

# Planning an Adult Program on a Budget: Creative Library Program Solutions

Wednesday, May 15, 2013

An Infopeople Webinar

Dana Vinke

Principal Librarian of Operations

Torrance Public Library



W H Y P R O G R A M ?

- **Mission Statement**

- Strategic Plan

- Library Policy

- Increase visibility of the library

- Meet the needs of the community

- Promote library materials, programs & services

- Dispense information

- Promote Life Long Learning

- Professional reasons

- **Because we want to!**



C O N S T R A I N T S



# BE PREPARED

when it suddenly starts to rain.

[motifake.com](http://motifake.com)

“By failing to prepare you are preparing to fail.”  
Benjamin Franklin

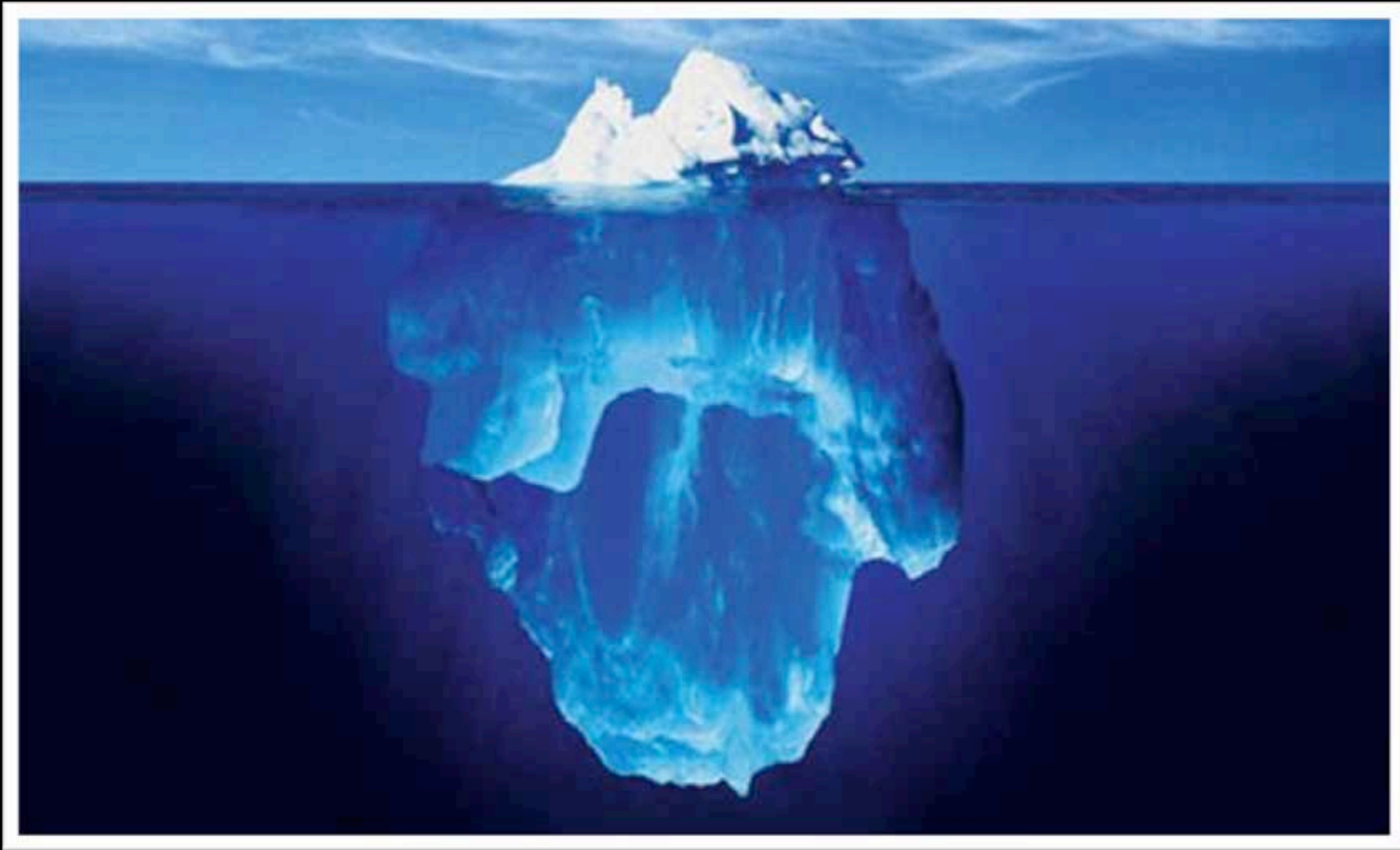
[DIYDESPAIR.COM](http://DIYDESPAIR.COM)



BUDGET



WHERE DO YOUR FUNDS  
COME FROM?



HIDDEN COSTS



# Projected Budget

<b>Expense name</b>	<b>Cost</b>
Refreshments	\$ 250.00
Speaker Fees	\$1,000.00
Equipment Costs	\$ 250.00
Publicity	\$600.00
<b>Total</b>	<b>\$ 2,100.00</b>

# Actual Budget

<b>Date</b>	<b>Name</b>	<b>Program</b>	<b>Cost</b>
1/14/13	Joan Jackson	Musician. KG: 12/12/12, 7 pm.	\$500.00
1/14/13	Bob Eubanks	gift wrapping demonstration KG 12/15/12, 2pm	\$100.00
2/1/13	Steve Martin	Knitting 101 program 1/12/13 and 1/19/13	\$175.00
3/16/13	James Patterson	De Clutter Speaking Engagement 03/16/2013	\$100.00
12/12/12	Joan Jackson	Adult Program supplies: Smart & Final, Target	\$12.71
12/12/12	Bob Eubancks	Adult Program supplies: Smart & Final.	\$30.48
1/30/13	Steve Martin	Adult Program supplies: Joanns, Vons & Ikea Food	\$33.38
		Total	\$951.57



# Q·U·A·L·I·T·Y

COUNTLESS, UNSEEN DETAILS ARE OFTEN THE ONLY DIFFERENCE  
BETWEEN MEDIOCRE AND MAGNIFICENT.



