



Library Advisory Commission October 24, 2019



Programming Strategy in 2015



Established a set number of targeted-audience events per month on specific days including:

- *Annual Programs*
- *Special Programs*
- *Short Series*
- *Series Programs*

Program Focus in 2015

Mitchell Park

- Technology (software)
- Sustainability
- Family Place
- New Americans Program
- T-LAB

Rinconada

- Literature
- Local authors
- Humanities
- Sciences
- Gardening
- DIY/Makerspace (hardware)

Changes Since 2015



- Strategy hasn't changed much
- Programs that have ended:
 - Less storytimes
 - Series programs, like Parenting Workshop, Family Date Night, Adult Crafting, Movie Afternoons, Citizenship Clinic
 - These programs have ended due to staff vacancies and/or low attendance

What Programs Have Been Working?



- Traditional youth events
- Cultural events
- Teen events
- Tech events
- Adult events

How Do We Plan Programs?



- Follow list of annual holidays/observances/past events
- Update strategy following PACL mission, vision, strategic plan and values.
- Quarterly programming meetings
- Program Ideation

Program Work Plan for 2019-2020

- Literacy & Learning
- Civic Engagement
- Community Partnerships
- Technology
- Celebrating Cultures



What Can Be Improved?

Marketing and Publicity

- New marketing teams have been created to effectively market the library's services and programs
- Focus on displays (also promote collections), social media and various print and online channels

Outreach

- Plan to follow-up more consistently with surveys
- More Community Conversations & outreach to access what public really wants and needs us to provide

Thank you!

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