Evaluating Virtual Programs and Events

A California Libraries Learn Webinar

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California Libraries Learn

Setting the Stage

Changing Landscape

What SHOULD We Collect ?

BEFORE the Event /Program

- Libraries rarely think about what can be collected before the program or event, but data can be mined from pre-event PR/marketing for planning future programs.

- Metrics like email open rate, click through and registrations are helpful when hosting an event virtually as they tell you who's interested and give a baseline of engagement and intent.

- Tracking social media is also crucial. The impressions your pre-event content receives can more directly be translated into attendance expectations since the event is online.

- More likes means more engagement, signifying higher interest and a wider reach.

- Seeing what events people get excited about, and what events get fewer impressions, can help you strategize for future programs and events

Things to observe DURING the Event /Program

- Virtual events have specific metrics you can track that vary from in person offerings

- Much like a live event, you'll obviously want to track how many individuals are actually attending your session. It also involves tracking speaker engagements and views on your online platform throughout the event

- See what performs the best and maintains the highest number of views and engagement. Review the content they provided and how it was delivered if you can.

- Different tools, such as live polling, Q & A and surveys offer a unique view into how your audience is consuming thee content, as well as signaling if they are engaged.

- Leveraging technology during virtual events, gives you access to more data than in person events

What to collect AFTER the Event /Program

- Following up within 2–3 days of a virtual event concluding can provide a wealth of information (What did they like? How can you improve the experience for the next event?)

- The more specific feedback you can the better you can make your next virtual events

- Consider having a strategy for following up with no-shows and non-responders (ie: what prevented them from attending?)

- Gather relevant information provided by the dashboards and analytics of each site or platform

- Feedback from presenters on their experience presenting from you

Final Step: Ask Questions/Reflect

- Did you meet your goal(s) for the program or event?

- Were there any stand-out interactions during the program?

- How is the progress on follow-ups? What is the feedback?

- What worked well?

- Could anything have gone better?

- Would you do it again? Why? Why not?

Other Considerations

- Live attendees versus replays

- Determining statistics for on-demand/pre-recorded programs

- Recording statistics for passive virtual programs and activities like scavenger hunts and digital escape rooms

Big Question for each Consideration:

How long do we track views/replays/interactions?

What Can I Get from the Platform?

- Social Media sites can provide lots of analytics that are useful for future planning and for also letting you know your reach

  - Get to know the lingo (Impressions, Click Through Rate, Engagement)

  - Look at the analytics dashboards and get to know them

  - Take tutorials online, ie: YouTube Creator Academy and Facebook for Media

- Each platform offers unique insights (and have online guides and help centers)

  - Zoom: Software/Device used; Connection Problems; User Feedback

  - Facebook: When your followers are online; minutes viewed, 10 second views

  - Crowdcast: Location, Call to Action, Sign Up Conversion Rate

  - YouTube: Average View Duration; Total Watch Time, Traffic Source

Source:
https://www.facebook.com/formedia/blog/introducing-new-metrics-for-live-video

Q Search across your channel

Channel analytics

ADVANCED MODE

Dec 9, 2020 – Jan 5, 2021
Last 28 days

Overview   Reach   Engagement   Audience

Your channel
PrincetonPL

🔳 Dashboard
▶ Content
≡ Playlists
📊 **Analytics**
💬 Comments
📑 Subtitles
© Copyright
$ Monetization
🪄 Customization
🎵 Audio library

Your channel got 849 views in the last 28 days

Views	Watch time (hours)	Subscribers
849 ⓘ	57.8 ⓘ	+8 ⓘ
551 less than usual	2.2 less than usual	6 less than usual

Dec 9, 2020   Dec 14, 2020   Dec 19, 2020   Dec 23, 2020   Dec 27, 2020   Jan 1, 2021   Jan 5, 2...

SEE MORE

Your top videos in this period

	Video	Average view duration	Views
1	When a Community Comes Together Dec 1, 2020	1:00 (48.8%)	87

Realtime
● Updating live

191
Subscribers

90
Views · Last 48 hours

-48h   Now

Top videos   Views
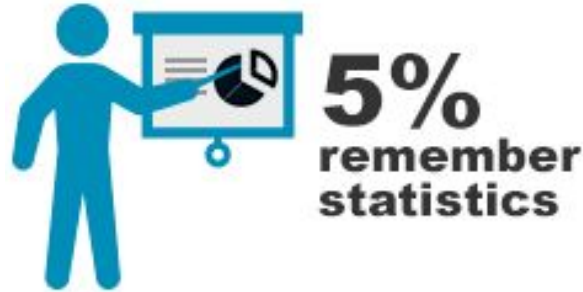
STORYTIME   Storytime Shorts: "Unstoppa...   10