POLICY & PROCEDURES



PROGRAM PROPOSAL

# Program Proposal

- Program Information
- Program Title
- Program Description
- Program Goals
- Program Objectives
- Program Resources (Facilities, equipment)
- Strategies and action plans for reaching goals:
- Schedule and timeline for implementation:
- Target audience (Attendees, participation numbers)
- Staff assignments
- Budget (expense/Income)
- Performance Measurement



# CALENDARS



# PROGRAM TYPES & COSTS



"Don't find  
customers for  
your products,  
find products for  
your customers."

~ Seth Godin

WHERE DO PROGRAMS  
COME FROM?



**THINK WIN-WIN!**



THREE TYPES OF AUTHORS

# Considerations

- Would the library buy the book
- Is the author a good speaker
- Contract or agreement
- Costs
- Honorariums
- Travel
- Books for sale & in library



**Students at Brewster Elementary School Skype with an author.**

# SKYPE AND FACETIME

Torrance Public Library Presents  
*Meet the Author*  
**Jamie Ford**  
**HOTEL on the**  
**CORNER of BITTER**  
*and SWEET*

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Torrance Public Library Presents



**Lisa  
See**

Join us for an afternoon with Lisa See, bestselling and critically-acclaimed author of *Snow Flower and the Secret Fan*, *Peony in Love*, and *Shanghai Girls*. Books will be available for purchase and signing.

This event is scheduled in conjunction with the Works in Progress series  
 "Enduring Spirit: Celebrating the Chinese American experience through vibrant contemporary theater."

**Saturday, March 27, 2010 | 2:00 PM**  
 Katy Geissert Civic Center Library Community Meeting Room  
 3301 Torrance Blvd., Torrance  
 310-618-5959 / [www.Library.TorranceCA.Gov](http://www.Library.TorranceCA.Gov)  
 City of Torrance Community Services Department  
 Creating and Enriching Community through People, Programs & Partnerships



MEET THE AUTHOR  
**Frank Partnoy**



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MEET THE AUTHOR  
**Peggy Hesketh**



*Telling the Bees* is a marvel. With infinite compassion and perfect pitch, Peggy Hesketh has written an American classic: the inadvertent examination of a life unlived, told by the 80-year-old beekeeper who didn't live it. It's a wonderful read for anyone who loves a great and unforgettable story told well."

— Elizabeth George



Peggy Hesketh's writing has appeared in *Gallop* and the *Antitiam Review*, and her short story *A Madness of Two* was selected by Elizabeth George for inclusion in her anthology *XXX*, of the *Deadliest*. A long-time journalist, Peggy teaches writing and rhetoric at the University of California, Irvine. *Telling the Bees* is her first novel.

Copies of Ms. Hesketh's books will be available for purchase and signing

**Saturday, June 1 @ 2:00pm**

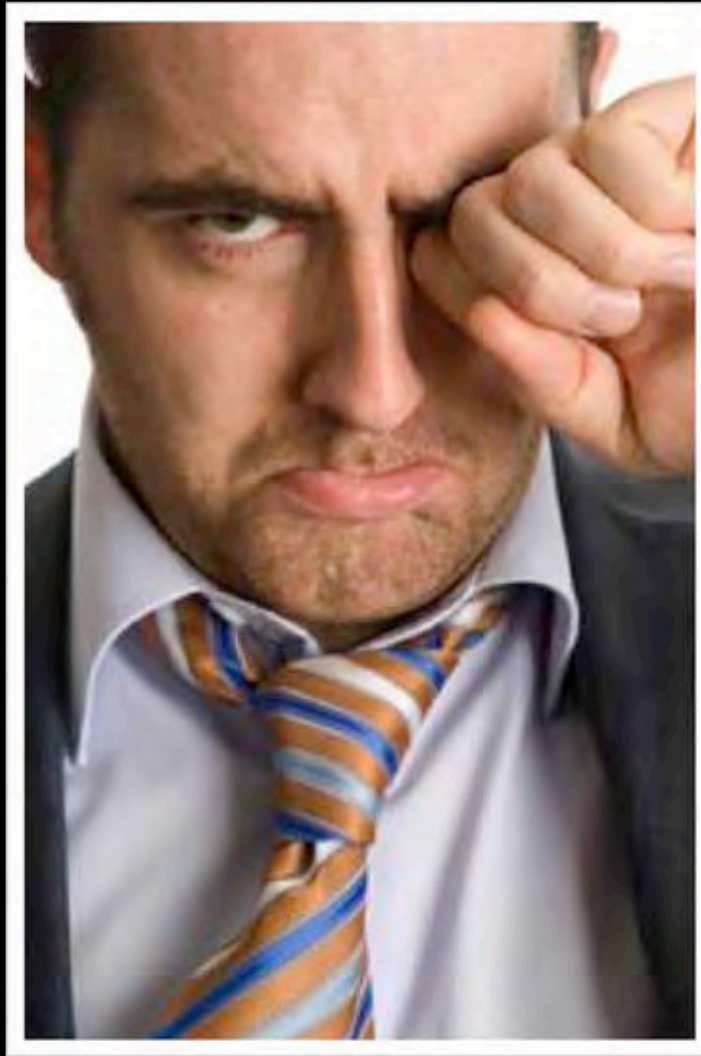


Katy Geissert Civic Center Library Community Meeting Room  
 3301 Torrance Blvd., Torrance  
 310-618-5959 / [www.library.torrance.ca.gov](http://www.library.torrance.ca.gov)  
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 City of Torrance Community Services Department  
 Creating and Enriching Community through People, Programs





LETTER OF INVITE



**DON'T GET DISCOURAGED!**





ART



FILM



MUSIC

TORRANCE PUBLIC LIBRARY PRESENTS:

# An evening with the The Artisan Guitar Ensemble



of University Women (AAUW)  
& TORRANCE PUBLIC LIBRARY PRESENTS:

## THE INVISIBLE WAR Screening and Q&A with the Director



"The scariest, most emotionally draining film you must see this year"—Richard Corliss, *Time*  
Nominated for the 2013 Academy Award in the Best Documentary Feature category, *The Invisible War* is a shocking investigation into one of the American military's most shameful and best kept secrets: the widespread epidemic of rape. Director Kirby Dick focuses on the powerfully emotional testimony of the rape survivors, who risk their careers in pursuit of justice.

