



Program Planning Worksheet

Library: _____

Primary Organizer: _____

Program Title: _____

Date:

Day of Week:

Start - End Time:

Location for Program

- Library Meeting Room*
- Other Library Area*
- Virtual*
- Other*

Target Audience

- Children* *Adults*
- Pre-Teens* *Seniors*
- Teens*

Estimated Attendance

Children _____ *Teens* _____

Caregivers _____ *Tweens* _____

Seniors _____ *Adults* _____

1. Brief Description of Program

2. Purpose/Goal of Program

3. Partners and Co-Sponsors

4. Budget Estimates for Program Proposal

- Speaker's expenses (fee, travel, etc.):
- Equipment (purchases, rentals, etc.):
- Refreshments (paper products included):

Funding Source

_____ *Budget line- general revenue*

_____ *Grant funds*

_____ *Friends of the Library*

_____ *Corporate sponsorship*

_____ *Outside donors*

_____ *Other*

Accompanying Resources

Choose all that apply

- Exhibits
- Displays
- Handouts
- Bibliographies (book lists, etc.)
- Other: _____

Person(s) responsible:

Speaker Confirmation

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

Program Approval

_____ *Approved by supervisor*

_____ *Approved by director*

_____ *Off-desk planning time
has been approved*

4. Budget Estimates, Continued

- Collection development (books/materials):

- Public relations (fliers, poster, bookmarks, press releases, mailings, postage):

- Equipment (purchases, rentals, etc.):

- Swag (prizes, incentives, giveaways, door prizes):

- Other costs (e.g. security or traffic detail):

5. Room Set-Up Plan (Physical or Virtual)

- _____ Plan discussed with Maintenance Staff

- Person(s) responsible: _____

5. Refreshments Plan

- Person Responsible: _____

Publicity and Promotion

_____ *Publicity materials in primary language(s) of the community*

_____ *Posters*

_____ *Handouts*

_____ *Library staff aware and encouraged to support*

_____ *Program info posted on website, Facebook page, at circulation desk, etc.*

_____ *Flyers distributed to areas of interest (schools, homeschool groups, local businesses)*

_____ *Media releases (newspapers, school papers, radio, TV, etc.)*

_____ *Book displays (as needed)*

Person(s) responsible:

6. Final Program Checklist

- Room set-up completed
- Volunteers, staff helpers, and/or teen volunteers
- Equipment and supplies ready
- Refreshments procured
- Speaker's introduction prepared
- Evaluation form and pens available
- Flyers for next program available
- Parking lot details worked out
- Someone assigned to take photos
- Accommodations made for any participants with disabilities or specific needs
- Other: _____

7. Follow Up Checklist

- Room cleaned up
- Photos and details posted or sent to local paper
- Outdated ads removed from library and website
- Thank-you letters sent to volunteers, key staff, speaker, sponsors, etc.
- Eval. forms collected and analyzed
- Debrief with staff and supervisor
- Other: _____

8. Program Evaluation

- Was the program a success? What was success supposed to look like?
- How did this program compare to or differ from programs we've done before?
- How did participant behaviors compare to or differ from past programs?
- Did you have any unforeseen problems? How can we prep better in the future? What recommendations do you want to share?