

SUN PRAIRIE PUBLIC LIBRARY

PROGRAMMING POLICY

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I. Purpose

(A) The purpose of this policy is to provide a broad range of programs to meet the needs of people of all ages in the Sun Prairie community for information, educational and recreational opportunities and for personal growth and development.

II. Library Programming Service

(A) Programming is an integral part of the many services provided for the community by the Sun Prairie Public Library.

- Programs raise the library's profile in the community and have a positive impact on library use.
- Programs complement other library services by providing an opportunity to highlight collections, promote services and share knowledge and expertise.
- Programs allow the library to forge partnerships with a wide variety of groups and individuals and attract both regular and new users of all ages and backgrounds.

(B) Programs will be provided for all persons regardless of age, race, religion, familial belief, gender or political affiliation. An annual schedule of programs will be offered for persons of all ages within the available resources of the library.

III. Program Planning and Development

(A) The library will annually evaluate community response to and suggestions for its programs. It will also review community profiles and use various mechanisms to get community input to assist in developing programming priorities and plans.

(B) The following criteria will be considered when selecting programs, although a program need not meet all criteria to be acceptable:

1. Provides opportunity to widen horizons, stimulate imagination and reflection and enlarge experiences
2. Meets needs and interests of the community
3. Meets popular demand, both existing and anticipated
4. Balances special group interests with general demand
5. Relates to a library collection
6. Is within operational and budgetary limitations
7. Does not promote a commercial enterprise.

IV. Program Delivery

(A) Programs will be presented either by staff trained in the programming topic or by performers or experts in areas of interest.

(B) Performers/presenters will be hired by contract and will, at minimum, be given an honorarium. Please see attached Performer Appearance Agreement.

(C) Performers interested in marketing their merchandise will need to make arrangements to sell their merchandise through the Friends of the Library for a minimum ten percent handling fee.

(D) The library may form partnerships with other organizations to provide programming. When the library partners with an organization, the library will provide the space and publicity for the program in lieu of an honorarium.

V. Programming Priority

(A) Programming offered must not interfere with other library services or with staffing required to keep service desks staffed during the hours the library is open. Schedule and budget considerations will also limit the amount of time staff may spend on program planning and implementation.

VI. Program Requirements

(A) Programs must be offered and scheduled at times that balance the resources of the library with the needs of the community and that meet the library's program goals.

(B) Programs will be offered free of charge, except for those that serve as library fundraisers.

(C) Programs will be available on a first-come, first-served basis.

(D) Permission slips may be required for attendees under the age of 18 for some programs.

(E) Library staff shall reserve the right to limit attendance due to space considerations or the requirements of the program presenter.

(F) Programs may not solicit for businesses and services. Activities of the Library, Friends of the Sun Prairie Public Library, and the City are exceptions.

VII. Program Promotion

(A) Programs may be promoted in a variety of ways, including but not limited to:

- Local newspapers
- Various newsletters
- Library website.
- Local cable access stations
- Presentations to community organizations

(B) Print promotional materials such as posters, flyers, bookmarks and press releases may be requested from South Central Library System.

VIII. Evaluation

(A) An evaluation will be completed for each program or series of programs offered, either by the staff member responsible for the planning and implementation or by survey of the program audience. Program evaluations will be reviewed annually for planning and budgeting for the next year.

(B) For statistical purposes, attendance is defined as number of persons physically present at a program and does not include registration numbers or drawing entries.

Adopted: December 14, 2006