After the screening, Director Kirby Dick will discuss the making of the film and answer questions.

THIS PROGRAM IS RECOMMENDED FOR AGES 18 and Over

**WEDNESDAY MAY 22, 7:00pm - 9:00pm**

Katy Geissert Civic Center Library Community Meeting Room

3301 Torrance Blvd., Torrance  
310-618-5959 / [www.Library.TorranceCA.Gov](http://www.Library.TorranceCA.Gov)



Sponsored by the Friends of the Library



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Katy C

In Celebration of Black History Month  
Torrance Public Library Presents

## The African Art of Paul Nzalamba With Stories by Lungala Rubadiri



## MOVIES IN THE PARK

SUMMER 2013

The Community Services Department, in association with local Torrance Homeowners Associations, is proud to sponsor MOVIES IN THE PARK this coming summer. The movies are on us, but the fun is all yours! For more information call 310.618.2930 or visit [www.TorranceCA.Gov/3737.htm](http://www.TorranceCA.Gov/3737.htm).

We invite everyone to join us for a family movie night at various parks. Picnics, blankets, and lawn chairs are welcome as the parks turn into movie theaters! Each park will feature a different movie beginning at dusk (around 8:00 p.m.). So bring your warm clothes, popcorn, cocoa, and snacks and join in the fun!



Saturday, June 29  
Victor Park  
4727 Emerald St.



Saturday, July 27  
Hickory Park  
2800 232nd St.



Saturday, August 31  
Paradise Park  
5006 Lee St.

PRESENTED BY THE CITY OF TORRANCE COMMUNITY SERVICES DEPARTMENT  
Creating and Enriching Community through People, Programs and Knowledge

es  
a and  
diri

:00 p.m.  
ing Room





CULTURE



HISTORY

Torrance Public Library Presents  
In celebration of Asian Pacific American Heritage Month

# Invitation to Bollywood

Join us for  
include a t  
show exhib  
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performer,  
Genie Nak  
where she  
African, Ye

Bollywood  
based in B  
and Bomb

Meet the Author of

# Chopsticks in the Land of Cotton

Lives of Mississippi Delta Chinese Grocers



*Chopsticks in the Land of Cotton* examines the history of Chinese grocers and their families in the Delta, what their daily lives involved, how they fit in between the much larger black and white segregated society that prevailed in the Deep South for generations, and how they preserved and retained their cultural values, customs, and traditions.

**About the Author**

John Jung was born to immigrant parents from China who operated a laundry in Macon, Georgia. At age 15, his family moved to San Francisco so that their children could have contact with a Chinese community. After earning a Ph.D. in psychology from Northwestern University, he was a Professor for 40 years. In retirement, he discovered the importance of writing about the vital role of family-run businesses such as laundries, restaurants, and grocery stores in Chinese American history.

Saturday, January 12th 2:00pm

Katy Geissert Civic Center Library  
3301 Torrance Blvd., Torrance  
310-618-5959 / [www.Library.TorranceCA.Gov](http://www.Library.TorranceCA.Gov)

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Torrance Public Library Presents

# Don't Know Much about Torrance History

Part I, the Early Years

Torrance Public Library Presents

# ROUTE 66 LOST & FOUND

Ruins and Relics Revisited



Join us for a trip down Route 66 with Russell A. Olsen, author of *Route 66 Lost & Found*. Mr. Olsen has been exploring and photographing Route 66 since 1995. After collecting postcards and archival photos of its landmarks in their heyday, he revisited the historic road, recording what is there now. The result is a remarkable contribution to the history of Route 66.

Copies of the book will be available for signing and purchase

Wednesday, August 12, 2009 at 7:00 p.m.

Katy Geissert Civic Center Library  
3301 Torrance Blvd., Torrance  
310-618-5959 / [www.Library.TorranceCA.gov](http://www.Library.TorranceCA.gov)

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10 p.m.





# CRAFTS & HOBBIES

South Bay Cities Genealogical Society  
and the Torrance Public Library Presents

# Genealogy FOR Kids!

Join us for an evening with Tom Philo, Archivist/Cataloger for California State University, Dominguez Hills, and learn how to care for family photos, basic conservation techniques, and how to archive and safely display them for all to see.

Torrance Public Library and the  
Torrance Historical Society Present

## How to Preserve Your Family Photos

Saturday, May 12, 2012  
Katy Geissert



Family photos should be preserved for future generations to enjoy.

Join us for an evening with Tom Philo, Archivist/Cataloger for California State University, Dominguez Hills, and learn how to care for family photos, basic conservation techniques, and how to archive and safely display them for all to see.

Wednesday, June 9th at 7:00 PM.

Katy Geissert Civic Center Library  
3301 Torrance Blvd., Torrance  
310-618-5959 / [www.library.TorranceCA.gov](http://www.library.TorranceCA.gov)

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## Torrance Public Library Presents

### 2 "Make & Take" Spring Workshops

SPRING SCRAPBOOKING  
Saturday, April 21, 2012  
10:30am - 12n  
Join us for a fun scrapbooking project taught by an expert from A to Z Scrapbooking.



CREATIVE CARD MAKING & RUBBER STAMPING  
Saturday, May 12, 2012  
10:30am - 12noon



Torrance Public Library Present

# Model Car Make & Take



Join us for a day of model making fun!  
Children (ages 10+) and their adult companions are invited to a special program designed to introduce them to the hobby of model building. Each child will build a snap tight Corvette Convertible they can take home and view models made by expert model builders from Pacific Coast Hobbies.

