



**Shhhhh!**

## **Stealth Programming Can Free You!**

### **Who has...**

- ⦿ Plenty of time on your hands at work?
- ⦿ Plenty of budget money?
- ⦿ Plenty of staff?



### **What's Active Programming?**

- ⦿ Most traditional programming format
- ⦿ Hosted by staff or volunteers
- ⦿ Located on-site or off-site
- ⦿ Occurs at a specific time and place
- ⦿ Encourages increased check-out

### **What's Stealth Programming?**

- ⦿ Programs that take some initial program planning and set-up but, once in place, are able to be administered easily with little ongoing time devoted to them.
- ⦿ Encourage families and youth to return often to the library without a program
- ⦿ Families & youth provide the "power" and activity on their own time
- ⦿ Encourages increased check-out

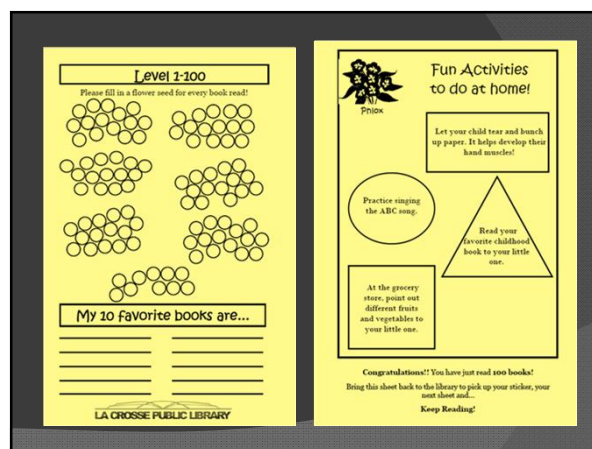
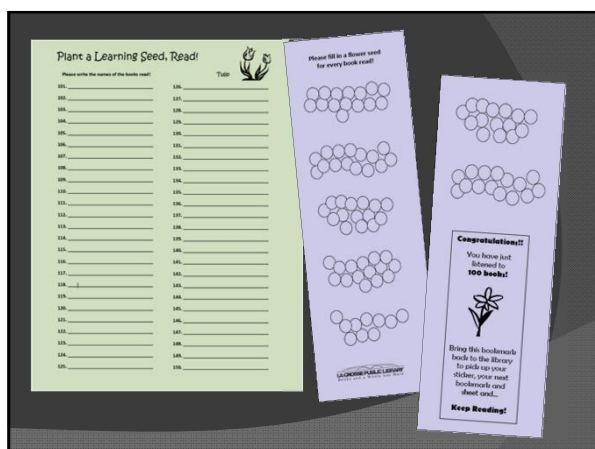
### **Does Your Library Do Stealth Programming?**



