

Programming Policy – 1

Date of original motion: March 12, 2007

The Brockville Public Library is committed to providing quality informational, educational and cultural programmes for library patrons.

1. Programming includes recreational, educational or cultural group events or activities sponsored by the library. Library programmes should reflect the library as a whole and should enhance the role of the library in the community. Selection of library programme topics, speakers, courses, classes and resource materials should be made by the library staff on the basis of those interests.
2. Library programming should not exclude topics, books, speakers, media and or other resources because they might be controversial.
3. Programmes are conducted by the library for one or more of the following reasons:
 - a) to provide information
 - b) to promote and increase awareness of the library's resources and services
 - c) to stimulate public interest in reading
4. In planning and executing any programme, the following factors will be considered:
 - a) Responsibility – The Manager of Public Services is responsible for planning, organizing and implementing all children's programmes and also seniors' programming. The Manager of Access Services is responsible for planning, organizing and implementing all young adult programmes. The Friends of the Brockville Public Library have agreed to organize programmes for adults with the assistance of library staff with programming ideas, in-house advertising and room booking.
 - b) Intended audience - Programmes will be designed for a specific target audience, such as a certain age group (e.g. pre-school children, seniors) or other groups within the community.
 - c) Day and time - Programmes will be held when it is most suitable and timely for the intended audience and will allow for sufficient time to plan and promote the programme.
 - d) Promotion - Event planners will ensure that the community is informed of an up-coming event through such means as newspapers; cable TV and radio advertising; the library web site; library posters and bookmarks; and announcements on community bulletin boards.
 - e) Location - To promote the library to best advantage, programmes and events shall be held in the library where possible. Where the library is not equipped to handle a certain event, other locations may be considered.
 - f) Evaluation - Upon completion, programmes will be evaluated as to level of participant satisfaction, attendance and cost effectiveness. To help gauge participant satisfaction and to collect new ideas, programme participants will be provided with program evaluation forms to be collected by staff as they leave. Programme evaluation summaries will be kept on file as a resource for planning future programmes.
 - g) Non-library initiated programmes requesting use of staff and/or materials should provide for the interest, information needs and enlightenment of all people of the community. The library does not provide staff or library programmes for purely entertainment purposes. Programmes requesting library staff or resources will be evaluated individually based on:
 1. Enhancement of the role of the library in the community
 2. Availability of staff and/or resources
 3. Cost accrued to the library (time, materials, etc.)
 4. Intended audience
 5. Locale of the programme

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Schedule 1

Addendum 1: Adult Programme Evaluation Form:

Brockville Public Library Adult Programme Evaluation Form

Date of the programme:

Name of programme:

How do you rate this programme? Please check off one of the following:

Excellent Good Fair Poor

How did you find out about this programme?

- Library calendar of events Library web site
 Library poster or bookmark Newspaper
 Word of mouth
 Other:

Please share with us any ideas you have for future events or programmes:

In general, do you prefer to attend programmes:

mornings afternoons evenings no preference

weekdays weekends no preference

Addendum 2: Young Adult Programme Evaluation Form

Brockville Public Library Young Adult Programme Evaluation Form

Date of the programme:

Name of programme:

How do you rate this programme? Please check off one of the following:

Excellent Good Fair Poor

How did you find out about this programme?

- Library calendar of events Library web site
 Library poster or bookmark Newspaper
 Word of mouth
 Other:

Please share with us any ideas you have for future events or programmes:

In general, do you prefer to attend programmes:

mornings afternoons evenings no preference

weekdays weekends no preference

Addendum 3: Children's Programme Evaluation Form:

Brockville Public Library Children's Programme Evaluation Form

Which programme did you attend?

Programme date:

General comments on the programme you attended:

How did you find out this programme?

Library calendar of events

Library web site

Cable TV

Library poster or bookmark

Newspaper

Word of mouth

Other

Radio

Please share with us any ideas you have for future events or programmes: