

Planning an Adult Program on a Budget: Creative Library Program Solutions

Wednesday, May 15, 2013
An Infopeople Webinar

Dana Vinke

Principal Librarian of Operations
Torrance Public Library



W H Y P R O G R A M ?

- **Mission Statement**
 - Strategic Plan
 - Library Policy
- Increase visibility of the library
- Meet the needs of the community
- Promote library materials, programs & services
- Dispense information
- Promote Life Long Learning
- Professional reasons
- **Because we want to!**

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C O N S T R A I N T S



BE PREPARED

"By failing to prepare you are preparing to fail."
Benjamin Franklin



B U D G E T

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WHERE DO YOUR FUNDS
COME FROM?



HIDDEN COSTS

Projected Budget

Expense name	Cost
Refreshments	\$ 250.00
Speaker Fees	\$1,000.00
Equipment Costs	\$ 250.00
Publicity	\$600.00
Total	\$ 2,100.00

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Actual Budget

Date	Name	Program	Cost
1/14/13	Joan Jackson	Musician. KG: 12/12/12, 7 pm.	\$500.00
1/14/13	Bob Eubanks	gift wrapping demonstration KG 12/15/12, 2pm	\$100.00
2/1/13	Steve Martin	Knitting 101 program 1/12/13 and 1/19/13	\$175.00
3/16/13	James Patterson	De Clutter Speaking Engagement 03/16/2013	\$100.00
12/12/12	Joan Jackson	Adult Program supplies: Smart & Final, Target	\$12.71
12/12/12	Bob Eubanks	Adult Program supplies: Smart & Final.	\$30.48
1/30/13	Steve Martin	Adult Program supplies: Joanns, Vons & Ikea Food	\$33.38
		Total	\$951.57



QUALITY

EXPERIENCE. URBAN DETAILS ARE OFTEN THE ONLY DIFFERENCE
BETWEEN MEDIOCRE AND MAGNIFICENT.



POLICY & PROCEDURES

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PROGRAM PROPOSAL

Program Proposal

- Program Information
- Program Title
- Program Description
- Program Goals
- Program Objectives
- Program Resources (Facilities, equipment)
- Strategies and action plans for reaching goals:
- Schedule and timeline for implementation:
- Target audience (Attendees, participation numbers)
- Staff assignments
- Budget (expense/Income)
- Performance Measurement



CALENDARS

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PROGRAM TYPES & COSTS

"Don't find
customers for
your products.
find products for
your customers."
~ Seth Godin

WHERE DO PROGRAMS COME FROM?



THINK WIN-WIN!

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THREE TYPES OF AUTHORS

Considerations

- Would the library buy the book
- Is the author a good speaker
- Contract or agreement
- Costs
- Honorariums
- Travel
- Books for sale & in library



SKYPE AND FACETIME

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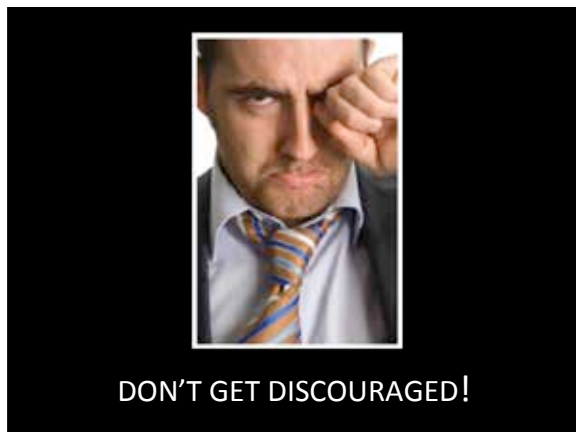
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LETTER OF INVITE



DON'T GET DISCOURAGED!

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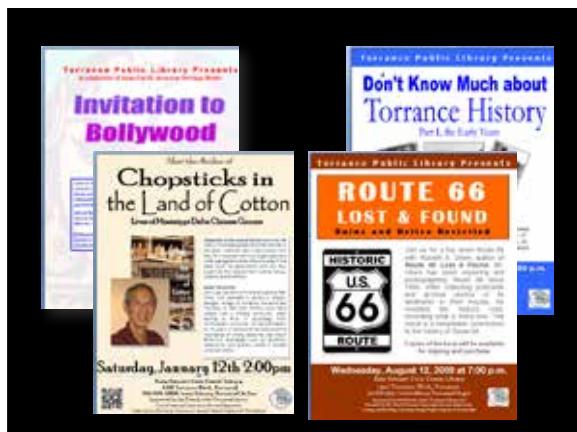






