

2021 Public Library Annual Report: Changes to Program Elements

Updated July 2021

The 2020 Minnesota Public Library Annual Report included many new and modified program elements in order to reflect libraries' response to the COVID-19 pandemic, and Minnesota libraries did an admirable job tracking those new activities.

For the 2021 Minnesota Public Library Annual Report, most sections of the report will remain the same. However, there are two significant tweaks to the way we will report programming in our libraries: 1) new categories for the intended age of the audience, and 2) whether the program takes place on- or offsite.

MPLAR Programming Changes from 2020 to 2021

	Report the number of programs targeted at each of these age groupsthat the library offered in each of these formatsand how many people attended or viewed them.
What we counted in 2020	<ul style="list-style-type: none"> • Children (0-11) • Young Adults (12-18) • Adults (19+) 	<ul style="list-style-type: none"> • In-Person • Live Virtual • Recorded 	<ul style="list-style-type: none"> • In-person Attendees • Live Virtual Views • On-Demand Views
What we will count in 2021	<ul style="list-style-type: none"> • Children (0-5) • Children (6-11) • Young Adults (12-18) • Adults (19+) • All Ages 	<ul style="list-style-type: none"> • In-Person Onsite • In-Person Offsite • Live Virtual • Recorded 	<ul style="list-style-type: none"> • In-person Attendees • In-person Attendees • Live Virtual Views • On-Demand Views

Changes to Existing Data Elements

New Categories for Intended Age of Program Audience

What was previously one category for children's programs is now split into two: **Children Ages 0-5**, and **Children Ages 6-11**. The Ages 0-5 category was created to account for pre-literacy programming. If you have children's programs that are more general in age and could cover the full 0-11 range, report them under the 6-11 category.

The other new age category, **All Ages**, is for programs that appeal to a wide audience from children to adults such as a family movie night. In contrast, an adult program is a program intended specifically for adults aged 19 and over, such as a retirement education program, and is not of interest to children or young adults.

New Categories for In-Person Programs

For 2021, we will keep separate count of whether in-person programs take place onsite or offsite:

In-Person Onsite Programs: These are traditional library programs, with people in attendance on library grounds. “Onsite” could mean inside the library building, any attached or detached meeting rooms, attached outside grounds, or any kind of bookmobile programming.

In-Person Offsite Programs: These are programs with a live audience in a non-library location. Examples are programs for daycares, senior housing, fairgrounds, parades, etc. Do not count home delivery as programming.

Modification to Counting Views of Recorded Programs

In 2020, which was the first year we included a count of recorded programs and their views on the annual report, we asked you to count views of recorded programs *as of the end of the calendar year*.

For 2021, the national guidance is to count views after seven (7) days only, if the recording stays up that long, or as of the date you remove the recording, if fewer than seven days. For audio-only programs, count the number of times the program is played. See the [Platform-Specific Guidance for Online Attendance and Views](#) for details on where to find the number of views/plays on different platforms.

Modification to Counting Programs that are Both Live Virtual and Recorded

If you offer a program live and then make the recording available for viewing afterwards, please count the program in two places – as a live virtual program and a recorded program. This differs from the 2020 guidance, in which you were asked to count such programs only once.

Reminders about Existing Data Elements

Hybrid Programs

As libraries reopen, programs that combine in-person and virtual aspects are becoming more common. If you hold a hybrid program that has a partial live in-person audience and a partial live online audience, count it as one in-person program in the target age range. Do count both the in-person attendance as well as the live virtual attendance.

Attendance Regardless of Age

On the annual report, you’re not being asked to determine the age of people who attended programs. Instead, we want to know the total number of attendees at a given program, regardless of age. For example, **Attendance at Programs Intended for Children Ages 0-5** is asking how many people of any age came to those children’s programs, not just the children.

Self-Directed Activities versus Programs

Self-directed activities was a new category on Minnesota’s report in 2020. These are planned, independent activities available for a definite time period. They differ from programs in that activities depend on the

participation of the attendee to create the experience, rather than a presentation offered to a group at a set time. Like programs, self-directed activities may require staff resources to plan and prepare, design or distribute, and they may take place on or off-site.

EXAMPLES

<p>Programs</p> <ul style="list-style-type: none"> - Story time at a community center or farmers’ market - Prerecorded (on-demand or asynchronous) storytimes - Presentation about library resources to students at a school - Tech or gaming clubs - Summer reading gatherings 	<p>Self-directed Activities</p> <ul style="list-style-type: none"> - Take and Make kits or grab-and-go worksheets - Self-guided Story Walk - Contests and scavenger hunts - Social media challenges - Virtual escape rooms - 1000 Books Before Kindergarten
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Full List of 2021 Program Elements for Annual Report

With the new categories, keeping track of each combination of ages and formats separately works out to twenty different counts for numbers of programs, and twenty counts for attendance/views.

If your library has multiple locations, you’ll need to report counts *at the outlet/branch level* for in-person programs, but not for live virtual or recorded programs.

Programs	Attendance/Views
<ul style="list-style-type: none"> in-person onsite programs intended for ages 0-5 in-person offsite programs intended for ages 0-5 live virtual programs intended for ages 0-5 recorded programs intended for ages 0-5 	<ul style="list-style-type: none"> attendees at in-person onsite programs for ages 0-5 attendees at in-person offsite programs for ages 0-5 live views of live virtual programs for ages 0-5 on-demand views of recorded programs for ages 0-5
<ul style="list-style-type: none"> in-person onsite programs intended for ages 6-11 in-person offsite programs intended for ages 6-11 live virtual programs intended for ages 6-11 recorded programs intended for ages 6-11 	<ul style="list-style-type: none"> attendees at in-person onsite programs for ages 6-11 attendees at in-person offsite programs for ages 6-11 live views of live virtual programs for ages 6-11 on-demand views of recorded programs for ages 6-11
<ul style="list-style-type: none"> in-person onsite programs intended for ages 12-18 in-person offsite programs intended for ages 12-18 live virtual programs intended for ages 12-18 recorded programs intended for ages 12-18 	<ul style="list-style-type: none"> attendees at in-person onsite programs for ages 12-18 attendees at in-person offsite programs for ages 12-18 live views of live virtual programs for ages 12-18 on-demand views of recorded programs for ages 12-18
<ul style="list-style-type: none"> in-person onsite programs intended for adults in-person offsite programs intended for adults live virtual programs intended for adults recorded programs intended for adults 	<ul style="list-style-type: none"> attendees at in-person onsite programs for adults attendees at in-person offsite programs for adults live views of live virtual programs for adults on-demand views of recorded programs for adults
<ul style="list-style-type: none"> in-person onsite programs intended for all ages in-person offsite programs intended for all ages live virtual programs intended for all ages recorded programs intended for all ages 	<ul style="list-style-type: none"> attendees at in-person onsite programs for all ages attendees at in-person offsite programs for all ages live views of live virtual programs for all ages on-demand views of recorded programs for all ages

Please note that there is no expectation that you begin new programs; this is a new way of counting programs that you already offer.

Resources for Counting Online Programming

Here are resources to help you count engagement with online programming in alignment with the annual report.

[MPLAR 2021: Live Virtual and Recorded Programs](#): general tips on tracking online programming

[Platform-Specific Guidance for Online Attendance and Views](#): tips on which metric to grab out of YouTube, Facebook, Zoom, and lots more

[Facebook Usage Statistics](#): In June, Facebook shut down Facebook Analytics. This guide helps you still find what you need for reporting statistics for programs posted to Facebook.