Saturday, June 23, 2012 ~ 2:00 p.m. - 4:00 p.m.

Katy Geissert Civic Center Library ~ Community Meeting Room  
3301 Torrance Blvd., Torrance  
310-618-5959 / [www.Library.TorranceCA.Gov](http://www.Library.TorranceCA.Gov)

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making  
lifting





SAFETY & EDUCATION

Torrance Public Library Presents

# Earthquake Threat in Southern California

PREPARE, RESPOND, RECOVER



The recent catastrophic earthquakes in Haiti and Chile should serve as a wake-up call to all Southern Californians. Scientists predict a major earthquake on the San Andreas Fault in the near future. The question is: "Are you prepared?"

Join us for an afternoon with Caltech quake expert Margaret Vinci, who will discuss what

Torrance Public Library Presents

# Memor Writing

*documenting your life stories*

Saturday

Katy Geissert

310-

Your memories are precious and should be preserved for future generations.

Join us for a special presentation on the art of memoir writing. Participants will be guided on the basics of how to document personal stories for themselves and for others to read. No previous writing experience is required.

Judy Cook, critically acclaimed author of *If This Land Could Talk Homesteading on the Northern Plains* and Ruth Herbert, memoir writer and teacher, will instruct you on the basics of putting your life to paper.



This event is free  
Seating is limited and is first-come, first-seated  
Suitable for all ages and will last approximately 3hrs.

Saturday, March 12, 2011 at 2:00 p.m.

Katy Geissert Civic Center Library Community Meeting Room

3301 Torrance Blvd., Torrance  
310-618-5959 / [www.Library.TorranceCA.Gov](http://www.Library.TorranceCA.Gov)

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Torrance Police Department and  
Torrance Community Services Department



Present  
"SENIORS  
Don't Be Scammed!"



PREVENTING  
ELDER ABUSE

Tuesday, FEBRUARY 21, 2012

10 am - 12 noon

Bonus Feature:

Tap-Aids Program

Torrance Public Library  
Presents

# Are We Running Dry?



Water is essential to California's quality of life. Our economy depends on it. Our families and communities rely upon it. It is an integral part of almost everything we do.

Unfortunately, California's water supply is in crisis. For the first time in the state's history, the water supply and delivery system may not be able to meet the growing needs of its communities. Simultaneously, critical environmental resources are in peril. From aging infrastructure to population growth to climate change, we face a complex set of problems that threaten the future of California's population, economy and environment.

Join us for a screening of the film "The American Southwest: Are We Running Dry?" followed by speaker Charles Gale, Jr., Principal Government and Regional Affairs Representative at the Metropolitan Water District. Mr. Gale will discuss the ways Californians can ensure a continued supply of this precious resource.

This program is co-sponsored by the Torrance Library Commission, Torrance Water Commission, and the Environmental Quality and Energy Conservation Commission.

Saturday, June 27, 2009 at 2:00 p.m.

Katy Geissert Civic Center Library  
Community Meeting Room

3301 Torrance Blvd., Torrance  
310-618-5959/[www.library.torrnet.com](http://www.library.torrnet.com)

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Presented by the City of Torrance Community Services Department  
Creating and Enriching Community through People, Programs & Partnerships

to  
Program,  
0) 618-5735  
for community,  
Chief John J. Neu





**LIBRARY BASED PROGRAMS**



**Discover something  
new at your library!**

**Tour dates:**

Tours begin in the  
library lobby.  
Saturdays at 4:00 p.m.

March 11

April 8

May 13

June 10

July 8

August 12

September 9

October 14



**Library Tours**

Whether you are new to the area or a frequent visitor, find out what your library has to offer. Learn about:

- Our collection of books, movies & music
- The Friends of the Library Homework Center
- Internet access
- Online databases
- Self-check out

Torrance Public Library Presents

**AMAZING SCIENCE FICTION FANTASY BOOK GROUP** 15%



Katy Geissert Civic Center Library  
Community Meeting Room  
3301 Torrance Blvd., Torrance  
310-618-5959/www.library.tor.net.com

City of Torrance Community Services Department

Torrance Public Library Presents

**Grow Your Business @  
The Torrance Public Library**



Grow Your Business: a free presentation in conjunction with ReferenceUSA

Entrepreneurs and business owners will learn how to use the ReferenceUSA

Torrance Public Library Presents

**Start Your Own  
Book Club!**

*How to plan, prepare, and present book discussion*



Have you always wanted to start your own book club?

Have a book club, but want to make it better?

Let the staff at the Torrance Public Library show you how!

Michael George, Reference Librarian, will demonstrate the resources the library has to offer and reveal how even the most modest book club can be made entertaining, lively and worth coming back to. Learn how do you plan, prepare, and present book discussion groups.

If you are a member of a book group or thinking about starting one, feel free to join us for this informative program.

**Wednesday, June 25, 2008 at 7:00 p.m.**

Katy Geissert Civic Center Library  
Community Meeting Room  
3301 Torrance Blvd., Torrance  
310-618-5959/www.library.tor.net.com

