



PROGRAMMING FROM 0-60

THE GOOD, THE BAD, AND THE VIRTUAL

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AGENDA

Program Planning

Program Types

Tips & Practices

Project ideas

Contact info

PROGRAM PLANNING

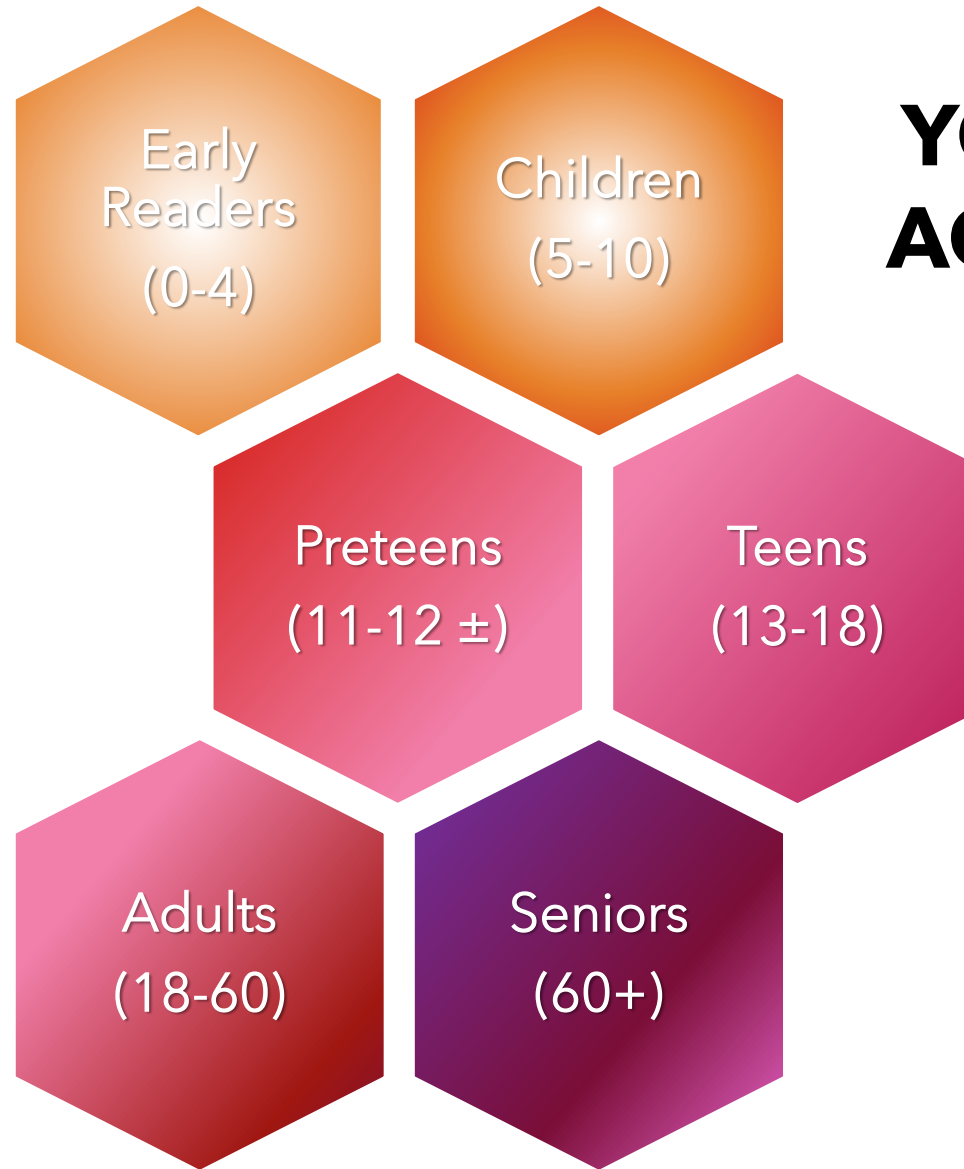
WHERE DO YOU START?

