

Program Proposal

(This could be a helpful tool in your planning process, but also in communicating your intended plans to administrators, since it answers many questions they may have.)

Summary:

- Basic outline. What is your idea?

How does this support the Strategic Plan?

- What specific connections are there to the strategic plan?
- Link to your DEI goals, if possible.

Connection to Community:

- What community needs or populations does this program address?
- What ages will be invited to attend this program?
- Which community partners might be able to provide support or co-sponsorship for the program?

Outcomes:

- List 2-3 specific outcomes, including any learning outcomes for the program.
 - These outcomes will likely help you justify the need for the program. (Eg. For a drag queen story hour, one outcome could be “LGBTQ+ folks in our community will feel more welcomed at the library” or “folks will feel more comfortable being their authentic selves”.)

Criteria:

- We will know the outcomes have been met when...(list specific criteria)
 - These outcomes should be phrased as observable and/or measurable criteria, if possible. (e.g., If one of your outcomes is increased engagement, an observable criteria might be that X number of people attended the program).

Actions:

- What actions need to be taken and by whom?
 - This section should get into the specific details of the program plan. (Eg. who will book a room, reach out to a presenter, purchase supplies, etc)

Expenses:

Item	Cost Per Item	Number of Items	Total Cost
Total:			

Communication across Organization:*

- Does your leadership team know the details of this program?
- What talking points can you provide to help answer questions about the program?
- Have you consulted with your security team or local law enforcement about any potential safety concerns?
- Do your community partners know the details of this program? What talking points can you provide them to help them answer questions about the program?
- Have you consulted with your public-facing staff about any concerns they may have or support they may need?
- Is your public-facing staff trained on how to respond to complaints/comments about programs, including [de-escalation techniques](#) and the process for filing a complaint?
- Points from your “Summary” and “Outcomes” sections may be used/shared to help combat misinformation that critics/opponents may spread about your program.

**always be sure to follow your library's chain of command and approvals process when communicating across the organization.*

Marketing:

- How does your marketing plan reflect the objectives of your program?
- Who is our target audience for this idea?
- How will your target audience get information about this program? (Eg. direct email, flyers, website, etc)
- Have you considered the terms you are using in your marketing?
 - Certain words may appear more frequently in searches by national groups. These words could be a pro or a con, depending on what kind of exposure you are hoping for.

- Be strategic in the program name, description, location and in the graphics/images you choose. You may want to consider what critics of the program may say.

Data/Evidence

- What data will you collect?
- Include both qualitative and quantitative examples if possible.
- Quantitative forms of data could include: program attendance numbers, email opens or link clicks, social media likes, QR codes scanned, number of flyers taken etc.
- Qualitative forms of data could include: verbal comments from participants, comment cards, surveys etc.

After the program, we will:

Analysis:

- We will analyze the quantitative & qualitative data, as planned for in the “Evidence” section.
- Assess the following:
 - Did we meet our goals and intended outcomes? If you didn't, can you think of some possible reasons why?
 - What worked well? What didn't?
 - What would you do differently if you are planning to offer this program again?
- How can we continue to move forward with and expand upon our success?

Submitted by:

Date: