How Do I Count This In 2022?
Guidelines for Programming Stats
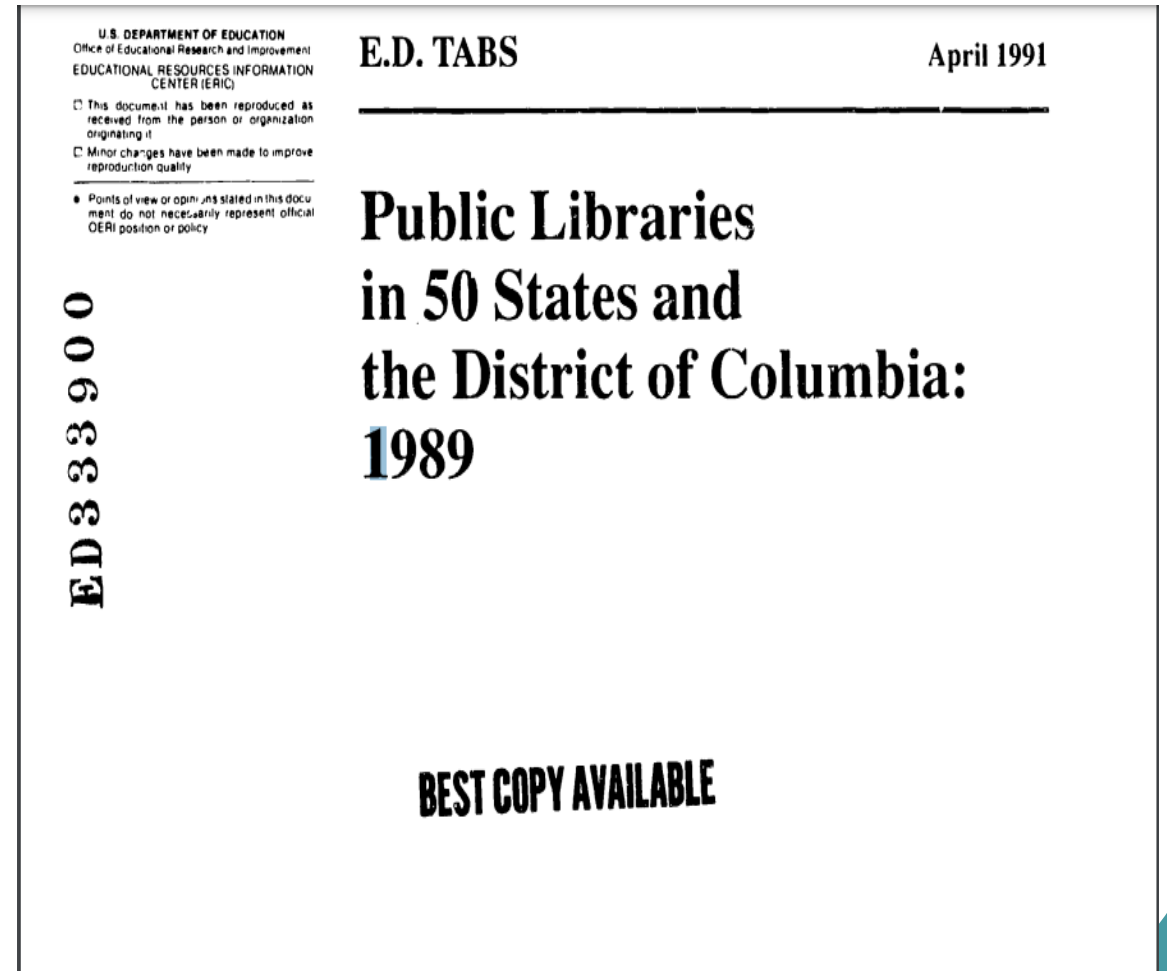
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NOVEMBER 30, 2022

How Can You Possibly Justify Yet Another Programming Webinar?

- Cover changes from the 2021 report to 2022

- How we got here

- Taking a closer look at defining programs
  - Can't know what how to count a program if you don't know what a program is

- How do I count this program? Synchronous, asynchronous, and everything in between

- Common pitfalls

- Finding additional help

How We Got Here – And Why It Matters

History of Programming Questions

- PLS
  - 1992 - 1st Year Children's Programming Attendance
  - 2004 – Total Number Children's Programs; Total number of Library Programs and Total Attendance
  - 2011 – Young Adult Programs and Attendance
  - 2021 – Adult, General Interest

- Indiana State Library
  - 1909 – Annual Report
  - 1985 – ISL programming totals

E.D. TABS

April 1991

Public Libraries in 50 States and the District of Columbia: 1989

BEST COPY AVAILABLE

PLS Definition of Program

A program is any planned event which introduces the group attending to any of the broad range of library services or activities or which directly provides information to participants. Programs may cover use of the library, library services, or library tours. Programs may also provide cultural, recreational, or educational information, often designed to meet a specific social need.