STORYTIME   Storytime Shorts: "Month by ...   7

Rediscovering the Lost Gener...   5

SEE MORE

Latest videos

STORYTIME
SHORTS
Storytime Shorts: "Unstoppable" by Adam Rex

⚙ Settings
⚑ Send feedback

Make your statistics and observations tell a story that can be told to your stakeholders

63%
remember
stories

5%
remember
statistics

Example 1: During January's virtual book club discussing James Joyce's "Ulysses" we had 11 cardholders, but also someone join from Canada who was a Joyce scholar who is interested in providing future programs and a high school senior from Thailand who hopes to come to the Princeton next year. It was an outstanding discussion that was greatly enriched by these two additional members that could not have attended if this had been an in-person event.

Example 2: We have been hosting Drop In and Knit on Wednesdays mornings for 3 years with an average attendance of 8 people. Since going virtual, our attendance average attendance has risen to 11 people and we sometimes have as many as 20. Feedback indicates that participants love chatting while they knit in the comfort of their home via Google Meets. We might maintain this as a virtual program on alternating weeks even when we resume in-person programs.

Methods used to evaluate programs at PPL

- Discussion at monthly team meetings about what worked that month and what did not work in terms of programs

- Meeting after each annual or signature event to discuss what worked and what needs improvement in the future

- Annual retreat where we do a "Pause, Play, Rewind, Start" exercise and evaluate each ongoing programming for effectiveness

- Establishing goals and objectives each year and continually evaluating internally to see if programs are meeting our goals and objectives

- Surveying attendees for feedback (variety of methods used)

- Department wide statistics form that is filled out for each program

Why Create a Detailed Form? What are the Benefits?

- Easily able to sort attendance statistics to meet many needs and requests for a variety of reasons

- Ability to track impact of individual, annual and recurring programs on an ongoing basis

- Helps plan for staffing needs

- Tracks essential information such as number of volunteer hours, source of funding, and outreach

- Assists with grant and report writing

Program Statistics 2021

Please enter as soon as possible once a program or event is completed.

* Required

Programming Team *

Was this an Adult or Youth Services Program (The purpose of this question is for for easy filtering during statistics auditing, the Audience question will still be used to determine if the program was intended for Adults, Teens or Children.)

○ Adult

○ Youth Services

Name of Program *

Choose ▾

About the Program

Date *

Date

mm/dd/yyyy

Program Category *

Author Talk ▾

Attendance *

For Live Events this should be the number of Live Attendees for Pre-Recorded Videos this should be the number of Views in the Month the event took place.

Your answer

Target Audience *

○ Adults

○ Children

○ Teens

Age Groups Attended *

- [ ] Adults
- [ ] Children
- [ ] Teens

Did the Program Meet Expectations? *

- ( ) Exceeded Expectations
- ( ) Met Expectations
- ( ) Below Expectations

If applicable, explain why the program exceeded or did not meet Expectations?

Your answer

PPL Staff primarily responsible for organizing this program. *

- [ ] Amanda Chuong
- [ ] Caroline Quinones
- [ ] Gayle Stratton
- [ ] Hannah Schmidl

List any relevant Community Partners for this event *

Select NONE if planned only by PPL staff

- [ ] AARP
- [ ] Arts Council of Princeton
- [ ] Central Jersey Dance
- [ ] Centurion
- [ ] Civil Rights Commission
- [ ] Code Equal
- [ ] Corner House
- [ ] D&R Greenway
- [ ] Davis International Center
- [ ] Friends of Princeton Open Space
- [ ] Gente y Cuentos
- [ ] Grounds for Sculpture
- [ ] High Meadows Environmental Institute (HMEI)
- [ ] Historical Society of Princeton
- [ ] HiTOPS
- [ ] International Employees Group at PU
- [ ] jaZams
- [ ] Labyrinth

Program Statistics 2021

* Required

About the Program 2

Where did this program take place? *

- ( ) Virtual Live Event
- ( ) Virtual Pre-Recorded Video/Passive (ie Scavenger Hunt)/Replay of Live Event
- ( ) On site at PPL
- ( ) Off site

Program Statistics 2021

* Required

Virtual Program Platform

Which platform did you use? *

- ( ) Crowdcast
- ( ) Google Meet
- ( ) Partner Zoom
- ( ) PPL Zoom
- ( ) YouTube
- ( ) Other: _____

Other Data you may want to collect:

- Time of Event
- Day of Week
- Hours spent planning
- Room/Branch location
- Payments Made
- Set Up Time

Charts automatically generated can be viewed regularly without needing to manipulate the spreadsheet.

