Imagine. Celebrate. Explore

Experience Arts & Community at Your Library

Staff Handbook:
Planning Arts and Cultural Heritage Funded Legacy Programs 2010-2011

SAINT PAUL
PUBLIC
LIBRARY

TABLE OF CONTENTS

BACKGROUND

In November 2008, Minnesota voters approved a constitutional amendment to dedicate funds for Minnesota's Outdoor Heritage, Clean Water, Parks and Trails, and Arts and Cultural Heritage. Under the Arts and Cultural Heritage Fund (ACHF) Minnesota's 300+ public libraries receive funding distributed through existing formulas to the 12 Minnesota Regional Library Systems to provide programs and services in four areas: arts (visual, performing and media), culture, literary and Minnesota history. The law states that these funds are intended "for regional programs and working with arts and cultural partners." MELSA receives $1,362,900 per fiscal year (FY2 July 2010-June 2011).

The MELSA allocation is divided into four areas:

— 10% to statewide projects in cooperation with other regional library systems
— 50% for local programs provided by the 8 MELSA library systems
— 40% for regional programming
— 2.5% for administration

Saint Paul Public Library Budget

Saint Paul Public Library receives $68,390 per fiscal year. This year, the Adult Program Committee, Youth Services Council, and Teen Council have been charged with creating legacy funded programs to bring to our libraries.

Each council will be provided a budget of $17,183 to create programming from July 1, 2010 to June 30, 2011.

LEGACY PROGRAM GOALS, OBJECTIVES AND FOCUS AREAS

MELSA's Legacy Committee created goals for the metropolitan region's libraries. The group recommends the following goals for the ACHF program:

- Highlight the unique role/position of public libraries in the cultural life and heritage of our communities, region and state.
- Develop sustainable partnerships between public libraries and other arts, cultural and educational organizations throughout the state.
- Utilize the local talent within arts and cultural organizations throughout the state.
- Develop innovative and exciting programs that our patrons want and use.
- Create cultural opportunities to serve the diverse demographics of our residents
- Be good stewards of a limited financial resource.

Saint Paul Public Library Objectives

1. Include every Saint Paul Public Library
2. Expose customers to a new experience
3. Expand offerings of current library programs
4. Offer a range of programming for all ages
5. Reflects individual neighborhoods
6. Strengthen and build community partnerships
7. Engage community artists and art organizations
8. Work with neighborhood schools
9. Incorporate new approaches to highlight library resources

Focus Areas & Ideas for 2010-2011

1. Visual Arts
   1) Photography: purchase cameras, materials and photographer to host programs. Check out cameras and project can move branch to branch.
   2) Animation and recording programs, which will require software
   3) Puppeteers: design and create performances
   4) Film: documentaries, television
   5) Craft as art: exhibitions, folk art, knitting, model making
   6) Graphic design to promote neighborhood libraries.
   7) Book making
   8) History Day (month) project

2. Public Art

   1) Community engagement for art installation in Payne Maryland neighborhood

3. Performing Arts
    1) Professional actors conduct play readings
    2) Battle of the bands, music slam
    3) Music appreciation: Introduce patrons to a new art form like Minnesota Opera. Engage newspaper critics.
    4) Jam sessions consistently throughout the year: hire professionals to participate
    5) Drumming workshops: African, rock
    6) Dance: global dance
    7) Writing, dance, performance component

ROLE OF YOUTH SERVICE COUNCIL, TEEN COUNCIL AND ADULT PROGRAM COMMITTEE

Members of each committee work together within their committee to develop program opportunities for the Saint Paul Public Library branches to host.

Committee members serve as content area specialist in the development and/or coordination of programs within their committee focus area (youth, teen, adult).

After a program series is decided by the committee, one person will be designated as the program series lead for each program series. Other members help support and coordinate the series, but one person is identified to ensure the "planning a program checklist" is complete.

Committee members will work with community partners to develop program series that meet the needs of our customers.

