

YA Program Planning Guide

Use this sheet as a starting point for program planning.

Audience

- Define who the program is for
 - specific age group
 - specific interest group

Purpose

- What do you want to achieve?
 - development one of the 40 Developmental Assets
 - Reach non-users to the library
 - Promotion of materials or services
 - Provide a showcase of teen talent
 - Provide opportunities to learn new skills

Choose Program

- What kind of program will help you achieve your overall purpose?
- Involve adolescents
 - Let your teen council plan the program.
 - Survey your teens to see what they would include at the type of program you are planning. This can be a formal or informal survey.

Implement

- Who will do the program?
 - Staff
 - Volunteers
 - Professional performer or speaker
 - What is the fee?
 - Make expectations clear.
 - Do you need to write a contract?
 - What kinds of equipment do they need?
- Resources
 - Space
 - How much room do we need?
 - Reserve a meeting room if necessary.
 - Should this program be held outside?
 - Time
 - Estimate how much planning time it will take to develop the program.
 - How many hours can you devote to planning and carrying out the program?
 - Supplies
 - What will we need?

- How do I get these supplies?
 - Will there be refreshments?
- Permission slips – does this program require parental permission for participation or transportation?
- Cost
 - Estimate how much supplies/speakers will cost.
 - What budget will you use?
- Date and Time
 - What night or day of the week would work best?
 - Should we have this after school, at night, or on a weekend?
- Promotion
 - Flyers
 - Posters
 - Email
 - Website/Blog
 - Outside the Library – make a list of possibilities of where you might promote and make contact.
 - Local newspapers and teen radio stations
 - Middle and high schools – teachers, daily announcements, clubs, etc.
 - Local hangouts
 - Displays – what books can you display during the program?
- Registration
 - Do we need to register participants?
 - Is this limited to a specific number of participants?
 - Do we want a registration list so we can call with a reminder?
- Reminders
 - How many days before the program will we email or phone reminders?
 - Reconfirm time and date with performers/speakers
- Last details
 - Parking passes for speaker/performer
 - Directional signs to show where program is located
 - Set up

Evaluate

- Teen feedback
 - What did they like best about the program?
 - What would they add/change?
 - Overheard comments
- Your evaluation
 - What were the expected outcomes? Were these achieved? If not, what may have been some reasons?
 - Did you see any new faces at the program?

- Was the publicity sufficient?
- Note activity generated in the library by the program.
 - o Before program: phone calls, questions about the programs, display materials checked out.
 - o After program: materials checked out, applications for library cards, questions about upcoming programs, etc.
 - o Keep notes about the program (planning steps, preparation, presentation, response, and evaluation) to refer to or to share with colleagues.