Samples on following slides.

#PEFF2020 | Feedback

Thanks so much for "attending" the 2020 Princeton Environmental Film Festival. We are grateful to all of our sponsors, for again making it possible for us to bring these documentary films to our community, free of charge to our audiences.

Since this is our first year of offering films in a virtual format - please let us know what you thought of the process and the films below!

The Questions are:
What did you think of this year's festival?
Which films did you watch?
Which films did you like and why? (We'd love to share the feedback with the filmmakers)
How was the process of registration?
And is there anything else that you would like to add?

* Required

Email address *

Your email

What did you think about this year's reimagined virtual film festival? *

Your answer

Which films did you watch?

	Column 1
Conscience Point	☐
Emperors of the Deep	☐

The Submit Zone	☐
A Simple Life	☐
Youth Unstoppable	☐

Which were your favorite films and why? (We would love to be able to share positive feedback with the filmmakers.) *

Your answer

How would you rate the process of registration? *

	1	2	3	4	5	
Straightforward/easy	○	○	○	○	○	Frustrating/confusing

Anything else you'd like to add?

Your answer

◯━ Send me a copy of my responses.

Submit   ▬▬▬▬▬▬▬ Page 1 of 1
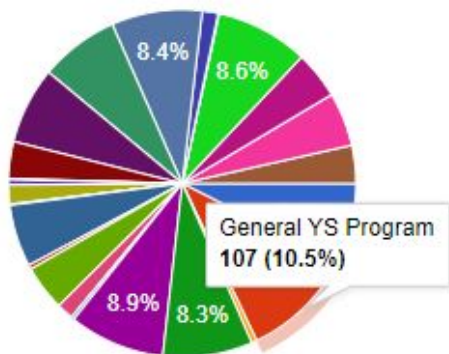
Never submit passwords through Google Forms.

reCAPTCHA
Privacy Terms
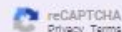
Name of Program

1,019 responses


Library Live at Labyrinth
35 (3.4%)

51.1%
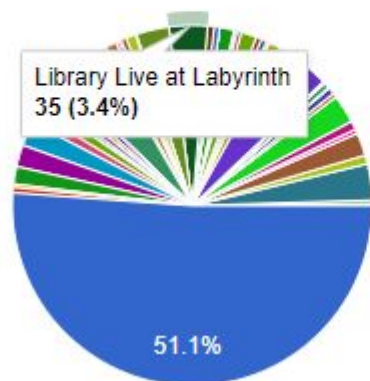
Legend:
- Program Not Listed Below
- AARP
- Art Boxes
- Ask the Mac Pros
- Baby Play Group
- Baby Storytime
- Black Voices Book Group
- CCOR

▲ 1/8 ▼

8.4%
8.6%
General YS Program
107 (10.5%)
8.9% 8.3%

Legend:
- Film - with speaker(s)
- Jobseeker Assistance
- Library Tour -- any age
- Literacy/ESL/English Conversation
- Performance: Music / Dance / The
- Public Service (Ask a Lawyer, Citiz
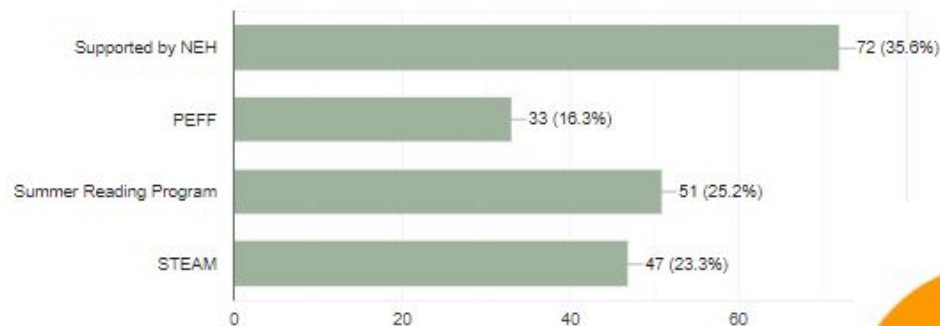- School Visit - In Library
- Self Directed

▲ 2/4 ▼

Below Expectations
36 (3.5%)

84%

12.5%
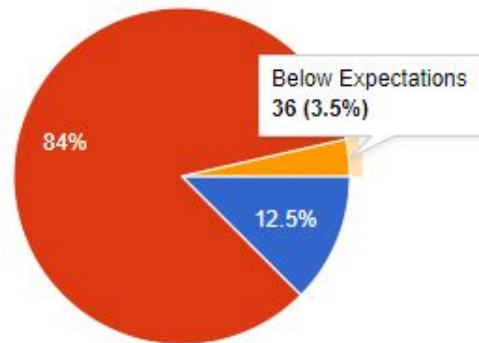
Legend:
- Exceeded Expectations
- Met Expectations
- Below Expectations