Committee members work with Branch Supervisors to learn if their library is available to host a program. Once the main details are coordinated (outlined on the planning a program checklist), the program is turned over to the hosting branch. The hosting branch connects with the presenter before the program, prepares the meeting room, introduces the presenter, passes out evaluations and submits an evaluation summary to the program series coordinator.

One YSC and Teen Council Liaison will be meeting monthly with the Adult Program Committee so there is communication and coordinated planning across the committees. The liaison helps to communicate across committees; they are not responsible for planning the programs, the committee is.

The legacy funds provide a new opportunity for staff to gain new competencies in planning programs and connecting with individuals and community organizations.

Role of Public Relations and Communications Office and The Friends

With Legacy funded programs, the Friends of the Saint Paul Public Library serve as the administrator. This means that help facilitate the performer contracts and coordinate a promotions. They will not plan or host programs, but simply serve as the administrator.

Staff in the PRC office will work with graphic designer contracted for each program series. They will help ensure continuity of design and propose the advertisement placements for each series. PRC will help distribute promotional materials.

CREATING A PROGRAM SERIES

For the legacy funded programs, it is best to create a series of three to five programs under one theme. A program series is a grouping of similar type programs.

Examples of program series created by the Adult Program Committee include:

Managing Your Money (May 2010), America the Beautiful (Jan-Apr 2010) Be Well as You Age (Mar 2010), Between Jobs: Skills Building and Coping Strategies (Feb 2010), Imagine. Create. Explore: Black History Month (Feb 2010), Viva La Guitarra (Nov – Dec 2009), Caregiving (Nov 2009), Plot Development: Creating a Healthy Garden (March 2009), Make Economic Cents: Work and Financial Strategies (March 2009), Viva la Guitarra (Nov – Dec 2008) Celebrate the Second Half of Life (Oct – Nov 2008), Savoring the Harvest (Sep 2008), Tai Chi in Rice Park (July 2008) & Yoga for Seniors (July 2008)

Program series work best when you schedule a consistent days and times of the week to offer programs. For example, the Managing Your Money series is every Wednesday in May at 6:30 p.m.

A series is also beneficial for promotional purposes. We're able to pay for advertising and promote a whole series of programs at once.

Budget Examples (estimated amounts)

Series Budget: $6,000

Support services: $300.
Staff Replacement (for the branch to host the event) $60
Administrative support: $140
Advertising and Print: $2,500 to $3,000 (based on how many neighborhoods the program series targets and reach needed)
Performers: $2,500

Series Budget: $10,000

Support services: $300.
Staff Replacement (for the branch to host the event) $60
Administrative support: $140
Advertising and Print: $4,000
Performers: $4,500

POTENTIAL COMMUNITY PARTNER IDEAS

Our community partners already have prepackaged program opportunities. A few partners include:

1. Intermedia Arts | Contact: 612.871.4444
2. The Loft | Contact Kelly Ceynwa, 612-215-2579
3. Minnesota Center of Book Arts | Contact: 612.215.2520
4. ArtScraps and their Scrap Mobile for youth programming | Contact: 651-698-2787
5. Stepping Stone Theatre for Youth Development | Contact: Christine Shyne, (651) 225-9265.
6. COMPAS, Inc. (engages people in creating art) | Contact: 651.292.3249
7. Leonardo's Basement: - hands-on art, science, technology workshop | Contact: (612) 824-4394

More ideas are located on **www.mnlegacygrant.org**. People interested in offering library programs fill out their profile on this website. It's a state resource.