STEPS FOR EFFECTIVE PROGRAMS

1. **Audience Assessment:** Who is your target audience?
2. **Needs Assessment:** What kind of program does that audience want and need? What have they enjoyed in the past?
3. **Brainstorm:** Research time.
4. **Planning:** Once you have your idea, plan it out step by step.
5. **Preparation:** Don't wait until the last minute.
6. **Promotion:** How are you going to get them in the door?
7. **Program:** The scariest part—and the most fun!
8. **Evaluation:** What worked? What didn't? What could you do differently for next time to be better?



AUDIENCE ASSESSMENT



**WHAT ARE
YOUR TARGET
AGE GROUPS?**

FACTORS TO CONSIDER

Schedules

Lifestyles

Competition

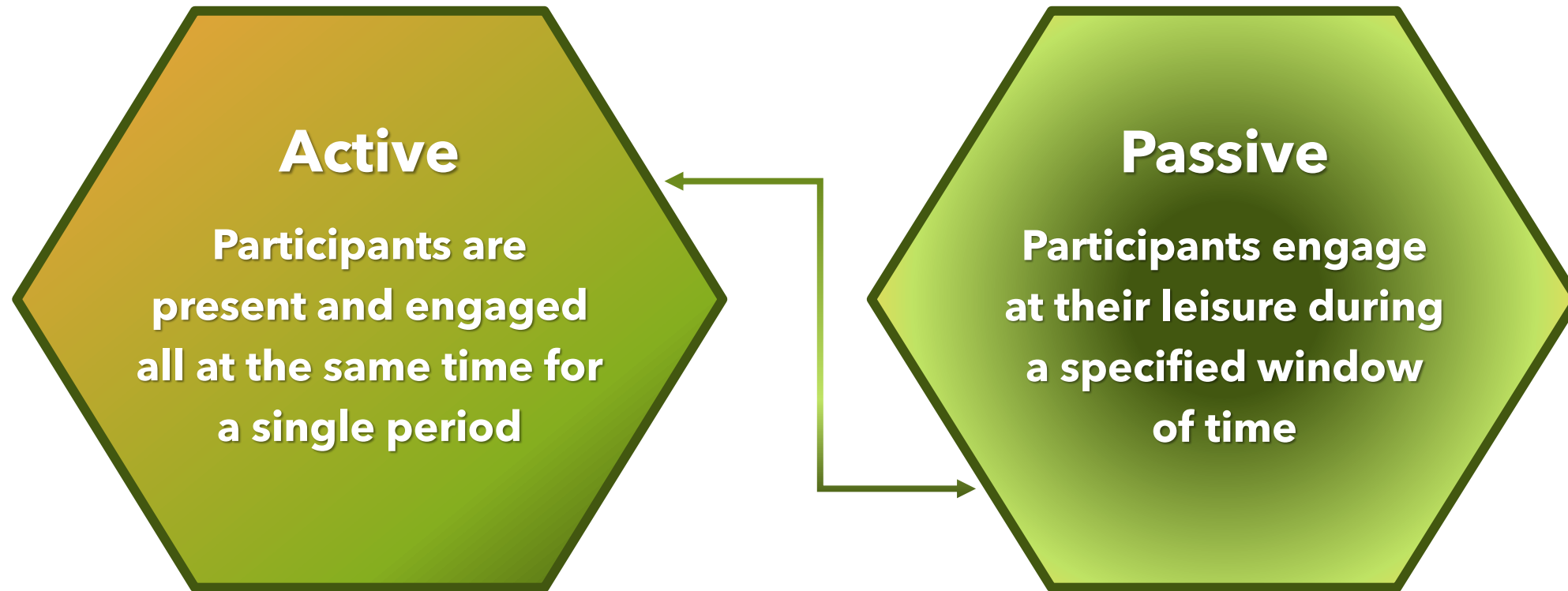
Accessibility



PROGRAM TYPES

WHAT ARE YOUR OPTIONS?

