



Reporting Library Programs and Program Attendance

2020 Texas Public Libraries Annual Report

	YES	NO
<p>INCLUDE IN ANNUAL REPORT</p>	<p>Planned and advertised in advance. Content is the library, its resources, or its services. Library presents or facilitates program. Open to more than one person. Count virtual programs separate from physical program counts.</p>	<p>Library Board meetings Library booth at a festival or parade Drop-in format open house Drop-in art exhibit One-to-one tutoring</p>

	EXAMPLES	WHAT TO COUNT
<p>INCLUDE IN PROGRAM COUNTS Section 7</p>	<p>Storytime Formal computer classes Family game nights Movie nights Organized book groups/clubs Planned author visits Library-sponsored demonstrations Library tours</p>	<p>Each event = one program <i>(example: 12-week class = 12 programs)</i> All planned programs, regardless of attendance. All attendees, regardless of intended audience: Children’s programming (7.9/7.10); Young Adult programming (7.11/7.12); Adult programming (7.13/7.14) <i>(whichever is best fit)</i></p>



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OTHER TYPES OF EVENTS

FOR	COUNT AS
One-on-one training	Reference transaction (7.1)
Book delivery to facility or home-bound	Circulation of materials (7.4/7.6)
Local business meeting at library	Library visits (7.2)
Library as polling place (voters)	Library visits <i>only</i> if entering library space
Non-profit volunteers tutoring	Library visits – students and tutors

INCLUDE IN SPECIAL COVID SECTION: VIRTUAL PROGRAMMING

Count only when virtual program *gathers* people to *experience* something *at the same time*.

PLATFORMS

- Facebook
- YouTube
- Zoom
- GoToMeeting
- Crowdcast

WHAT TO COUNT

Watch party counted only if a host is present

Count views of one minute or more.

Zoom waiting rooms or attendees – not both

Count programs only once, whether live on multiple platforms, or recorded on one platform.

Attendees from multiple platforms can be added together for total attendance.

One device equals one view, unless viewer indicates number of attendees.