PROGRAM PLANNING

SECTION 1: PROGRAM BASICS

PROGRAM TITLE: Diving to the Bottom of the Ocean

BRIEF DESCRIPTION OF PROGRAM:

Throughout the summer, community members (and library staff) track their activity. For every 30 min of activity (running, walking, biking, sports, etc.) returned, the "diver" on the ocean map will go down 100 ft. As we travel down, we will unlock facts about ocean life that can be found at that depth and new book lists of ocean-themed reading (every ~2k feet).
Participants will keep track on a bookmark and return the bookmark to the branch to move the diver.
Participants will be entered into a prize drawing at the end of the summer.

PURPOSE/GOAL OF PROGRAM:

To build a connection to the larger community and promote overall wellbeing alongside summer reading.

DATE: Ongoing   DAY OF WEEK: Choose an item.

START TIME: Click or tap here to enter text.   END TIME: Click or tap here to enter text.

TOTAL TIME: Click or tap here to enter text.

Check date on:

☐ library calendar   ☐ school calendar   ☐ community calendar

LOCATION FOR PROGRAM: Click or tap here to enter text.

TARGET AUDIENCE:

☐ Early Literacy   ☐ Family   ☐ Parents/Caregivers

☐ Children aged 5-7   ☐ Middle School/Tweens   ☒ All

☐ Children aged 8-10   ☐ High School/Teens

ESTIMATED ATTENDANCE:

Tweens: Click or tap here to enter text.   **Teens:** Click or tap here to enter text.

Parents/Caregivers: Click or tap here to enter text.

SECTION 2: PROGRAM BUDGET

BUDGET FOR PROGRAM PROPOSAL (estimated costs):

Total $60

Supplies and equipment (materials, purchases, rentals, other)

Print bookmarks for participants and large oceanscape for tracking progress.

Refreshments (incl. paper products)

Click or tap here to enter text.

Collection development (books & other materials to support/enhance the program)

Click or tap here to enter text.

Swag (prizes, incentives, giveaways, door prizes)

$50 in prizes

Other costs

Click or tap here to enter text.

SECTION 3: PRE-PLANNING DETAILS

EQUIPMENT & SUPPLIES NEEDED: (MAKE ARRANGEMENTS TO RENT, IF NECESSARY)

Click or tap here to enter text.

REFRESHMENTS:

Click or tap here to enter text.

ROOM SET-UP: (PRELIMINARY PLAN, NOTES OR MAP CAN BE MADE ON THE REVERSE PAGE)

Click or tap here to enter text.

SECTION 4: PUBLICITY AND PROMOTION

SIX WEEKS PRIOR TO EVENT   (DUE DATE: CLICK OR TAP TO ENTER A DATE.)

☐ Flyers and publicity materials created by responsible parties

☐ All library staff informed and encouraged to support the effort

FOUR WEEKS PRIOR TO EVENT   (DUE DATE: CLICK OR TAP TO ENTER A DATE.)

☐ Program information posted to library website, Facebook page, at circulation desk, etc.

☐ Fliers distributed to schools, community groups, homeschoolers, businesses, and other libraries

☐ Media releases to local newspapers, school papers, radio, TV, Friends of the Library, newsletter, etc.

☐ Visits to schools or community groups planned and approved

TWO WEEKS PRIOR TO EVENT   (DUE DATE: CLICK OR TAP TO ENTER A DATE.)

☐ Book displays set up

☐ Emails, Tweets &/or direct mailings to teens, parents, schools and community organizations

☐ Community VIPs invited (elected officials, policy makers, Foundation staff, etc.)

☐ Accompanying handouts

ONE WEEK PRIOR TO EVENT   (DUE DATE: CLICK OR TAP TO ENTER A DATE.)

☐ Distribute posters or

☐ Decorate a standing chalkboard inside the library promoting the event.

ONE DAY PRIOR TO EVENT   (DUE DATE: CLICK OR TAP TO ENTER A DATE.)

☐ Post a reminder or comment in your Facebook event.

SECTION 5: CHECKLISTS

FINAL PROGRAM CHECKLIST

- ☐ Room set-up completed
- ☐ Volunteers/staff helpers
- ☐ Equipment and supplies ready
- ☐ Refreshments procured
- ☐ Evaluation form and pencils available
- ☐ Fliers for next program available
- ☐ Parking lot details worked out
- ☐ Someone assigned to take photos
- ☐ Accommodations made for any special needs participants
- ☐ Other: Click or tap here to enter text.

FOLLOW UP CHECKLIST:

- ☐ Clean up room
- ☐ Event photos &/or summary posted online & sent to local paper
- ☐ Dated/time sensitive promotional posters, etc. taken down in library & removed from web site
- ☐ Thank you notes sent to volunteers, key staff, speaker, sponsors, etc.
- ☐ Evaluation forms collected and analyzed
- ☐ Other: Click or tap here to enter text.

SECTION 6: PROGRAM EVALUATION

Was the program a success? Why or why not?

Click or tap here to enter text.

What was the estimated attendance?

Click or tap here to enter text.

Did you encounter any unforeseen problems? How can we better prepare in the future?

Click or tap here to enter text.

What future recommendations or best practices do you want to share?

Click or tap here to enter text.

Would you recommend repeating this program? Why/Why not

Click or tap here to enter text.