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CRAFTS & HOBBIES



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SAFETY & EDUCATION

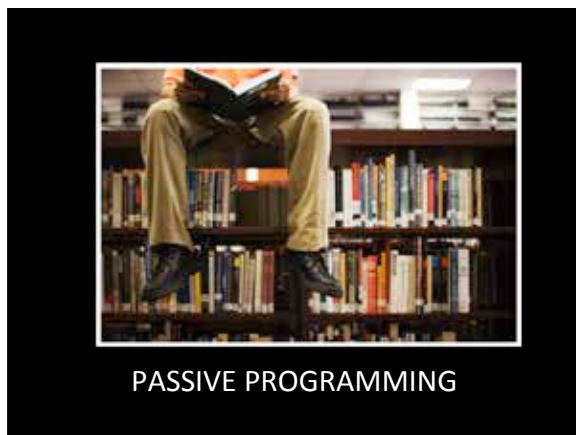




LIBRARY BASED PROGRAMS

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NETWORKING

<http://ed.ted.com/lessons/networking-for-the-networking-averse-lisa-green-chau>



LOW COST RESOURCES



SUCCESSFUL PARTNERSHIPS

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KEY TO SUCCESS



PROMOTION & ADVERTISING

Promotion and Advertising

- Traditional methods
- Social Media
- Email Marketing
- Community Networks

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Sample Press Release

ART EXHIBITION

What:

Torrance Public Library presents "Full Circle," an exhibition of paintings by Ruby Wang that represent her ongoing artistic odyssey with a special emphasis on the land of her birth, China, as a source of inspiration for her creative expression.

Where:

Main floor of the Katy Geissert Civic Center Library,
3301 Torrance Blvd., Torrance

When:

Saturday, March 19 through Saturday, April 14, 2007

Information:

There will be a grand finale reception on Saturday, April 14 at 2:00 p.m., in the Community Meeting Room of the Library. The reception is free and open to the public. Call (310) 618-5959 for more information.

Flyers

Mandatory

- Title of Program (example: "The Carnegie Libraries of California")
- Library name & location (Katy Geissert Civic Center Library, 3301 Torrance Blvd.)
- Date & Time (Saturday, February 23, 2008, 2:00 p.m.)
- Room (Meeting Room, Study Room, Polly Watts)
- Contact information (Phone Number, usually reference desk public line)
- Website (www.library.tornet.com)
- Every flyer must have the words "The Torrance Public Library presents"
- Every flyer must have the words "City of Torrance Community Services Department" at the bottom. Font size is negotiable.
- Every flyer must have the words "Sponsored by the Friends of the Library" if the program is receiving funds from the adult programming budget

Flyers

Optional

- Free (all programs are free, but sometimes people ask and saying free saves time!)
- Registration (Is registration required? What number can patrons call?)
- Partners (Genealogy, Library Commission, etc)
- Books available for purchase? (Will the speaker have books to sell and sign?)
- Refreshments (example: light refreshments will be served)
- Age appropriateness, for example "All ages are welcome"

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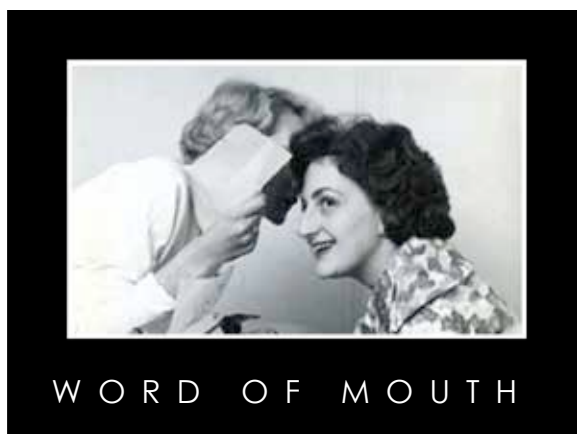




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WORD OF MOUTH

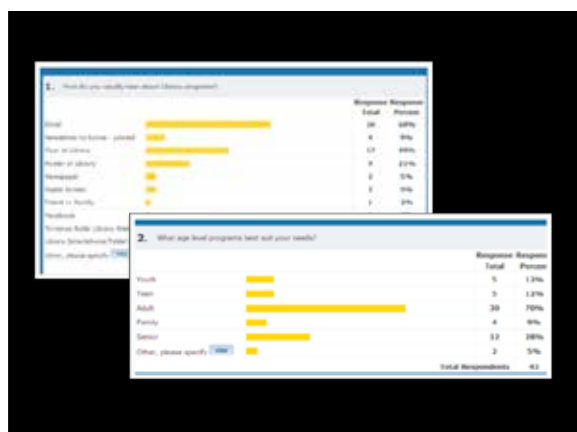


EVALUATION

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- Surveys and feedback
- Cost benefit analyses
- Documentation

[illegible]



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Cost Benefit Analysis

Author talk	
Speaker fee	\$200.00
Refreshments	\$20.00
Publicity	\$25.00
	\$ 245.00
Attendance	100
Cost per attendee	\$2.45

Annual Program Analysis	
Presenter Fees	\$2,000.00
Refreshments	\$200.00
Publicity	\$500.00
	\$2,700.00
Total Annual Attendance	1500
Cost per attendee	\$1.80





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INVESTING IN THE FUTURE

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QUESTIONS

BIBLIOGRAPHY

Lear, Brett W. *Adult Programs in the Library*. American Library Association, 2002.

Ranier, Raymond. *Programming for Adults: A Guide for Small- And Medium-Sized Libraries*. Scarecrow Press, 2005

Thank you.

Dana Vinke
danavinke@yahoo.com

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