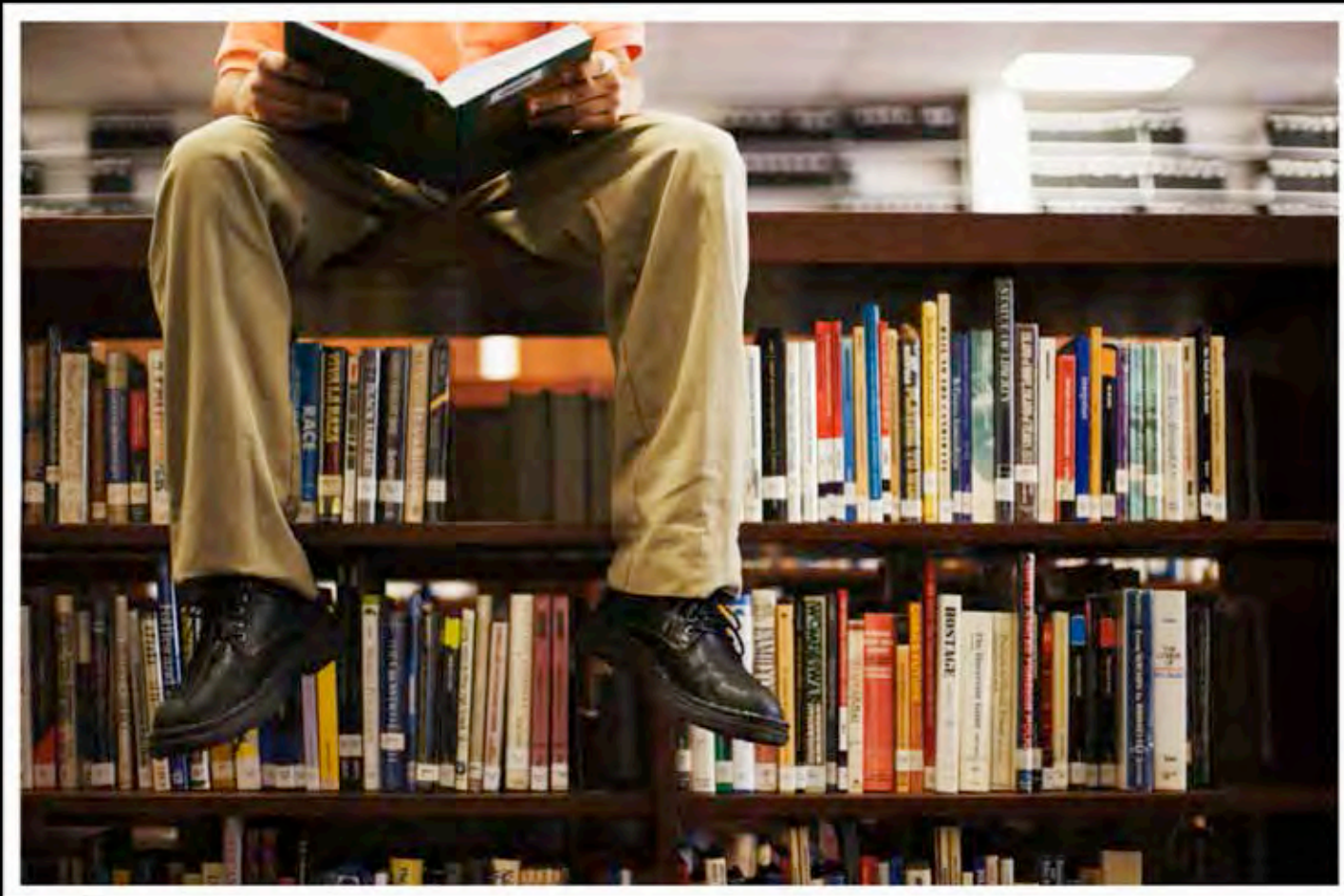
City of Torrance Community Services Department

7:00p.m.

Meeting Room

CA.Gov

Page



# PASSIVE PROGRAMMING

Torrance Public Library Presents

TORRANCE LIBRARY

VIDEO

CHALLENGE

Are you a budding new  
film maker?

Do you take pride  
in your library?

WANT TO HELP US CELEBRATE?



# N E T W O R K I N G

<http://ed.ted.com/lessons/networking-for-the-networking-averse-lisa-green-chau>



LOW COST RESOURCES



S U C C E S S F U L P A R T N E R S H I P S



KEY TO SUCCESS





PROMOTION & ADVERTISING

# Promotion and Advertising

- Traditional methods
- Social Media
- Email Marketing
- Community Networks

# Sample Press Release

## ART EXHIBITION

### **What:**

Torrance Public Library presents 'Full Circle,' an exhibition of paintings by Ruby Wang that represent her ongoing artistic odyssey with a special emphasis on the land of her birth, China, as a source of inspiration for her creative expression.

### **Where:**

Main floor of the Katy Geissert Civic Center Library,  
3301 Torrance Blvd., Torrance

### **When:**

Saturday, March 19 through Saturday, April 14, 2007

### **Information:**

There will be a grand finale reception on Saturday, April 14 at 2:00 p.m., in the Community Meeting Room of the Library. The reception is free and open to the public. Call (310) 618-5959 for more information.

# Flyers

## Mandatory

- Title of Program (example: “The Carnegie Libraries of California”)
- Library name & location (Katy Geissert Civic Center Library, 3301 Torrance Blvd.)
- Date & Time (Saturday, February 23, 2008, 2:00 p.m.)
- Room (Meeting Room, Study Room, Polly Watts)
- Contact information (Phone Number, usually reference desk public line)
- Website ([www.library.torrnet.com](http://www.library.torrnet.com))
- Every flyer must have the words “The Torrance Public Library presents”
- Every flyer must have the words “City of Torrance Community Services Department” at the bottom. Font size is negotiable.
- Every flyer must have the words “Sponsored by the Friends of the Library” if the program is receiving funds from the adult programming budget

