Minnesota Public Library Report, FY20 Provisional Data Elements

Updated July 2020

Programs and Attendance

We define programs on the annual report as *any planned event, sponsored by the library, which introduces a group of attendees to library services or provides them with cultural, recreational, or educational information.*

We classify programs by the age of the intended audience: children, young adult, or adult. Attendance at each event is tracked only by number of attendees, regardless of age.

The point of this data element is to track the library's potential to *gather people*. So to keep the count of virtual programming consistent with the annual report's definition of a program, think about whether the virtual program *gathers* people to *experience* something *at the same time*.

One great advantage about online events is that they can reach a much wider group than in-person physical programs can. For example, you might gather 15 people to watch an online storytime live, but the storytime might get 600 additional views over the next week. However, if we count on-demand views of programs as attendance, those numbers will dwarf the numbers for physical attendance. We also need to keep in mind that the tool for measuring online viewers (i.e., counting by device or IP address) is different than the tool for measuring in-person attendance (i.e., our eyes). So we need to track both separately.

Guidance for Counting Virtual Programming

- If a virtual program is delivered live, or is scheduled to be broadcast at a certain time, count it as a virtual program. Count each instance of a virtual program as one program. If there is a way to capture attendance of the *live or scheduled event*, count that as attendance.
    - Count virtual programs at the administrative entity level, not the outlet level.
    - Use the number of unique views, or peak live views.
- If your library creates a virtual program that is recorded (not live) and can be viewed at any time, do not count it as a program for the annual report. Instead, keep track of the number of recordings your library creates or sponsors, and the number of views of those recordings.
    - Count recordings at the administrative entity level, not the outlet level.
    - Count the number of views of a recording until it is taken offline, or until the end of the year, whichever comes first.
    - For Facebook videos, use the 1-minute metric. For others, use the best metric you can find to capture what you think should count as a view.
- For live events that are recorded and available for viewing later (e.g., Facebook Live storytime), keep count of later views of the recording *separately* from the live attendee count, if possible.

Provisional Data Elements

For FY20, we will add new data elements to keep track of virtual programs, virtual attendance, recorded events, and views of recorded events.

	Children (<=11yrs)	Young Adult (12-18 yrs)	Adult (>18yrs)	Total
Program	P21/P21m	P22/P22m	P23/P23m	P24/P24m
Attendance*	P25/P25m	P26/P26m	P27/P27m	P28/P28m
Virtual Program	**P33**	**P34**	**P35**	**P36**
Virtual Attendance*	**P37**	**P38**	**P39**	**P40**
Recorded Event	**COV1**	**COV2**	**COV3**	**COV4**
Views of Recorded Event	**COV5**	**COV6**	**COV7**	**COV8**

*All attendees at each event are counted, regardless of the attendee's own age.

Public Service Hours

The current definition of public service hours includes hours the building is open for public service, minus "hours closed to the public due to emergencies, natural disasters, renovations, budget shortfalls, or other events *even if the staff is scheduled to work*."

Guidance for Counting Public Service Hours During the COVID-19 Pandemic

- For the FY2020 annual report, Public Service Hours should include only the hours the library building was open to the public. Any days the library was closed due to the COVID-19 pandemic should be excluded from this count, even if staff is working in the building.
- If your library offers curbside pickup when the library is otherwise closed to the public, please keep track of the number of days you provided curbside pickup. We will likely create a separate data element for this type of service.
- If your library has multiple locations, please track curbside pickup days at the outlet level (e.g., branches).

Provisional Data Elements

For FY20, we will add new data elements to keep track of days of curbside pickup.

Total Public Services Hours Per Year	H12/H12m	Total number of public service hours for the year adjusting for holidays, seasonal hours, and temporary closures.
Days of Curbside Pickup	**COV9/COV9m**	
Daily Hours of Curbside Pickup	**COV10/COV10m**	Number of hours per day of curbside pickup service. If number of hours varied, enter the number of hours most commonly offered at the library or outlet.