But then…

- Technology

- Global pandemics

- Slow process to add/amend data elements

Keep in mind

- The report is not all-inclusive

- The definition of programming is not all-inclusive
  - Comparable data: across states and years
  - Concern over growing burden

What Is a Program?

Basic Checklist

- 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?

IMLS Definition

INCLUDE

- All program sessions that are sponsored or co-sponsored by the library. For a program session to be sponsored or co-sponsored by the library, the library must contribute financial resources or staff time toward the program session.

EXCLUDE

- Program sessions sponsored by other groups that use library facilities. For example, do not include a homeschooling group hosting a speaker in a meeting room without facilitation from library staff.

IMLS Definition

INCLUDE

- Both on-site and off-site program sessions. For example, include a storytime at a farmer's market or a presentation to a school group about library resources conducted at a school.

EXCLUDE

- Off-site outreach efforts that do not otherwise meet the definition of a program session. For example, do not include having a library card signup booth at a farmer's market.

IMLS Definition

INCLUDE

- Live-streamed virtual (synchronous) program sessions that are sponsored or co-sponsored by the library.

EXCLUDE

- Recorded (asynchronous) presentations of program content; these should be counted separately in Total Number of Asynchronous Program Presentations

- Programming that is shared on the library's website or social media that is not sponsored or co-sponsored by the library. For example, do not include sharing a video from an author's website of him or her reading a book.

IMLS Definition

INCLUDE

- Program sessions with attendance of zero or one if they were intended for a group.
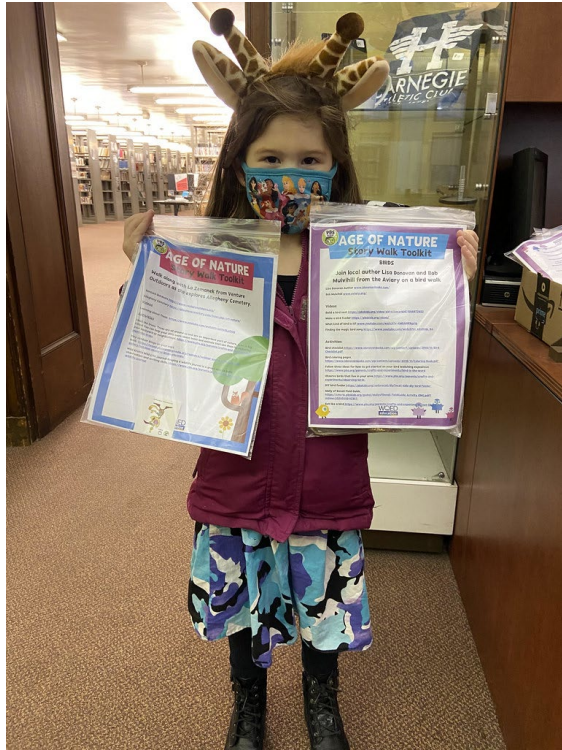
EXCLUDE

- Activities delivered on a one-to-one basis, rather than to a group, such as one-to-one literacy tutoring, services to homebound, homework assistance, and mentoring activities.

IMLS Definition

EXCLUDE

- Passive or self-directed activities that do not occur at a scheduled time. For example, do not include leaving an art project or puzzle on a table for participants to complete.

Is It a Program?

The meeting room is transformed into the Library Labyrinth for three days in the summer, open to anyone 11 or under.

When is a Program Not a Program?

- Events or Outreach
    - Marching in a parade
    - Library booth, card sign-up at a farmer's market
- Initiative
    - Summer reading programs
    - 1000 Books Before Kindergarten
- Services
    - Delivery for Homebound Patrons
    - Summer Lunch at the Library

You may offer programs as a part of these events/initiatives/services.

Is It a Program?

You use Beanstack to offer a series of themed challenges, allowing users to earn Summer Library Program badges.

I'm 100% sure it's a program.
Where does it go?