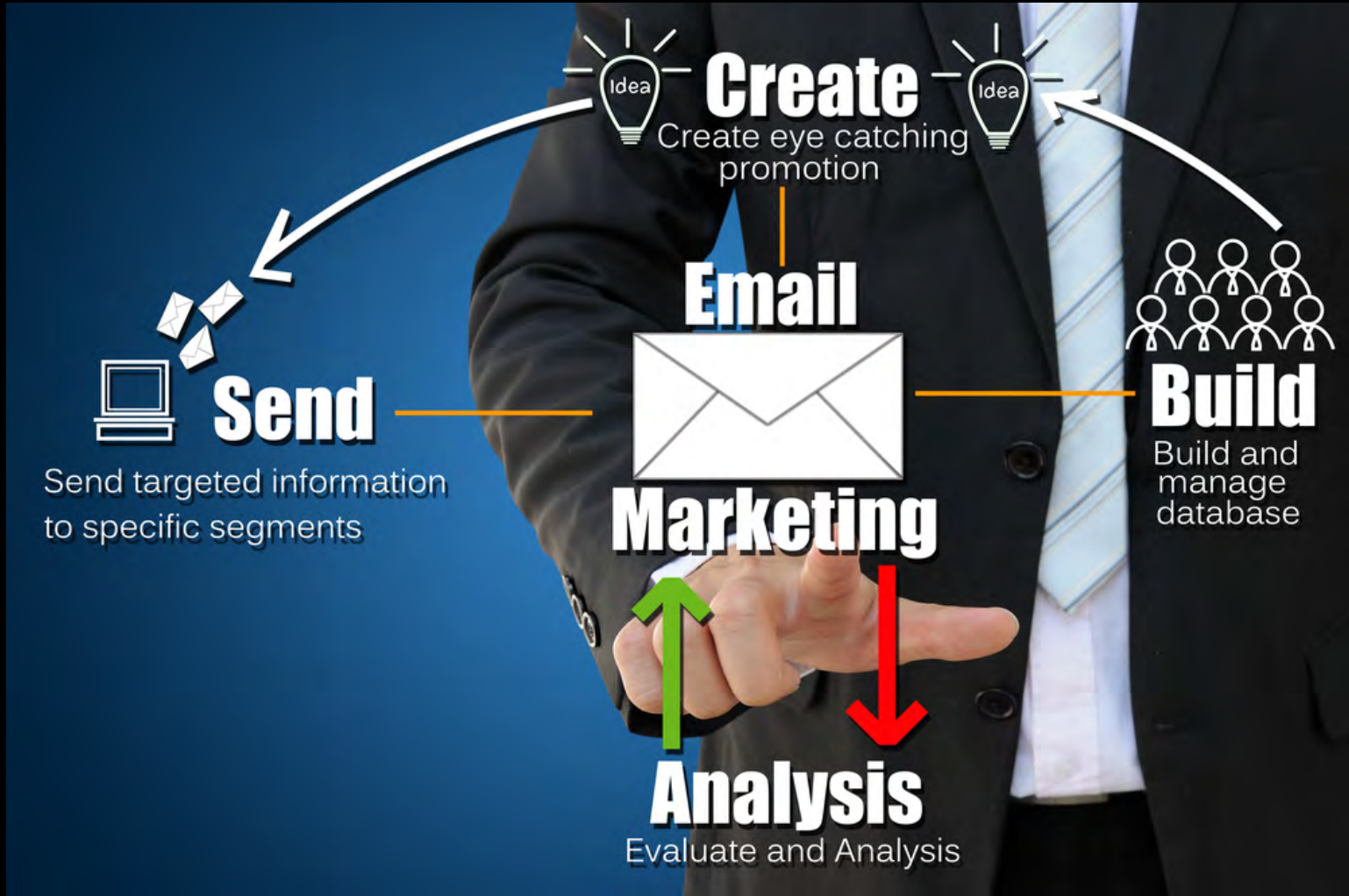
# Flyers

## Optional

- Free (all programs are free, but sometimes people ask and saying free saves time!)
- Registration (Is registration required? What number can patrons call?)
- Partners (Genealogy, Library Commission, etc)
- Books available for purchase? (Will the speaker have books to sell and sign?)
- Refreshments (example: light refreshments will be served)
- Age appropriateness, for example “All ages are welcome”



S O C I A L M E D I A



# EMAIL MARKETING

## Torrance Public Library Presents!

Calendar of Events

May 2013

### Events this Month

ONLINE RESOURCES

ADULT PROGRAMS

AFTER SCHOOL PROGRAMS

BOOK DISCUSSION GROUPS

STORYTIMES

#### Quick Links...

[Search our Catalog](#)

[Review Your Account](#)

[Location and Hours](#)

[Ebooks](#)

[I like us on Facebook](#)

[Forward this email to a friend](#)

[Join Our Mailing List!](#)

### LOCATIONS:

Katy Gonzalez



### ADULT PROGRAMMING

Wednesday, May 1 at 12:00 pm - Henderson  
Craft Delight - Calling all crafters! Bring your current portable project and a sack lunch. Share, learn and be inspired.

Friday, May 3 from 10:30 am to 12:30 pm -  
KGCCCL  
Life Planning Classes: Staying In Charge of Your  
Healthcare and Finances - Discussion of powers of attorney for health care and financial matters which allow you to stay in charge should you become incapacitated and unable to speak for yourself.

Saturday, May 4 from 2:00 pm to 4:00 pm -  
VValteria  
Korean Purse Origami Craft - Beverly Baudino will guide participants in the creation of a miniature purse and flower. To register call (310) 375-8418.





Currently displaying industry rates for: Government agency or services [Change industry](#)

▼ View Reports

**Emails**

[Table Key](#) | [Printable Version](#)

Show  Emails

Date Sent ▼	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards	
4/29/2013	<a href="#">May 2013 - Calendar of Events</a>	<a href="#">3271</a>	0.5% (16)	1	0.1% (3)	26.4% (860)	3.3% (28)	0	
4/16/2013	Hardback Book Sale	3306	0.5% ---	0	0	28.5% ---	2.3% ---	0	



W O R D O F M O U T H



EVALUATION

# Evaluating your program

- Surveys and feedback
- Cost benefit analyses
- Documentation

## Program Evaluation Form

At Anytown Public Library, we continually strive to improve our programs.  
Your input into the program you recently attended will assist us with this process.

Program Location:

- Branch XXX     Branch XXX     Branch XXX

Program Attended: \_\_\_\_\_

Presenter's Name: \_\_\_\_\_

Your Name (optional): \_\_\_\_\_

Please indicate your level of satisfaction with

Program met my expectations

Program content

Ability of presenter to communicate content

Content and usefulness of handouts

Area in which program was held

Convenience of program day and time

Overall, how would you rate this program?

