

Programming and Outreach

This class is presented by the Public Library Academy and sponsored through a grant from IMLS.



Introductions and Jamboard



bit.ly/PAOjam

Objectives

- Plan a program
- Create an outcome based evaluation
- Determine community needs
- Identify one potential community partner

Determine Community Needs

- Census - <https://www.census.gov/>
- Oklahoma School Profiles - <https://www.edprofiles.info/report-card>
- Oklahoma School Report Cards - <https://oklaschools.com/>

Group Work

Compare and contrast your community profiles.



Discussion

What questions would you ask on a community survey?

Planning a Program

- Target audience
- Timing
- Purpose
- Budget
- Where
- Who can help
- Promotion
- Filling a gap
- Fitting the community
- Series or single

Group Work

Plan a series program and a single program



Quiz time!



Outcome Based Evaluations

- Decide what to measure and how to get it
- PLA Project Outcome



OKLAHOMA
Libraries

Quiz time!



Discussion

What are some other outcome-based evaluation measures?

Outreach

- Schools and other community partners
- Mutual benefits
- Reaches beyond the library walls
- [Oklahoma summer feeding program](#)

Potential Partners



bit.ly/45TW0HF

Class Evaluations



bit.ly/PAOfy2023

Log Attendance



1. Write your name on your certificate
2. Visit bit.ly/3PWYm0H
3. Fill out the form and upload a picture of your certificate

Thank you!

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