Please choose all that apply to this program:

202 responses

Category	Value
Supported by NEH	72 (35.6%)
PEFF	33 (16.3%)
Summer Reading Program	51 (25.2%)
STEAM	47 (23.3%)

(Bar chart x-axis: 0, 20, 40, 60)

Pie chart legend:
- Virtual Live Event
- Virtual Pre-Recorded Video/Passive (ie Scavanger Hunt)/Replay of Live Event
- On site at PPL
- Off site
- Virtual
- Virtual Pre-Recorded Video/Passive (ie Scavanger Hunt)/Replay of Live Event

Pie chart values:
- 38.8%
- 12.7%
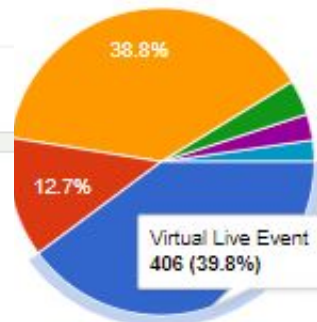- Virtual Live Event 406 (39.8%)

Grant Category

652 responses
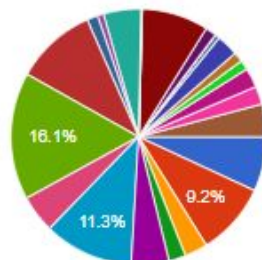
Pie chart legend:
- Adult Literacy
- Early Literacy
- Children's Literacy (K-5)
- Teen Literacy
- Civic Engagement
- Creative Outlet/Art
- Community Collaboration
- Cultural Literacy

Pie chart values:
- 16.1%
- 9.2%
- 11.3%

△ 1/4 ▽

If applicable, explain why the program exceeded or did not meet Expectations?

101 responses

This was our first "Virtual" Go-Between Club meeting during the library closure due to the COVID-19 pandemic, so we weren't sure if there was interest and how many kids would join our meeting via Google Hangouts Meet. Ten kids joined us and we had a terrific discussion. It went better than expected.

Program flowed nicely with slide presentation, prepared text and a lively discussion afterward.

Lower attendance than expected, but it was finally a nice day out, so people may have been away from their computers

The connection with this group of participants was wonderful, leading to a terrific discussion about books and the offering of personalized book suggestions.

Great animated discussion over a book with heavy contemporary political overtones. New members participated.

Excellent storyteller Maria LoBiondo, would love to have her back, huge crowd - all gave rave reviews following the program

PEFF Evaluation: Quantitative and Qualitative

- 20 films and seven Crowdcast sessions featuring nine guests
- 1,626 Requests for links;
- 221 Asked to be on the mailing list via requests from 350 Unique email addresses

BY FILM

- A Fistful of Rubbish: 63
- A Simple Life: 81
- Conscience Point: 121
- Emperors of the Deep: 96

Post screening Q&A (As of 10/23)

- The Sacrifice Zone 10/13: **35** watched live **25** watched replay
- The Pollinators 10/14: **23** watched live, **10** watched replay
- Emperors of the Deep 10/15: **17** watched live, **12** watched replay
- Youth Unstoppable 10/16: **26** live, **11** replay

PEFF Evaluation: Quantitative and Qualitative

Samples from the 15 pages of comments and feedback received from the Google form:

Pros for this format - ease of watching whenever, comfort of own home w/ no travel, able to rewind to re-listen to a part of a movie. Cons for this format - love the energy of everyone in the room watching a film and the Q&A right after with the film maker, love seeing people and the staff at the library and sharing our collective insights into what we just saw.

"It was a good substitute, but I found watching so many films on a small screen tiring, and I missed the opportunity to chat with like minded audience members.

"it was ok, I wish the films were available longer and the links worked faster. we wanted to watch many more of the movies but just do not have that much time in one week to dedicate to watching films "

It was great but I had trouble watching all the films because of the time limits and number of viewer limits

"As a former resident of Princeton, it was wonderful to be part of something that I would not have been able to participate in in person!"

"It would be easier if we could just fill out one form to register for the films we wanted to watch (more like this survey).

"Very much appreciated the help and responses from S. Conlon and K. Dorman at Princeton Library when I had some difficulty getting into one of the films. They were attentive and took time to actually help me in the process.

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Links for Further Exploration