If you answered "poor" or "fair" to any of the

## Library Programming Survey 2012

Page 1 of 1

### Library Programming Survey 2012

The Torrance Public Library provides programming for a diverse community. Programs target youth, adults, and families. Library programs can be defined as a specific educational, informational, recreational, or cultural group event or activity sponsored by the Library. Programs may be ongoing, a series, or a one-time event.

To better serve our community, the Library would appreciate your feedback on the following items.

1. How do you usually hear about Library programs?

- Newspaper
- Newsletter to home - printed
- Friend or Family
- Email
- Poster at Library
- Facebook
- Flyer at Library
- Digital Screen
- Library Smartphone/Tablet App
- Torrance Public Library Website
- Other, please specify

2. What age level programs best suit your needs?

- 0-5

1. How do you usually hear about Library programs?

	Response Total	Response Percent
Email	26	60%
Newsletter to home - printed	4	9%
Flyer at Library	17	40%
Poster at Library	9	21%
Newspaper	2	5%
Digital Screen	2	5%
Friend or Family	1	2%
Facebook	1	2%
Torrance Public Library Web	1	2%
Library Smartphone/Tablet	1	2%
Other, please specify <a href="#">view</a>	1	2%

2. What age level programs best suit your needs?

	Response Total	Response Percent
Youth	5	12%
Teen	5	12%
Adult	30	70%
Family	4	9%
Senior	12	28%
Other, please specify <a href="#">view</a>	2	5%
<b>Total Respondents</b>		<b>43</b>

# Cost Benefit Analysis

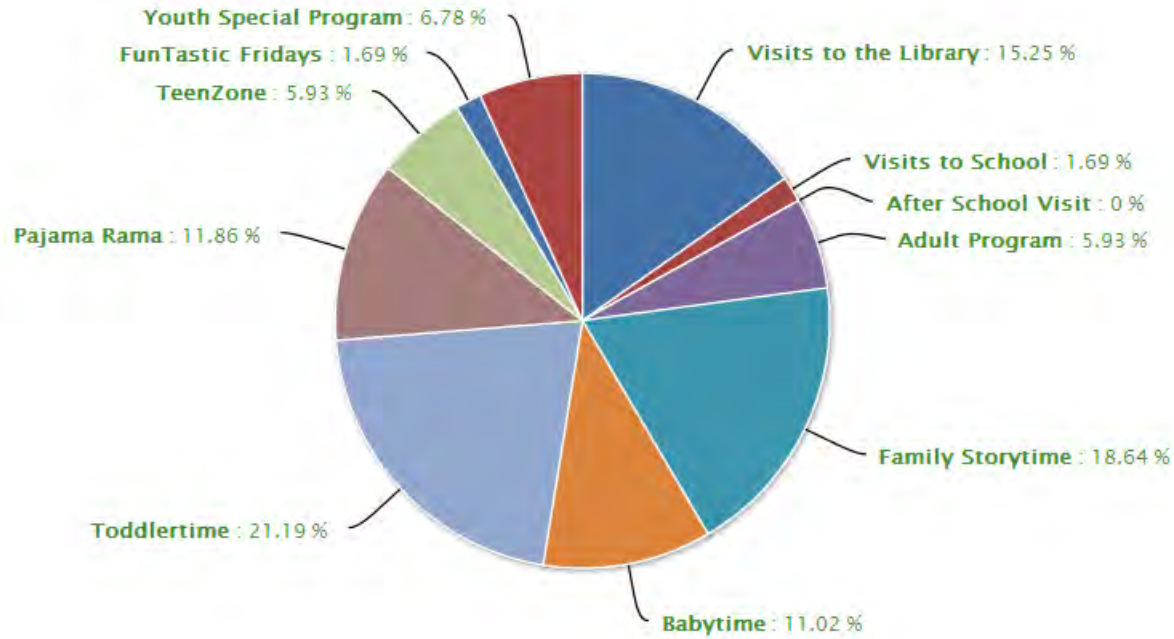
## Author talk

Speaker fee	\$200.00
Refreshments	\$20.00
Publicity	\$25.00
	\$ 245.00
Attendance	100
<b>Cost per attendee</b>	<b>\$2.45</b>

## Annual Program Analysis



Presenter Fees	\$2,000.00
Refreshments	\$200.00
Publicity	\$500.00
	\$2,700.00
Total Annual Attendance	1500
<b>Cost per attendee</b>	<b>\$1.80</b>

