerous Changes to the Annual Report
 - Limited services
 - Changes to services: curbside pick-up, expanded wi-fi
 - Programming
 - Operating hours
- IMLS only specifies “yes/no”; **states left to their own devices for details**

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IMLS WEIGHS IN

- New data elements
- Some COVID questions entirely removed
- IMLS adds official programming elements
 - Quantifying virtual programs
 - Further breaking down in-person programs

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IF EVERYTHING WE'RE DOING IS WRONG, WHY AREN'T YOU FREAKING OUT MORE?

- 2020 data was only collected at the state level
- NOT implementing the big changes until 2022

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ALL THE OTHER STUFF...

- Reporting Method for Number of Uses of Public Internet Computers Per Year
 - Drop down: *annual count* or *estimate based on typical week*
- Clarify definition of public computers
- Additional instruction on wireless sessions
- Reporting Method for Wireless Sessions
- Corrected Reporting/Edit Error on Limited Occupancy Question

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PROGRAMMING

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SYNCHRONOUS

- Happening in real time
- Live In-Person
- Live Virtual (Streaming)
- Each synchronous program session counted only once
 - An in-person program that is simultaneously livestreamed = ONE live in-person synchronous program

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SYNCHRONOUS IN-PERSON

- Number of Synchronous In-Person Programs
 - By age
 - Children 0 – 11
 - Young Adults 12 – 18
 - Adults 19+
 - General Interest (All ages)
 - By location (onsite vs offsite)
 - Total Number of Synchronous In-Person Programs
- Attendance at Synchronous In-Person Programs
 - By age
 - By location (onsite vs offsite)
 - TOTAL Attendance at Synchronous In-Person Programs

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SYNCHRONOUS VIRTUAL

- Number of Synchronous Virtual Programs
 - By age
 - Children 0 – 11
 - Young Adults 12 – 18
 - Adults 19+
 - General Interest (All ages)
 - Total Number of Synchronous Virtual Programs

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SYNCHRONOUS VIRTUAL

- Attendance at Synchronous Virtual Programs
 - By age
 - Total Attendance at Synchronous Virtual Programs
- Count each participant device connected to a virtual program as a single attendee.
- For program sessions hosted on Facebook Live, YouTube Live, or similar platforms, count peak concurrent viewers. For those hosted on videoconferencing platforms, count the maximum number of non-staff participants during the session.

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<div style="border: 1px solid black; padding: 10px; display: inline-block;"> <p>SYNCHRONOUS VIRTUAL</p> </div>	<p>Don't Double Count Attendance</p> <ul style="list-style-type: none"> • For virtual program sessions that are also recorded for later, on-demand, asynchronous viewing, exclude views that occur after the session has ended; these should be counted under Total Views of Asynchronous Program Presentations • For program sessions that also have an in-person component, exclude in-person attendance; this should be counted under Synchronous In-Person Onsite Program Attendance or Synchronous In-Person Offsite Program Attendance
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<div style="border: 1px solid black; padding: 10px; display: inline-block;"> <p>SYNCHRONOUS</p> </div>	<ul style="list-style-type: none"> • TOTAL Number of Synchronous Programs <ul style="list-style-type: none"> • In-Person Onsite • In-Person Offsite • Virtual • TOTAL Attendance at Synchronous Programs <ul style="list-style-type: none"> • In-Person • Virtual
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ASYNCHRONOUS PROGRAMS

Cannot be viewed live (i.e., on-demand streaming).

- Total Number of Asynchronous Program Presentations
 - Regardless of the number of platforms on which a presentation is posted, count each unique presentation only once
 - Include recordings of synchronous program sessions that were available for asynchronous viewing after the session ended.
- Total Views of Asynchronous Program
 - Views/hits through 2021 reporting year
 - No age breakdown

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CHILDREN 0 – 5 YEARS

- Children 0 – 11 years replaced by Children 0 – 5 years and Children 6 – 11 years
- Beginning in 2022
- Easier to isolate early literacy programs

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SEVEN DAY LIMIT

- Total Views of Asynchronous Program Presentations within 7 Days
- Beginning in 2021
- Guidance on Platform Counts

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SEVEN DAY LIMIT

- IMLS reluctant to count asynchronous content as programs
 - Digital content created in-house
 - Compromise between IMLS and SDCs
- Focus group finds views dramatically taper after 7 days
- Fear that some libraries would front-load their calendar, just for extra hits

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CHANGES COMING AT YOU...

...IN THE 2021 REPORTING YEAR

- Counting device logins, not people, as synchronous virtual attendance
- Counting synchronous→asynchronous (live, but later recorded and posted) as TWO programs

...IN 2022 AND BEYOND

- Additional targeted audience category: Children 0 – 5 years
- Counting asynchronous views for seven days

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Questions?



Angela Fox
 Library Development Office
 317-234-6550
anfox@library.in.gov

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