

# Beginner Sourdough Class

[Brodhead Memorial Public Library](#)

Adults

## **Beginner Sourdough Class**

May 24, 2024

**\$51-100**

\$

Your name

Sarah Carpenter, Adult Services & Outreach Librarian

Beginner Sourdough Class is a crash course for those wishing to dive into making a sourdough starter, with tips on how to care for it and a simple recipe to start.

## **Advanced Planning**

I began planning about a month and a half in advance. I made the [PowerPoint](#) and [guidebook](#) with assistance from the local cottage baker I partnered with.

A sign-up sheet for the class was put out one month prior with 10 slots available. I initially didn't anticipate the amount of buzz this program would create and quickly had to cap attendance at 36. Even after that, I made a waitlist. I did call people on the day of the program to confirm their attendance and was able to contact those on the waitlist to fill any spots.

## **Marketing**

The event was posted on Facebook as well as in the library. Since the class filled up a week and a half before, I would say marketing this way was successful.

## **Budgeting**

I spent around \$80 for supplies for 36 attendees including a door prize of sourdough items (whisk, sourdough recipe book, lame and proofing basket) from a local store that discounted 50%.

## **Day-of-event Activity**

On the day of, I had to set up our Community Room with tables, chairs and a projector. I was able to set up alone, however an extra person or two definitely would have helped. I measured enough water and flour into individual containers for patrons to grab upon entering the class.

When people began arriving, I asked for names and marked them off. I had some people who said they "signed up online" by marking "Going" on the Facebook event even though sign-up was only available in the library by coming in or calling, so that did throw things off. I allowed them to stay but advised that they may not be able to make their own starter or take home a guidebook.

Patrons were asked to take one item of each (water, flour, mason jar, utensil and guidebook), but I still wound up having extra of some things and having to replenish others.

# Program Execution

We had a full class of 37 people attend. I received lots of feedback immediately following the event and continue to even to this day (almost two months later). Everyone that I have spoken to enjoyed the class, and has told me about the sourdough bread they have been able to make. I've also had many patrons asking when I will hold the class again because they were sad they missed it. I more than achieved my goal since I thought this would be a small 10-person class at best.

Even two months after the class, I have seen sourdough books on our holds shelf every week. I sent out a survey from SurveyMonkey to 25 of the attendees who had left their email at sign-up and received 13 responses. Of the 13 responses, all said it was taught clearly and concisely, 12/13 said they would be interested in a similar beginner-type class, and 10 responded with ideas for classes they'd like to see. My favorite "additional feedback" I received was that someone remarked they learned more in the one-hour class than they would have from lots of internet searching.

## Advice

If you do not have personal experience with sourdough, invite a family member, friend or patron who has a comfortable knowledge of sourdough to help host the class. Most everything you need is in the slideshow and guidebook, but for on-the-spot questions, I deferred to the local expert.

## Supporting Materials

[Download this Program as a PDF](#)

- Feedback (Coming Soon!)
- [Programming Librarian Facebook Group](#)

## Slideshow Images

Image



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