Also, Saint Paul Public Library staff have been encouraged to submit their ideas on the intranet at http://intranet.sppl.org/SPPLPortal/publicservices/programming/adult-program-committee-1/arts-andcultural- heritage-programming
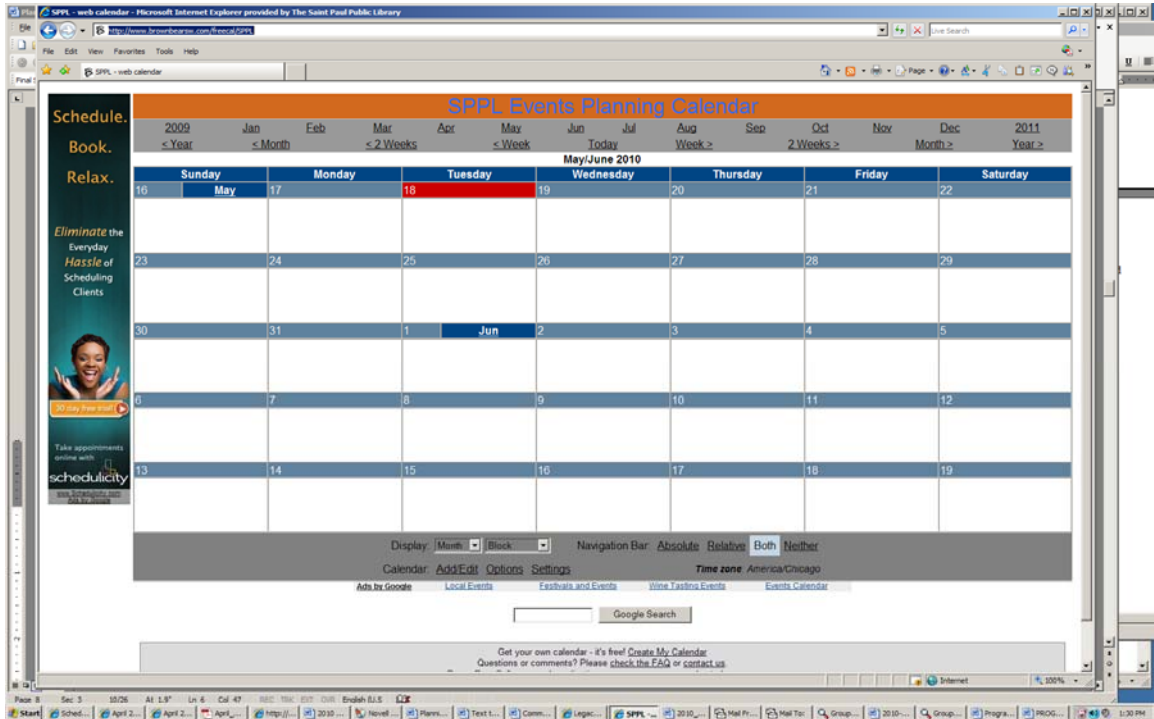
SHARED CALENDAR FOR COMMITTEES

On the Intranet is a programming calendar. **The password is ….**

You will find it, if you search "programming calendar" or go to

http://www.brownbearsw.com/freecal/SPPL

PLANNING A PROGRAM CHECKLIST

☐ Committee brainstorms program ideas and identify team members to work on the program series. The team identifies a point person, the Program Coordinator.

☐ Staff working on the series contacts performer/speaker to talk about programming opportunities. Staff member explains that they are researching program opportunities. Talk about options, availability, cost, space needs.

☐ Staff member takes back information to their Committee for discussion. Is this something the team wants to pursue with their funding, can this be presented at multiple sites? If so, move to next step.

☐ Create a list of program options for the series. Talk about times, dates and possible locations given space requirements.

☐ The series program coordinator to confirm program series plan and budget with Sheree Savage at 266-7029. Once confirmed, move to next step.

☐ Contact Branch Supervisors to see which ones are interested and to schedule dates/times. Use prepared text that includes the branch's responsibility for hosting a program. Once they reply as interested, fill out the 'Program Confirmation Form." It includes the performer/speaker, series name, program title, length, locations, room requirements, staff member hosting program, etc.

☐ Confirm program details (date, time, location) with performer. Inform the performer that they will receive a contract by email or mail (it's what they prefer) from Alayne Hopkins, Friends of the Saint Paul Public Library.

