**Counting Programs for the
Florida Annual Statistical Report
-    Supplemental Survey, 2020-2021**

What constitutes a "program"?

A program is any planned event which introduces the group attending to any of the broad range of library services or activities or which directly provides information to participants. Programs may cover use of the library, library services or library tours. Programs may also provide cultural, recreational or education information, often designed to meet a specific social need. Examples of these types of programs include film showings; lectures; story hours; literacy, English as a second language, and citizenship classes; and book discussions. Count all programs, whether held on- or off-site, that are sponsored or co-sponsored by the library. Exclude programs sponsored by other groups that use library facilities. If programs are offered as a series, count each program in the series. For example, a film series offered once a week for eight weeks should be counted as eight programs.

Note: Exclude library activities delivered on a one-to-one basis, rather than to a group, such as one-to-one literacy tutoring, services to homebound, resume writing assistance, homework assistance and mentoring activities.

What programs do you report on the *2021 Annual Statistical Report for Florida's Public Libraries*?

1. Active In-Person Programs.
2. Active Virtual Programs.

- Intended for groups.
- Implemented, sponsored or co-sponsored by the library.
- Held in-person or virtually.
- Held in "real-time."
- Primarily planned and implemented by library staff or by vendors hired by the library.

Do not count programming or content created by another entity and shared on your social media. Example: sharing *LaVarr Burton Reads* on your Twitter feed does not count.

What does "real-time" mean?

- Live programs conducted before an in-person or virtually connected audience.
- The term "livestream" is often used in connection with conducting virtual, real-time events.

When do you count livestream program attendance?

- Best to capture as soon as a stream ends.
- Some platforms do not retain statistics, for example:
  - Instagram – professional accounts only; 14 days.
  - Zoom – 30 days.

How do you count livestream programming?

- One program streamed on many platforms (e.g., Zoom, Facebook and Crowdcast) simultaneously counts as ONE. However, count all attendees on all platforms.

How do you count livestream program attendance?

- Total Live Views - the total number of attendees who tuned in at some point during the program.
- Count views of one (1) minute or more.
- Each view = one attendee. *
  - *Unless there are a number of people in a group watching; in that case, add those individuals, as well.

Additional statistics to collect and report on the *2021 Supplemental Statistical Report for Florida's Public Libraries*:

1. Self-Directed In-Person Programs.
2. Self-Directed Virtual Programs.

What does "self-directed" mean?

Activities that patrons can do on their own, without a library staff person leading the activity or interacting with patrons while they engage in the activity.

- Examples of self-directed in-person programs: library scavenger hunts, Post-It poetry wall and DIY craft corners with kits.
- Examples of self-directed virtual programs: tweeted #poetry, how-to video tutorials, Google Doc escape rooms, recorded storytimes.

How do you count self-directed program attendance?

- Self-Directed In-Person Programs - counting will depend on the activity. Estimating is acceptable. Figure out what works for you. Most important: Be consistent!

- Self-Directed Virtual Programs - counting will depend on the activity, but platforms make it easy:

  - Counting views of recorded videos:
    - Count views of one (1) minute or more.
    - Each view = one attendee.
    - No time limit! – Start at the point in time a recording is posted and continue through the end of the fiscal year.
    - Do not count last year's video views.

  - Counting program use on your website:
    - Count downloads of documents.
    - Count pageviews of specific webpages that display program content.

Use whatever method works best for you and the specific activity and **be consistent**.