Age/Audience and Attendance

- Count ALL attendees in the room and record under the target audience age group
    - Parents attend preschool art program with their kids → add parents and children to total in Children's Attendance (0-5 years)
- All programs must be labeled with for a single target audience:
    - Children 0-5 years
    - Children 6-11 years
    - Young adults (12 – 18 years)
    - Adult (18+)
    - General Interest (multiple age groups)

General Interest Programs

- "… any planned event that is appropriate for any age group or multiple age groups. Include all-age, all-library, family, and intergenerational program sessions…. Avoid including program sessions that are targeted at more than one non-adult age category (and are not targeted at adults); these should be counted in the child or young adult age category that best represents the target audience."

- Multiple age groups – but must include at least one NON-youth group

- If you previously would have described it as a children's program, do *not* count it as general interest

But It's a *Children's* Program

- Capture early literacy programs

- REQUIRED from 2022 on

- Estimates/ratios

ed event which introduces the attendees to any of the broad range of library
which directly provides information to participants. Programs may cover use of
ices, or library tours. They may also provide cultural, recreational, or educational
gned to meet a specific social need.

Person, Onsite Program Sessions

erson, onsite children's programs for ages 0-5

erson, onsite children's programs for ages 6-11

erson, onsite young adult programs

erson, onsite adult programs

erson, onsite general interest (all ages) programs

f live, in-person, onsite program sessions

Person, Offsite Program Sessions

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erson, offsite general interest (all ages) programs

f live, in-person, offsite program sessions

tual Program Sessions

re conducted via a Web conferencing or Webinar platform such as Facebook,
ng which a library staff member (or other party sponsored by the library) is
cting with an audience in real-time.

, virtual children's programs for ages 0-5

, virtual children's programs for ages 6-11

08-024 Number of live, virtual young adult programs

08-025 Number of live, virtual adult programs

08-026 Number of live, virtual general interest (all ages) programs

08-027 Total number of live, virtual programs

Attendance – Live (Synchronous) In-Person, Onsite Program Sessions

08-028 Attendance at in-person, onsite children's programs for ages 0-5

08-029 Attendance at in-person, onsite children's programs for ages 6-11

08-030 Attendance at in-person, onsite young adult programs

08-031 Attendance at in-person, onsite adult programs

08-032 Attendance at in-person, onsite general interest (all ages) programs

08-033 Total attendance at live, in-person, onsite programs

Attendance – Live (Synchronous), In-Person, Offsite Program Sessions

08-034 Attendance at in-person, offsite children's programs for ages 0-5

08-035 Attendance at in-person, offsite children's programs for ages 6-11

08-036 Attendance at in-person, offsite young adult programs

08-037 Attendance at in-person, offsite adult programs

08-038 Attendance at in-person, offsite general interest (all ages) programs

08-039 Total attendance at live, in-person, offsite programs

Attendance – Live (Synchronous) Virtual Program Sessions

08-040 Attendance at live, virtual children's programs for ages 0-5 as counted by participant devices

08-040a Attendance at live, virtual children's programs for ages 0-5 as counted by participants (optional)

08-041 Attendance at live, virtual children's programs for ages 6-11 as counted by participant devices

08-041a Attendance at live, virtual children's programs for ages 6-11 as counted by participants (optional)