**YES!!!**



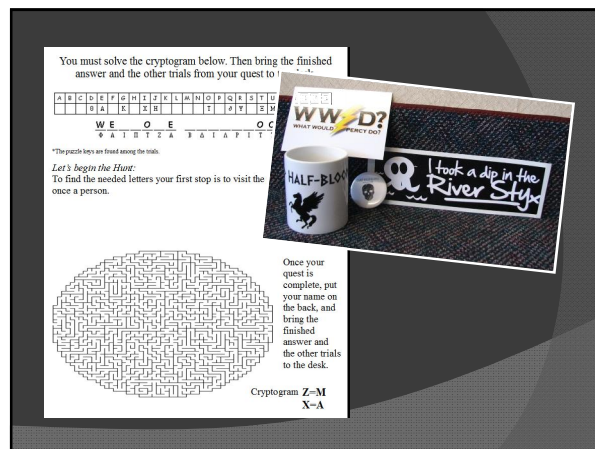
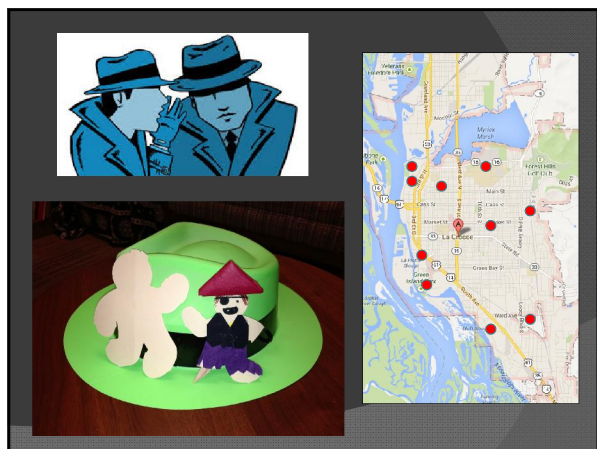
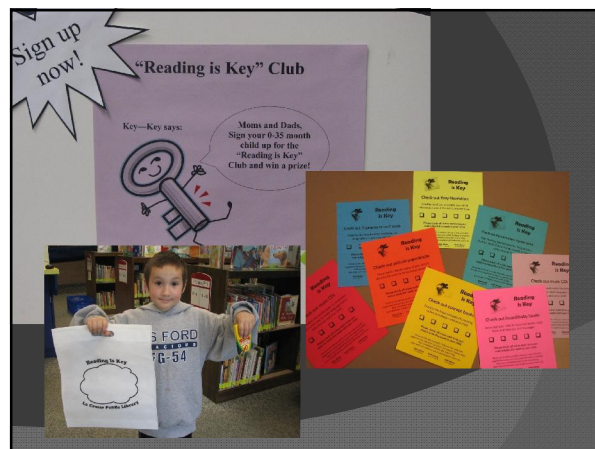
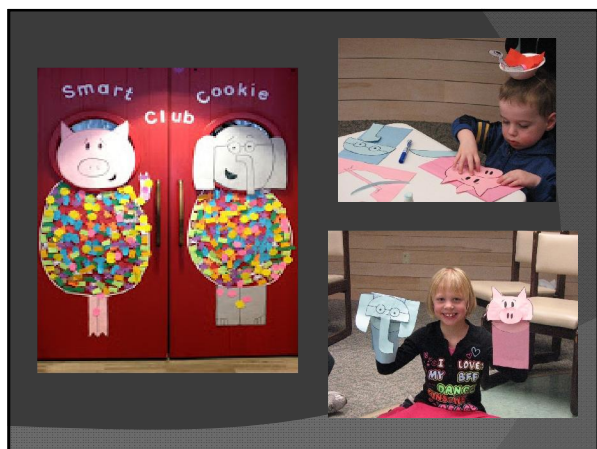
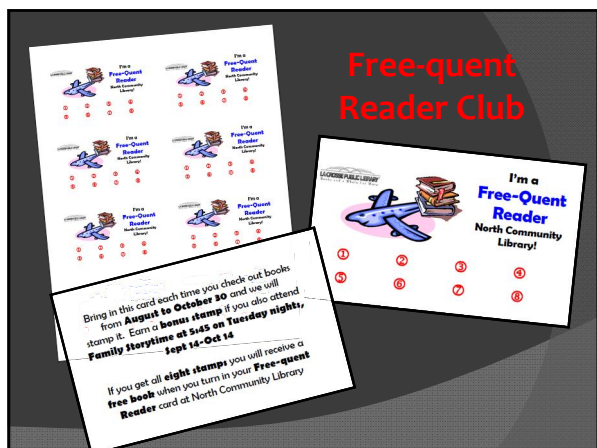
**Summer Reading  
Programs!!**



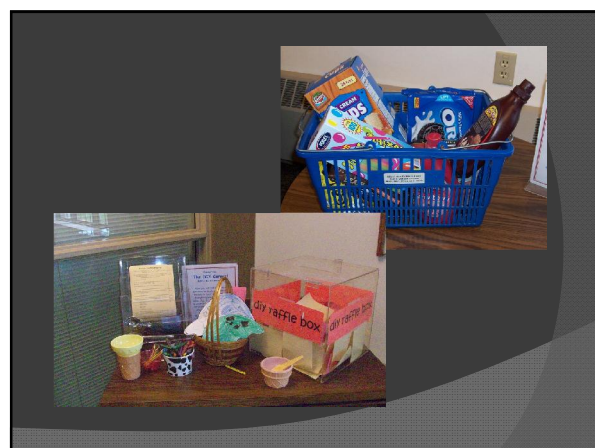
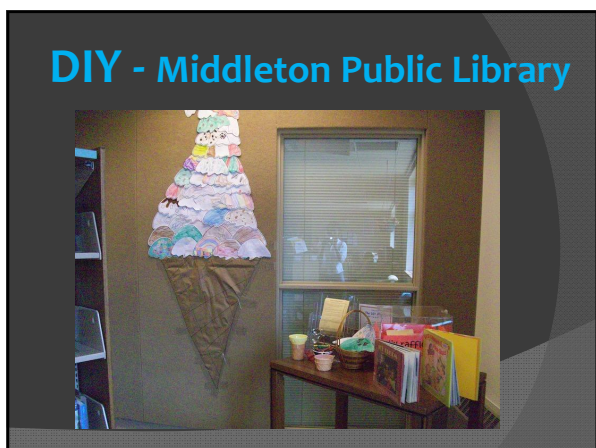
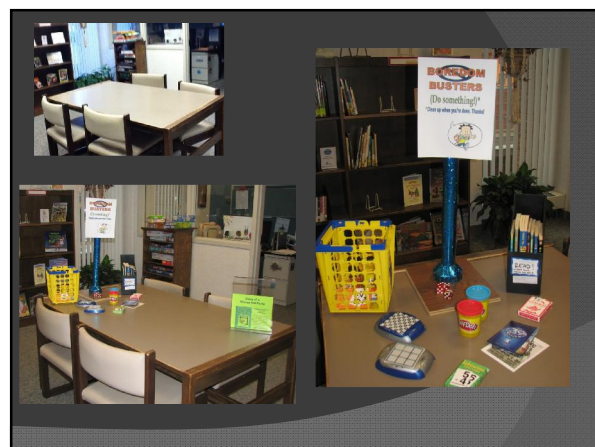
## What Happens When You Add Stealth Programming?