ACTIVE VS PASSIVE



ACTIVE PROGRAMS

Early Readers & Caregivers

- Storytimes
- Lap-sits
- Puppet shows
- Movie nights
- Character visits

Children from age 5-10

- Advanced storytimes
- Crafts
- STEAM activities
- Free plays
- Game tournaments

ACTIVE PROGRAMS

Preteens

- Advanced STEAM activities
- Homemade & DIY activities
- Painting and crafting
- Gaming tournaments and free play
- Presenters (some)

Teens

- Writing & poetry
- Themed parties
- Adulthood readiness
- Presenters (some)
- Cooking classes

ACTIVE PROGRAMS

Adults

- Speakers & presenters
- Author visits
- Cooking & DIY classes
- Special crafts
- Trivia nights

Seniors

- Law & life programming
- Crafting (special or ongoing)
- Computer & tech classes
- Genealogy & history activities
- Fitness & health programs

FAMILY PROGRAMS

- Holiday-themed programs
- Escape rooms
- Scavenger hunts
- Bingo tournaments
- Music & dancing programs
- Carnivals & conventions



QUESTIONS TO ASK YOURSELF

Can this program be adapted virtually?

- Active virtual programs via Zoom
- Passive virtual programs via social media

Is this a one-time-only program?

- Seasonal or based on a specific date
- Outside presenters

Is this program repeatable or ongoing?

- Program series that builds
- Group or club

PASSIVE PROGRAMS

Makerspaces

Interactive
displays

Puzzles &
board games

Raffles &
guessing jars

Scavenger
hunts

Coloring &
art activities

Grab & go
activities

Book talks &
reviews

Q&As

Google Forms Activities

Escape Rooms, Scavenger Hunts, & Trivia

Contests and Competitions

Voting Brackets, I Spy, & Would You Rather

Creative Endeavors

Book Talks/Trailers, Short Stories, & Posters

Collaborative Projects

Show and Tell (arts and crafts, pet shows, TBR piles), themed playlists, & recipe swaps

VIRTUAL PASSIVE PROGRAMS

CONSIDER THESE PROGRAM IDEAS

- Bilingual programming
- Multicultural programming
- Programs for patrons with Autism Spectrum Disorder (ASD) or other sensory processing disorders
- Mental health education
- Civics and voting education
- Media literacy programming

PROGRAMMING TIPS & PRACTICES

**WHAT SHOULD YOU BE DOING
BEFORE, DURING, AND AFTER?**



OTHER STAFF
MEMBERS



FRIENDS OF THE
LIBRARY



COMMUNITY
ORGANIZATIONS

PARTNER UP



BREAKOUT SESSION

What are some ideas for a back-up plan program kit for the age group assigned to you?

Ask yourselves:

- What activities could be adaptable for a variety of programs if, say, a presenter cancelled?
- What supplies might you need?



PROMOTION

Inside the library

- Flyers
- Printed calendar of events
- Reminders during other programs

In the community

- Flyers & handouts
- Radio & TV spots
- Magazine & newspaper spots

Online

- Website
- Targeted Emails
- Social Media



BE SURE TO...



HAVE A SIGN-IN
SHEET AND A
PHOTO WAIVER



INTRODUCE
YOURSELF



PROMOTE
UPCOMING EVENTS



TAKE PICTURES
(AND VIDEO, IF
POSSIBLE)



ENGAGE WITH
PARTICIPANTS



HAVE A
BACK-UP PLAN



CLOSE THE
PROGRAM



EVALUATE AND
REVISE PROGRAM

PROJECT IDEAS

YOU GOT THIS!

PROJECT IDEAS

1

Plan a program
for an often-
underserved
group in your
library

2

Create a passive
program for your
library—inside or
online

3

Put together
Plan-B program
kits for different
age groups in
your library

4

Plan a program
that takes place
outside the
library in the
community

ADDITIONAL RESOURCES

- [Mississippi Library Resource & Support Group \(MSLSR\)](#)
- [Programming Librarian](#)
- [Programming Librarian Interest Group](#)
- [Teen Services Underground](#)
- [Storytime Underground](#)
- [Pew Research's Innovative Library Service Roundup](#)
- [Quarantined Librarians Squad](#)
- [Public Library Association \(PLA\)](#)

REMEMBER: MLC has a ton of programming resources including ALA guidebooks, kits, puppets and props, and your handy consultants!

CONTACT INFORMATION

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