

Section 1: Program Basics

PROGRAM TITLE: _____

PRIMARY ORGANIZER: _____

BRIEF DESCRIPTION OF PROGRAM:

PURPOSE/GOAL OF PROGRAM:

DATE: _____

DAY OF WEEK: _____

START TIME: _____

END TIME: _____

____ Date checked on library calendar

____ Date checked on school calendar

____ Date checked on community calendar

LOCATION FOR PROGRAM:

Library meeting room

TMS

Other

TARGET AUDIENCE:

MS Students /Tweens

HS Students /Teens

Parents/Caregivers

All

ESTIMATED ATTENDANCE:

Tweens _____

Teens _____

Parents/Caregivers _____

Section 2: Program Budget

BUDGET FOR PROGRAM PROPOSAL (estimated costs):

Speaker's expenses (fee, travel, meals, other)

Supplies and equipment (materials, purchases, rentals, other)

Refreshments (incl. paper products)

Collection development (books & other materials to support/enhance the program)

Staff time (organizer's hours x wage, PR staff hours x wage)

Swag (prizes, incentives, giveaways, door prizes)

Other costs (e.g. security or police for traffic detail)

FUNDING SOURCE:

____ Budget line- general revenue

____ Grant funds

____ Friends of the Library

____ Corporate sponsorship

____ Outside donations

____ Other

Section 3: Pre-Planning Details

PROGRAM APPROVAL:

- Approved by supervisor
- Approved by director
- Off desk planning time approved

EQUIPMENT & SUPPLIES NEEDED: (make arrangements to rent, if necessary)

REFRESHMENTS:

SPEAKER CONFIRMATION:

- Contract sent
- Contract returned and executed
- Directions sent
- Follow-up call(s)

| Speaker Name | Contact | Price | Contract Signed |
|--------------|---------|-------|-----------------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

ROOM SET-UP: (preliminary plan, notes or map can be made on the reverse page)

- Discussed with Maintenance Staff

Person(s) responsible: _____

Section 4: Publicity and Promotion

Six weeks prior to event (Date needed to be done by: _____)

- _____ Publicity request form filled out online
- _____ Flyers and publicity materials created by responsible parties
- _____ Publicity materials translated into predominant language(s) of community members
- _____ All library staff informed and encouraged to support the effort

Four weeks prior to event (Date needed to be done by: _____)

- _____ Program information posted to library website, Facebook page, at circulation desk, etc.
- _____ Fliers distributed to schools, community groups, homeschoolers, businesses and other libraries
- _____ Media releases to local newspapers, school papers, radio, TV, Friends of the Library newsletter, etc.
- _____ Visits to schools or community groups planned and approved

Two weeks prior to event (Date needed to be done by: _____)

- _____ Book displays set up
- _____ Emails, Tweets &/or direct mailings to teens, parents, schools and community organizations
- _____ Community VIPs invited (elected officials, policy makers, Foundation staff, etc.)
- _____ Accompanying displays
- _____ Accompanying handouts

Person(s) responsible: _____

Section 5: Final Program Checklist

- _____ Room set-up completed
- _____ Volunteers/staff helpers
- _____ Equipment and supplies ready
- _____ Refreshments procured
- _____ Speaker's introduction prepared
- _____ Speaker's check/stipend on hand, if appropriate
- _____ Evaluation form and pencils available
- _____ Fliers for next program available
- _____ Parking lot details worked out
- _____ Someone assigned to take photos
- _____ Accommodations made for any special needs participants
- _____ Link to online vote for next Teen Read Week theme posted on web site, Facebook, etc.

- _____ Other: _____

FOLLOW UP CHECKLIST:

- _____ Room clean up
- _____ Event photos &/or summary posted online & sent to local paper
- _____ Dated/time sensitive promotional posters, etc. taken down in library & removed from web site
- _____ Thank you notes sent to volunteers, key staff, speaker, sponsors, etc.
- _____ Evaluation forms collected and analyzed
- _____ Debrief with key staff
- _____ Other: _____

Section 6: Program Evaluation

Was the program a success? Why or why not?

What was the estimated attendance?

Did you encounter any unforeseen problems? How can we better prepare in the future?

What future recommendations or best practices do you want to share?

Would you recommend repeating this program? Why/Why not?