- © In 2011:
  - Decreased traditional active programs 39%
  - 32% fewer attendees at children's programs
  - Circulation of all children's materials increased 10%
  - Circulation of print children's materials increased 15%



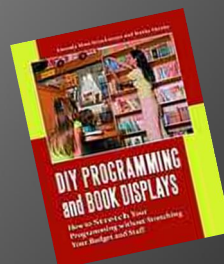




## A Simple DIY Set-up

- Sign or Poster
- Acrylic Holder for Instructions
- Crayons, Pencils
- Ballot Box
- Small Book Display
- Wall or Bulletin Board Nearby

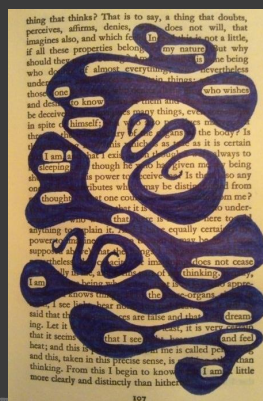
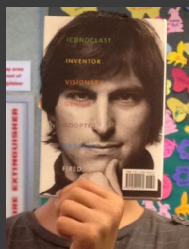
## More DIY Ideas



**DIY Programming and Book Displays: How to Stretch Your Programming Without Stretching Your Budget and Staff**

Amanda Struckmeyer & Svetha Hetzler  
Libraries Unlimited, 2010.

## Teen DIY



XIII. YOUTH SERVICES			
1. Summer Library Programming Estimate if the library does not have this number			
a. How many children and young adults registered or participated in the summer library program?	b. How many children who participated in the summer library program were five or younger?	c. How many of those who participated in the summer library program were age 12-18?	d. What was the total attendance at children's programs at the library this summer? Children and adults
2. Drop-in Activities (New for 2012—Optional Planned, independent activities available for a definite time period which introduce participants to any of the broad range of library services or activities that directly provide information to participants; for example, DIY station, 1000 Books Before Kindergarten, and Online Teen Book Club)		a. Children (0-11)	b. Young Adult (12-18)
		c. TOTAL	
		Number of Activities	
		Participation	

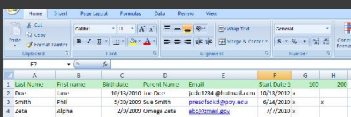

## Stealth Programs = Drop-in Activities



## Keeping Track

[Add New Reader](#)   [Back to Index](#)

Reader Name	Birth Date	Parent Name	Parent Email	Bookbag	Start Date	100 Date
<a href="#">Abraham, Mirabel</a>	2011-04-14	Abraham, Amy	amy654@yahoo.com	Yes	2012-04-18	2012-05-2
<a href="#">Adams, Dane</a>	2009-11-25	Adams, Josh (Joyce-mum)	bjoyce@gmail.com	No	2011-08-30	-
<a href="#">Adams, Lucas</a>	2008-10-31	Adams, Jessica		No	2011-01-14	-

Jonny Dipp 4/12/2011

Start\_4/12/11\_

100 \_ 200 \_ 300 \_ 400 \_

500 \_ 600 \_ 700 \_ 800 \_

900 \_ 1000 \_

●


Name: \_\_\_\_\_

Phone: \_\_\_\_\_

## Ideas and Goals Goals and Ideas



## Putting It Together

## Great Work!!

## WHERE TO FIND ME....

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 Pinterest: <http://pinterest.com/lochwouters>