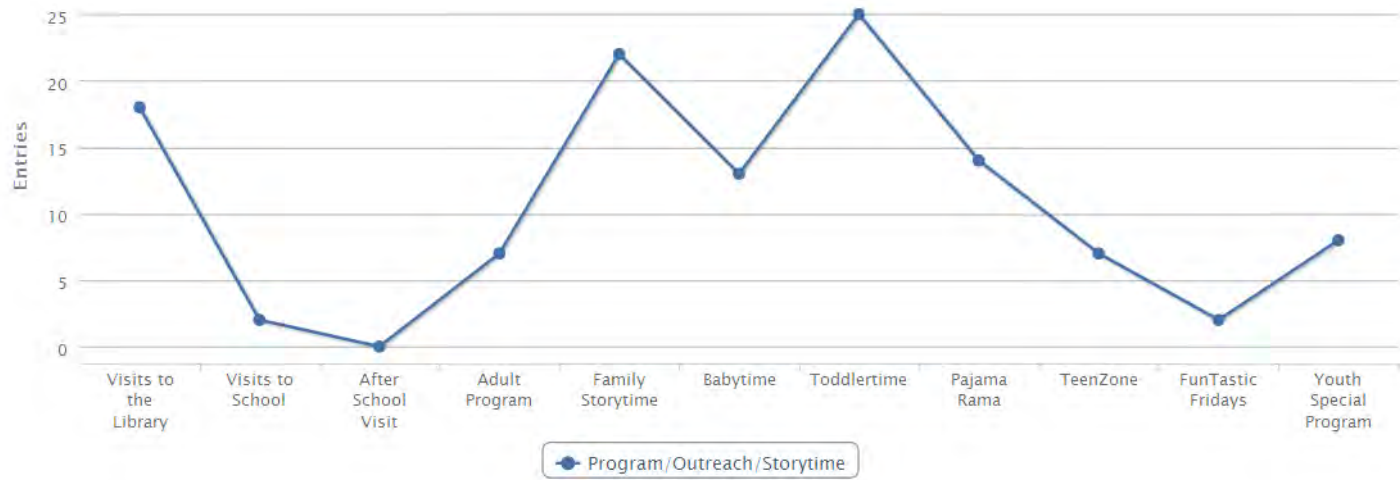
### Program/Outreach/Storytime



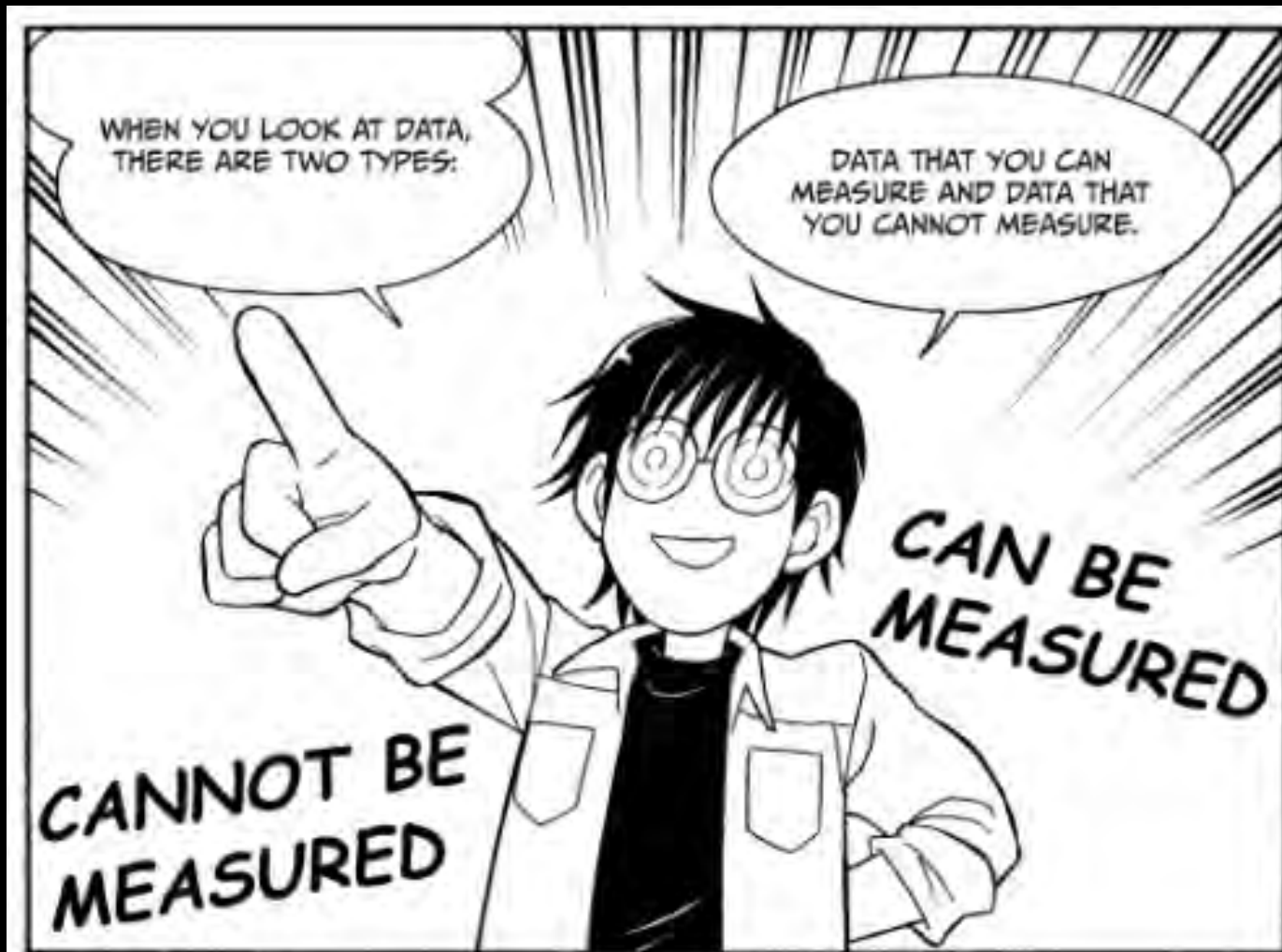
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fields, all Numeric Fields, etc.).







WHEN YOU LOOK AT DATA,  
THERE ARE TWO TYPES:

DATA THAT YOU CAN  
MEASURE AND DATA THAT  
YOU CANNOT MEASURE.

**CANNOT BE  
MEASURED**

**CAN BE  
MEASURED**

*From "Manga Guide to Statistics", Shin Takahashi, 2008*

*I learned a lot!*



*Thank you for the wonderful program!*

I'm signing up for your mailing list



Keep up the good work!



I didn't know the Library did this



# Library Programs

by Fresno County Public Library

▶ Play all

6 videos

5 views

Like Share Hangout



1 Wakatsuki Author Talk  
by fresnpubliclibrary · 114 views



2 Civil Liberties of Japanese American Internees Panel Discussion  
by fresnpubliclibrary · 86 views



3 2012 Poetry Contest Awards Ceremony  
by fresnpubliclibrary · 141 views



4 Celebrity Big Read 2012  
by fresnpubliclibrary · 129 views



5 Lion Dance 2012 @ Central Branch  
by fresnpubliclibrary · 1,082 views

## About Fresno County Public Library

8 playlists by Fresno County Public Library  
[View all videos](#)  
8,966 views

Subscribe < 34

## Featured Playlists



Library Videos  
by Fresno County Public Library



How To  
by Fresno County Public Library



In the News  
by Fresno County Public Library

# DOCUMENTATION



INVESTING IN THE FUTURE



QUESTIONS

# BIBLIOGRAPHY

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Thank you.

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