

It all counts!

Collecting literacy offerings, programs, and drop in activities data for the Wisconsin Public Library Annual Report

Is it a Literacy Offering?

Definition: An umbrella event that can include programs and drop-in activities planned for a specific time period that encourages involved individuals to read or build literacy skills in a focused way. This data is collected in the Youth Services section of the WI Public Library Annual Report, but please note that a literacy offering can be a youth, teen, adult, or multigenerational program. Each public library determines what constitutes involvement in a particular offering.. Literacy offerings can be held off-site and in partnership with community organizations.

Examples:

Summer library program

Winter break program

Community-wide reading event

Checklist:

- Is it intentional and focused on reading and literacy skills?
- Is it planned for a limited duration of time?
- Is it built around a theme or event?
- Is there a distinct measure of individual involvement?

If **YES**, then it's a Literacy Offering! If, **NO**, consider recording it as a program or drop-in activity.

How to count:

Number of Literacy Offerings: Each literacy offering is counted once, as a broad, umbrella event. A library that runs a summer library program, a winter break program, and a community-wide reading event will indicate **3 Literacy Offerings** on its Annual Report.

Number of individuals involved/unduplicated individuals: Individuals are counted once and each library determines the definition of literacy offering involvement. The primary audience dictates where the count is recorded, not the age of the individuals. The WI Annual Report requests data on 3 specific age categories:

- a) Children (ages 0 – 11) Total number of anyone involved in the literacy offering for whom the primary audience is children
- b) Young Adult (ages 12 – 18) Total number of anyone involved in the the literacy offering for whom the primary audience is young adults.
- c) Other (all ages. Includes adult and multigenerational involvement) Total number of

anyone involved in the literacy offering for whom the primary audience is not specifically children or young adults.

Is it a Program?

Definition: A planned event that introduces attendees to any of the broad range of library services or activities that directly provides information to participants. A program can be a youth, teen, adult, or multigenerational program. Library programs can be held off-site and in partnership with community organizations. A program can be a component of a Literacy Offering.

Examples:

Storytimes	Lectures
Teen programs	Movie screenings
Book group discussions	Library tour
Planned craft workshop	Special performer event

Checklist:

- Did the library staff plan, host direct the program?
- Is it on the library calendar for a specific date, time and place?
- Is it planned for a primary audience?
- Is there a focus on a broad range of library services or activities or is it cultural, recreational, or educational?

If **YES**, then it's a Program! If, **NO**, consider recording it as a drop-in activity.

How to count:

Number of programs: Each program is counted once. A library offers 60 preschool storytimes, 24 lapsit programs, 12 movie screenings, 5 lectures, and 50 tours will indicate **151 Programs** on its Annual Report.

Number of attendees: Be mindful of the primary audience. Attendees are counted once per individual program. The primary audience dictates where the count is recorded, not the age of the individuals. The WI Annual Report requests data on 3 specific age categories:

- a) Children (ages 0 – 11) Total number of anyone attending the program for whom the primary audience is children.
- b) Young Adult (ages 12 – 18) Total number of anyone attending the program for whom the primary audience is young adult.
- c) Other (all ages. Includes adult and multigenerational involvement) Total number of anyone attending the program for whom the primary audience is not specifically children or young adult.

Is it a Drop-In Activity?

Definition: Planned, independent activities available that introduce participants to any of the broad range of library services or activities that directly provide information to participants. The participant creates the experience, which happens when they want it to happen without the direction of library staff during a specifically planned library event. Each public library determines what constitutes involvement. A drop-in activity can be a youth, teen, adult, or multigenerational activity. Drop in activities can be held off-site and in partnership with community organizations. A Drop-In activity can be a component of a Literacy Offering.

Examples:

1000 Books Before Kindergarten

Other activities in which participants keep track of reading and report back to library staff on their own time (including the traditional Summer Library Program)

Drop-in craft activity – no set date and time on the calendar, no library staff direction of activity

Library scavenger hunt during independent library visit

Community poetry writing magnetic board

Checklist:

- Is the project planned by library staff, but directed by each participant?
- After an initial sign up, is the participant on his or her own to participate in the activity?
- Is the participant responsible for keeping track of his or her own progress?
- Is the activity participant-directed?

If **YES**, then it's a drop-in activity! If, **NO**, consider recording it as a program.

How to count:

Number of drop-in activities: Each drop-in activity is counted once. A library that sets up an April "create a paper flower" craft or other DIY table; sponsors a 1000 Books Before Kindergarten project; sponsors a summer library program during which participants report reading progress on their own schedules; and provides a self-directed library scavenger hunt will indicate **4 Drop-In Activities** on its Annual Report.

Number of participants: Participants are counted once and the individual library determines the definition of drop-in activity involvement. The primary audience dictates where the count is recorded, not the age of the individuals. The WI Annual Report requests data on 3 specific age categories:

- d) Children (ages 0 – 11) Total number of anyone participating in the drop-in activity for whom the primary audience is children.

- e) Young Adult (ages 12 – 18) Total number of anyone participating in the drop-in activity for whom the primary audience is young adult.
- f) Other (all ages. Includes adult and multigenerational involvement) Total number of anyone participating in the drop-in activity for whom the primary audience is not specifically children or young adult.

Questions? Do you have an event that doesn't seem to meet the definition of these terms? Contact Shawn Brommer, sbrommer@scls.info or 608-246-7974.