

DATE: May 10, 2024

TO: Board of Library Trustees

FROM: Tarri Ryan, Library Manager
Ann Collins Library Manager

SUBJECT: **Library Programming**

One of the charges of the Mountain View Public Library is to inspire our community with great Library programs. Library programming brings the community together around common interests. Library programming strengthens our partnerships within the community, and the programs we offer strengthen the community itself. The programs offered within the Youth and Bookmobile Divisions and the Customer Experience Division directly fulfill the mission of the Mountain View Public Library to create, connect, and learn. Additionally, we utilize the City Council's Strategic Priorities and work plan to shape programming initiatives and goals.

YOUTH SERVICES PROGRAMMING

Programming in Youth Services incorporates services from infants to teenagers and their caregivers. Librarians seek a balance between early literacy programming, which is a core program in public libraries, to enrichment activities and cultural and leisure activities for all youth. We also provide parenting programs. Librarians throughout the year also work with partner organizations, such as Silicon Valley Reads and United Against Hate Week, to create book displays and activities around these themes. The Youth Division also oversees summer reading and associated activities designed to keep children and teens engaged in reading and learning throughout the summer break.

Programs generally fall within two categories:

- Those that are self-directed, such as take-home crafts, literacy tips, or STEAM projects; and
- Those which are formally presented, such as story times, Zoom parenting programs, and dance performances.

Librarians consider multiple factors when offering a program to our community. Factors often include:

- Expressed community interest and need as well as public library mandates at state and national levels;
- Reputation and innovation of the presenter if hiring an outsider performer, assuring alignment with the Library's objectives and City values;
- Programs with potential to further engage customers in Library services;
- Alignment with youth developmental needs, including cognitive, social, emotional, and physical development;
- Ability of program to meet or enhance children and teen academic and social outcomes within a framework of California research on needs of youth within the state and County;
- Budgetary costs, including materials, equipment, and presenter fees;
- Partnership opportunities, including those within the City, school districts, and local organizations; and
- Topics of high interest, both locally and societally, that address current trends and concerns for youth wellbeing.

Alongside the above factors, program planning has a lifecycle of tasks and decisions, including:

- Space/hosting availability assessments and ensuring adequate facilities and resources to accommodate program needs;
- Scheduling and staffing ability to coordinate effectively and to provide adequate program coverage for customer satisfaction;
- Publicity/marketing from in-house flyers, social media, newsletters, and community/school outreach;
- Budgetary costs, including tracking of expenditures and planning for fiscal year programming allocations; and
- Assess program satisfaction from surveys, identify areas for improvement, measure impact, and offer customers opportunity for suggestions.

Program statistics are related back to the California State Library, which provide an opportunity to benchmark our services and ground Librarian practice and decisions as well as identify areas of increased training or knowledge needs of staff.

In all programs, we hope to connect with diverse and underserved members of our community. Offering programming from the Bookmobile alongside general services has been, and will continue to be, an important component of the Library's core outreach in fostering inclusivity, accessibility, and engagement.

Examples of programs that meet the Mission of Mountain View Public Library

Mission Values	Corresponding Library Program
Connect	Baby Storytimes, Family Gaming, Teen Mental Health Breaks, Chinese Bilingual Storytimes, PALS reading dogs
Create	STEAM Fridays, Visual Poetry (teens)
Learn	Science Explorers, Interactive Storytelling, Parenting in Climate Crisis (parenting program), DJ Class (teens)

Examples of programs that meet Mountain View Strategic Priorities

Strategic Priorities	Corresponding Library Program
Community for All	Outdoor Storytimes
Mobility & Connectivity	Storytimes in the Park
Sustainability & Climate Resiliency	Updated Bookmobile services off e-vehicle, Let's Create, Silicon Valley Reads partnerships
Livability & Quality of Life	Sensory Storytimes, cultural dance, and musical performances that represent Mountain View's diversity
Economic Vitality	Summer Reading Program

Adult Services Programming

In adult programming, one of the key elements in creating Library programs is to understand the needs of our community. We consider community demographics, what types of programs have been well-attended in the past, and what Library materials circulate well in our collection. We need to keep in mind our knowledge of residents' trends and interests. We consider what is currently interesting to the residents of Mountain View. What are people talking about? What do they need to know more about? Asking these questions, helps us to assess community issues and develop programs around those topics.

A great deal of planning goes into developing, managing, and delivering quality programs that the community will love. Programming Librarians need to have good communication skills. They promote engagement and partnerships throughout the community. Programming Librarians need to have excellent organizational skills, event planning skills, budgeting skills, and creative skills. To deliver each program, they go through a checklist of items, and all requirements must be in place before booking the presenter. Forms that must be signed include a City of Mountain

View Release of Liability and Indemnification Agreement. For online programs, staff also provides a Virtual Programs Guidelines for Presenters and Participants, which includes a copy of the Zoom Acceptable Use Policy and the Library Behavior Policy. Programming staff partner with other Library divisions, for example, marketing department for program promotion through print and social media channels. After a Library program, the Programming Librarian will survey participants to gauge the success of the program in terms of learning and enjoyment as reported by attendees.

One of our goals in providing Library programs is educational: to inform the public with information about health, taxes, education, local history, child care, job search, language learning, and many more. The Library is providing spaces to engage learners. Another priority is to provide fun and enriching experiences. We also hold a priority to have Library programming promote the mission of the City of Mountain View Public Library and the City of Mountain View Strategic Priorities.

Mission Values	Corresponding Library Program
Connect	Master Gardener Programs, Author Talks, Concerts
Create	Crafting with FabMo, 3D Printing, Sewing Workshops
Learn	Ukulele Jam, Adult Learner's Program, ESL Conversation Club

Strategic Priorities	Some Programs Examples
Community for All	Author Talks, Concerts
Intentional Development	Mountain View History
Mobility & Connectivity	Bystander Intervention and Community Safety Training
Sustainability & Climate Resiliency	Silicon Valley Reads
Livability & Quality of Life	Bike Clinic, Cooking Programs
Economic Vitality	Tax Preparation Help
Organizational Strength & Good Governance	Board of Library Trustees Meetings, Friends of the Library Board Meetings

Librarians at the Mountain View Public Library provide programming for children, teens, families, and adults. Our programs promote educational objectives, lifelong learning, and fun. As the Mountain View community comes together at the Library to enjoy Library programs, the Library becomes a partner with our residents in strengthening the community.

The Friends of the Mountain View Library provide financial support for outside performers and supplies for programs run by Librarians. Without their support, the Mountain View Public Library would be much more limited in the type and scope of programs offered. We take this time to acknowledge their generosity and continuing contributions to make all our programs possible.