

# THE J. V. FLETCHER LIBRARY PROGRAMMING AND PUBLICITY

## MANUAL

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## *I. Purpose of Programming Manual*

The purpose of this manual is to provide programming planners with clear guidelines for planning, funding, advertising, coordinating, hosting and evaluating successful and enriching J. V. Fletcher Library programs. The successful implementation of this policy supports the Fletcher Library Vision and Mission Statements, and, as supported by professional research, is associated with strong public funding of the library.

## *II. Definitions*

A. "PROGRAM" -- A program is a planned, publicly-advertised, library-sponsored or co-sponsored event of an informational/educational, recreational/cultural nature, which holds appeal for a group rather than an individual during which at least one member of the Library staff is always present.

B. "PLANNED" -- Program planning is conducted by the Youth Services Division and the Reference and Information Services Division, as well as the Administration. Programs are typically planned *at least* four- to six-months in advance, and submitted to the Administration for content and funding approval.

C. "ADVERTISED" -- Public advertisement of programs and events is absolutely strategic to successful programming. The following avenues of advertising are typical:

- \_\_\_ "Westford Eagle" By-line and Calendar Section
- \_\_\_ Friends e-Newsletter
- \_\_\_ J. V. Fletcher Library Website
- \_\_\_ J. V. Fletcher Library's FACEBOOK page
- \_\_\_ In-house Fliers and Posters
- \_\_\_ Semi-Annual Townwide Mailing
- \_\_\_ Broadcast emails to Media; WCAT; Westford Town and Schools; MVLC Libraries and the Library Collaborative.
- \_\_\_ Ticket Sign-ups or Hand-outs
- \_\_\_ Staff Meetings

### D. "SPONSORSHIP, CO-SPONSORSHIP AND UNDERWRITING" --

1. A *Sponsored* library program is funded and arranged through the Library Trustees, Friends of the J. V. Fletcher Library, Inc., through in-house staff resources, or through grant funding.

2. A *Co-sponsored* program is jointly arranged or funded with other community resources, town departments or organizations. A professional or para-professional member of the staff will be present during the program.

3. A program is *underwritten* if it is supported or funded via a specifically-designated private donation.

E. "TARGET GROUP" -- A successful program relies in part on the identification of, and understanding of, a specific target group or demographic. Reviews and recommendations should be sought to corroborate the quality and appropriateness of the potential program. Planners should realistically assess a program's viability according to age, topical or local

interest, popularity as a past hire; diversity and variety; interest potential to target group; complexity; timing and cost.

F. "BUDGET & FUNDING SOURCES" -- Program funding is available from the following sources:

1. Lecture Trust Fund (Board of Trustees)
2. Friends' Programming Line Item in Annual Friends' Budget
3. Underwriting by Private Donor
4. Requiring Pre-purchased tickets
5. Foundation Funds
6. Grant Funds

Because Trust Fund monies are limited to interest annually earned on a set principal, and because Friends' programming funds are set as part of the annual Friends' budget, ticket sales, "donations" underwriting might be necessary to continue offering quality programs to the numbers of attendees interested.

G. "EVALUATION" -- Evaluation should be conducted by both the critical audience and the library staff coordinating a program. Evaluation by program attendees can be gleaned through informal conversation, in writing, or through routine surveys. Staff is encouraged to document all feedback in addition to written evaluations – which will help inform future programming hiring decisions.

### *III. PROGRAMMING TIMELINE*

#### A. Program Development --

Program ideas should be consistent with the Library's Vision and Mission Statement, established Goals and the target clientele; they should be planned to reflect the goals and objectives of the Library's Strategic Plan.

#### B. Proposal --

A program recommendation/proposal must be submitted by the appropriate Division Head to the Administration for scheduling and budgetary approval.

#### C. Approval --

Approval will be granted by the administration based upon adequate funding, appropriateness, staffing resources and viability.

#### D. Performer Contract, Contact and/or Invoice.

The Performer's Checklist should be utilized to insure that the deposit, directions, needed space and equipment requirements, rain/snow dates, publicity; expenditure submittals, etc. are addressed prior to the performance. A contract and/or invoice either provided by the performer or the Library-- prior to the performance -- is absolutely necessary.

#### E. Cost Expenditure Submittals: By Program

All expenditures should be recorded and collated by program or series of programs. The organization should be able to provide a per attendee cost and summation of expenditures to the funding body for all programs provided. In the case of Friends' funding, expenses should be input on the FOLPROGRAMBUDGETCY\_\_ spreadsheet when the Friends' Expenditure Form is submitted to Administration when a contract and or invoice is received prior to the performance.

#### F. Set-Up; Volunteer Recruitment

Physical planning for the program is the responsibility of the program planner. Room set-up should be relayed to the Maintenance Dept. via the Meeting Room form for: furniture and equipment shifting; technology requirements and set-up decoration of the library, etc. Volunteers may be sought to supplement staff in the areas of decoration or assisting staff with tasks during a program.

#### G. Tickets, Donations and Grant Funds.

Alternatives to free programs may be necessary in order to ensure that all interested program attendees have access to programs. A nominal fee (via ticket sales) may be levied in order to offset some of the cost of multiple program bookings or supply costs.

#### H. Staff to Attendee Ratio; Additional Staff and Volunteers..

At all library programs or events *at least one professional* staff member will attend (in some instances a para-professional will preside) and must be knowledgeable in safety and emergency procedures and policies. Staff attendance during an event presented by a paid performer is in accordance with current CORI regulations. All after-hours programs will have at least two staff members present and responsible. For crowds of over 50, we will attempt to supply an adult to attendee ratio of 1:50. The presence of attending parents, or of staff on site, or of supplementary YA volunteers may be used to meet this ratio.

Additional staff and/or Volunteers may be scheduled to assist professional staff with ticket collection; set-up and breakdowns; refreshments; and identifying unattended children.

#### I. Maximum Attendance and Parking for Library Spaces

Meeting Room: 187 Maximum Attendees

Mary Atwood: 68 Maximum Attendees

Story Hour Room: 25 Maximum Attendees

#### J. Policy on Staff Participation in/at Programs

Staff who are authorized by Administration to assist at library-sponsored programs will be paid or will receive full compensatory time up to 37.5 hours of work for those hours on site spent in program participation. Staff participating past their 37.5 hour work week will receive time and one half compensatory time. Professional staff receive one hour of compensatory time for each 50 (fifty) pages read for a Book Club or Discussion program. Union staff preparing for Book Club or Discussion programs will read works during regular work time.

In some cases, ticket costs may be reduced or waived for program participants, per vote of the Board of Library Trustees or the Friends of the J. V. Fletcher Library.

#### K. Recognition and Thank-Yous

Recognition and thank-yous should be part of the program opening statements for the following:

- Funding source: For the Trustees or Friends of the J. V. Fletcher Library, this is in the form of an Evaluation report
- Donor
- Grant (this is in the form of a report)
- Staff and Volunteer Help (this may be informal)

The Program evaluation and cost summary form should comprise the thank-you to the sponsoring Board or donor.