

## **Library Program Plan**

(based on an original concept by Theyer and Thorup: Purveyors of the Fine Book Experience)

### **Program Title:**

*Title your program idea – something catchy!*

### **Program Description:**

*One or two sentence description. What will happen at the program, and who will attend?*

*Example: Parents of young children will enjoy a story and music program introducing them to the pleasure of the library in a fun and relaxing atmosphere.*

### **Program Goals:**

*Use active verbs such as: “educate” “inform” “persuade” “recreate” “enjoy” “learn” “explore” “discover”*

*You can include multiple, compatible goals for a single program.*

*Example: Participants will learn from a speaker on appraising antiques and be able to more readily assess their personal collections using library resources. Participants will also get to meet like-minded residents in the neighborhood for potential networking.*

### **Program Objectives:**

*The concrete objectives, more than one as appropriate.*

*Example: Participants will leave with a library resource list on antiques and appraisals.*

### **Program Resources: (Facilities, location equipment)**

*The inputs – room, money, equipment, refreshments, arrangements, expertise, time. Then start thinking about where these will come from.*

### **Strategies and Action Plans for Reaching Goals:**

*What needs to get done to make this happen? Be specific and as detailed as the staff needs, depending on their expertise.*

*Example: Reserve room. Contact speaker from local auction house. Create resource list. Create flyer. Send in press release. Purchase refreshments. Set up chairs.*

### **Schedule and Timeline for Implementation:**

*A concrete timeline, with deadlines.*

*Example: Reserve room two months ahead. Press release to local paper three weeks ahead. Flyer to printer four weeks ahead. Purchase refreshments day before. Open doors.*

### **Target Audience: (Attendees, participation numbers)**

*Envision your user group for this service – who will be in the audience?*

*Example: Older adults, parents of young children, homeowners, new computer owners, photographers.*

**Staff Assignments:**

*Assign the tasks and document the assignments here.*

**Budget and Expenses:**

*The total cost, where it is coming from, then how it is broken down.*

*Example: \$250 from Southwood's annual programming budget. Speaker \$200, refreshments \$25, printing \$25.*

**Performance Measurement:**

*How will you know if this is a success? What is your measure?*

*Example: Checkout of items on resource list, program attendance, program evaluations.*

**Complementary Partnership Possibilities**

*Use only if you see any complementary opportunities or other agencies that may benefit from an approach, or where you would benefit from a partnership.*

*Example: Southwood Garden Club, Anytown History Foundation.*