



## Guidance for Counting Virtual Legacy Programming

*Updated 10/2020*

Grants from the Arts and Cultural Heritage Fund can be used for virtual programming. The purpose and scope of the programming remains the same. However, here are some things to keep in mind as you plan and report on virtual programming with Legacy funds:

- Use your standard program introduction and state that these programs are funded by the Arts and Cultural Heritage Fund of Minnesota.
- Use the library system headquarters as the program location.
- If a program is delivered by live streaming, please count the number of unique or peak live views as the program attendance.
- If a program is pre-recorded and promoted on the library website and/or social media pages, please count the number of views during the current grant reporting period, and report those numbers with your Interim Progress Report. To count views on Facebook, please use the 1-minute view metric. You can combine views from different platforms for a total number.
- Outcomes and evaluation are still determined locally. Options for evaluating virtual programs can include posting links to Google Forms or Survey Monkey questionnaires. Feel free to explore other evaluation techniques that best fit your community and library.