☐ Confirmation form is sent to the Branch Supervisor of the branch hosting the program and Alayne Hopkins at Alayne@thefriends.org for processing the contracts. Alayne or another staff member at the Friends will send out performer contracts. Alayne's phone number is 651-366-6488.

  ○ Note about Refreshments: They can not be paid for with legacy funding. Either go without or the branch can use their block grant if desired.

☐ The coordinator needs to get presenter photo(s) for publicity materials or other graphics/logos. *300 dpi resolution (print quality) required*

☐ Performer/speaker signs contract and sends back to Alayne Hopkins.

- ☐ Program promotion begins, coordinating press releases, print, other media.

- ☐ PRC to add to Evanced and Events and Classes Calendar

- ☐ Program Coordinator facilitates payment with Alayne Hopkins

- ☐ At this point, Program Coordinator or Committee member planning the program should hand off program to branch personnel.

* * *

- ☐ Branch manager gets copy of completed "Program Confirmation Form" with all basic information, which will help branch staff introduce the speaker. The introduction needs to include that this program is "funded in part with the money from the vote of the people of Minnesota on November 4, 2008 dedicating funding to preserve Minnesota's arts and cultural heritage."

- ☐ Branch contacts performer/speaker to confirm what's needed re-space, room set-up, AV equipment, etc.

- ☐ Branch puts together a display promoting the program

- ☐ Day of event: Branch preps room and introduces performer/speaker (If possible, a branch staff member should remain in room during program)

- ☐ EVALUATION: Attendees fill out comment card, Branch staff report on successes/problems and attendance. This evaluations summary form goes to Program Coordinator who developed the program.

  - o Host needs to ask attendees to fill out cards before and after program. Evaluations should be placed on chairs before the program.

- ☐ Results of the program are reported by the lead Program Coordinator to the Committee. Discussion follows.

- ☐ Once all of the summary forms are submitted for one series, the Program Coordinator sends the summary forms to Alayne Hopkins by emailing them to Alayne@thefriends.org. Electronic copies are preferred, but if there is an instance you need to mail, Alayne's address is:

  Alayne Hopkins, The Friends of the Saint Paul Public Library,
  325 Cedar Street, Suite 555, St. Paul, MN 55101.

- ☐ Alayne Hopkins then submits it to MELSA.

COPY FOR ASKING A BRANCH TO HOST A PROGRAM

It's important that branch supervisors are aware of program opportunities and the responsibilities that go along with hosting a program planned by a SPPL committee. Below is copy that staff can use when coordinating programs with branches. Please change as you need, this is just an example.

Dear   ,

Saint Paul Public Library's (Insert one of the teams: Youth Service Council, Teen Team, or Adult Program Committee) is working on putting together _____program(s) to take place _____. If you are interested in hosting one of the following programs at your branch, please contact me. When dates and times are confirmed, I will email you a program confirmation form that you can use to help host this program.

Program Opportunities are: (provide the name of the series, title of the program, description, possible dates and times)

When hosting a program at your branch, we ask the branch to:

1. Assign a branch staff member that will act as the point person for the presenter and can handle the local arrangements and assure the presenter's needs are met.

2. Create a simple display of materials (books, DVDs, CDs) related to the topic near the meeting space.

3. The appointed branch staff member will set up the meeting space to include projector (if needed), chairs, table the day of the event.

4. Introduce the presenter and highlight the materials on display available for check out.

5. Distribute and collect evaluation sheets

6. Take down

(Insert names) are working together for the (Insert Team: Youth Service Council, Teen Team, or Adult Program Committee) to create the program series and on behalf of the team, we thank you for your consideration.

Sincerely,

SAINT PAUL PUBLIC LIBRARY

PROGRAM CONFIRMATION FORM

Title of Series: Committee Program Coordinator:

Title of Program**:**

Speaker/Performer/Presenter's Name: _____

Phone_____

Address:_____

Email_____

Date_____
Branch name_____
Event time_____ to _____am/pm

Description of Program:

Received promotional photo, logo and other graphics (300 dpi)   Yes   No

      If no, when will they provide one?