08-042 Attendance at live, virtual young adult programs as coun

08-042a Attendance at live, virtual young adult programs as co

08-043 Attendance at live, virtual adult programs as counted b

08-043a Attendance at live, virtual adult synchronous programs

08-044 Attendance at live, virtual general (all ages) programs as

08-044a Attendance at live, virtual general (all ages) programs a

08-045 Total attendance at live, virtual programs as counted b

08-045a Total attendance at synchronous virtual programs as c

Additional Programming Totals by Type and Audience

08-046 Total number of live children's programs for ages 0-5 (

08-047 Total number of live children's programs for ages 6-11

08-048 Total number of live young adult programs (in-person

08-049 Total number of all live programs (in-person and synch

08-050 Total attendance at in-person children's programs for

08-051 Total attendance at in-person children's programs for

08-052 Total attendance at in-person young adult in-person p

08-053 Total attendance at all in-person programs

08-054 Total attendance at live children's programs for ages 0

08-055 Total attendance at live children's programs for ages 6

08-056 Total attendance at live young adult programs (in-perso

08-057 Total attendance at all live programs (includes in-perso

Recorded (Asynchronous) Program Presentations
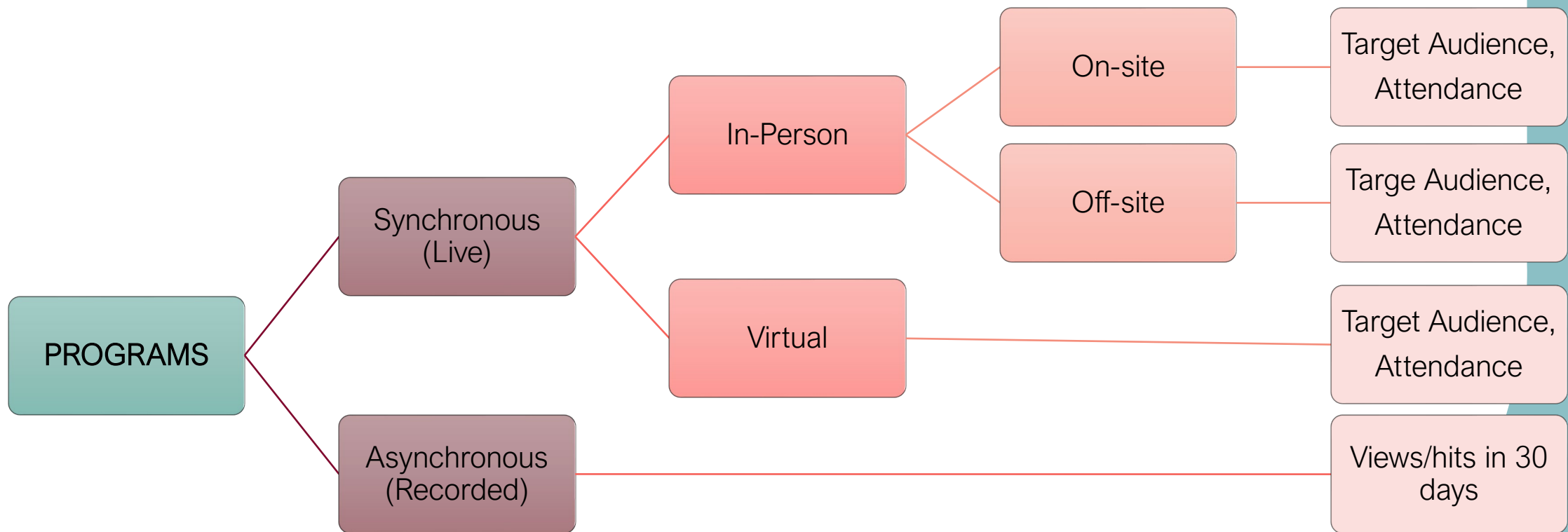
08-058 Total number of recorded (asynchronous) program pres

08-059 Total views of recorded (asynchronous) program prese

Stats We Want

- Number of live, in-person onsite programs by target audience (age)

- Number of live, in-person offsite programs by target audience

- Number of live, virtual programs by target audience

- Attendance for live, in-person onsite programs by target audience

- Attendance for live, in-person offsite programs by target audience

- Attendance for live, virtual programs by target audience

- Number of recorded programs

- Total views of recorded program presentations within 30 days

Live (Synchronous)

- Live, In-Person
  - On-site, off-site

- Live, Virtual (Streaming)

- Each synchronous program session counted only once
  - An in-person program that is simultaneously livestreamed = ONE live in-person synchronous program

Recorded (Asynchronous)

- On-demand viewing

- Count each participant device connected to a virtual program as a single attendee.

- Include recordings of synchronous program sessions that were available for asynchronous viewing after the session ended.

- 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.

- Regardless of the number of platforms on which a presentation is posted, count each unique presentation only once

Pop Quiz!

(AT LEAST I'M NOT CALLING ON ANYONE.)

Is It a Program?

Scavenger Hunt for National Library Week

All day, patrons are invited to visit the library, pick up a form, and return the completed scavenger hunt to the children's desk for a prize. Librarians are allowed to give one clue when asked.

Is It a Program?

It's the "Dog Day" of Summer at Your Library.All day, there are dog-related activities:

- Coloring pages

- Costumed characters

- "Read with Rosie" storytime

How Do You Count Attendees?

Your library holds an offsite program session targeted at young adults. 14 teens show up, along with three younger siblings (ages 8-11). How do you report this?

Is It a Program?

Your library holds a monthly cooking class. You advertise it, you set up the library's meeting room, a volunteer to leads the class.

How Do You Count It?

The cooking class becomes wildly popular, so the library decides to extend its reach by livestreaming the class as it happens.

How Do You Count It?

Of course you're going to want to archive that livestream so that everyone can watch it.

Resources

- https://www.in.gov/library/services-for-libraries/ldoresources/annual-report/
  - What is a program?
  - Platform-specific spreadsheet
  - Definitions in the report / IMLS Guidance
  - This webinar
  - Me!

Contact

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