Target Audience:

Has space been reserved? (Circle)   Yes   No

Room set-up requirements:

Other special requirements:

Is A/V required? (Circle)   Yes   No

Branch contact person for this program:

Branch person handling introduction of speaker/performer/presenter:

Cost of this speaker/performer/presenter?

* Refreshments can not be paid for using Legacy funding. Please go without or feel free to use branch block grant funding if desired*

EVALUATION

Evaluation is an important part of the process. You can determine the success of your programs, the type of audience you are (or are not) attracting, whether your audience consists of frequent library users (or not)—in short, many details that will help you in future planning.

Legacy funded programs require an evaluation. Below are the evaluation card and a summary form. The summary form is compiled by the hosting branch and is sent to the Program Coordinator.

Once all of the summary cards are submitted, the Program Coordinator sends them to Alayne Hopkins at Alayne@thefriends.org, or by mail at The Friends of the Saint Paul Public Library, 325 Cedar Street, Suite 555, St. Paul, MN 55101. Electronic copies are preferred.

Program Comment Card Summary

Program:
Location/date:
Total Attendance: **# Comment Cards returned:**
PROGRAM COMMENTS

Audience Composition (estimates):
% women ____   % men _____   % seniors _____   % diverse _____

How would you rate the program?
Great (5):   Very Good (4):   Average (3):   Below Average (2):   Poor (1):
Averaged rating:

I heard about this program from:
Sign/flier at library:
Library website:
Facebook or Twitter:
Sign/flier outside the library:
Newspaper:
Radio/TV:
Suggested by another person:
Other:

Would you come to another program like this one? Why or why not?

What other programs would you like to see offered at the library?

Do you have a current library card?   Yes **–**   No **-**

Age: 8-11 _____ 12-17 _____ 18-25 _____   26-35 _____   36-45 _____
         46-55 ____   56-65 ____ 66+_____

If you brought children, how many:_____ Ages:_____

Gender:

What is your home zip code (add others as needed)?

Notes & Comments:

(Staff Note: For legacy funded programs, branch staff fill out the summary form and send it to the program coordinator from either the Youth Services Council, Teen Council or Adult Program Committee. The program coordinator compiles all summary cards from the particular Program Series and emails it to Alayne@thefriends.org.)

SAINT PAUL PUBLIC LIBRARY

Comment Card

Program Name**:**
Library Location:
Date:

How would you rate this program?
  Great   Very good   Average   Below Average
  Poor

How did you hear about this program?
  Flier or sign at the library

  Library's website

  Facebook or Twitter

  Flier or sign outside the library (e.g. at school or rec center)

Where? _____

  In a newspaper

Which one? _____

  On the radio or TV

  Word of mouth (e.g. a teacher or friend)

  Other: _____

Would you come to another program like this one? Why or why not?
_____

What other types of program would you like the library to have?
_____

Do you have a current library card?   Yes   No

OPTIONAL
Age: 8-11   12-17   18-25   26-35   36-45
46-55   56-65   66+
If you brought children, how many:_____ Ages:_____
Gender: Male   Female   Home zip code _____

Thank you!

SAINT PAUL PUBLIC LIBRARY

Comment Card

Program Name**:**
Library Location:
Date:

How would you rate this program?
  Great   Very good   Average   Below Average
  Poor

How did you hear about this program?
  Flier or sign at the library

  Library's website

  Facebook or Twitter

  Flier or sign outside the library (e.g. at school or rec center)

Where? _____

  In a newspaper

Which one? _____

  On the radio or TV

  Word of mouth (e.g. a teacher or friend)

  Other: _____

Would you come to another program like this one? Why or why not?
_____

What other types of program would you like the library to have?
_____

Do you have a current library card?   Yes   No

OPTIONAL
Age: 8-11   12-17   18-25   26-35   36-45
46-55   56-65   66+
If you brought children, how many:_____ Ages:_____

Gender: Male   Female   Home zip code _____

Thank you!