



APL PROGRAMMING UPDATE

Jennifer Peters
Division Manager, Office of Programs & Partnerships (AOPP)

October 23, 2023

MEET THE TEAM



Peters, Jennifer
Div Mgr, Library – Programs & P...



Tadena, Laura
Librarian III



Salcido, Bryana
Coord, Prgm Dev



Parker, Nicole [Library]
Coord, Exhibit



Graves, Alanna
Librarian III



Troy, Tucker
Coord, Prgm Dev



CHANGES & NEEDS

New Strategic Plan

New Program Priorities Needed

Loss of Institutional Knowledge

Newly Created Positions in AOPP

Outdated or Undefined Program & Div. Scope

Little Documentation of Process

Inefficient Program Plan and Purchase Request Form (PRF) Submission Process

Confusion from Programmers About Allowed Program Types & Financial Processes

Breakdown of Program Evaluation Process

AOPP RESPONSE



Developed New Program Priorities

Created Programming Manual

- AOPP Team Responsibilities
- Program and AOPP Scope
- Explanation of Priorities
- Program Planning and Purchasing Processes

Revised Program Plan Submission Form

- Replace “how” with “why”
- Evaluation

Updated AOPP Sharepoint Landing Page

Developed Online Program Plan and PRF Submission Process

Created Trackers for Program Plans and PRFs

Providing Trainings

FIVE NEW PROGRAMMING PRIORITIES

Mission

- Inspiring ALL to discover, learn, and create
- Focus on one or more of the three activities specific to the mission
- Attendees literally discover, learn, and/or create at a mission-centered program
- Crafts, Legos, Gardening Groups, Cooking Club

Vision

- A model of equity, inclusion, access, and diversity
- Center these concepts in program development
- Braille Storywalks and Games, Chinese/English Storytime, Talk Time , AHC programs for underrepresented Austin communities

Community-Centric

- Align with one or more of the Strategic Plan Goals or Subgoals
- Derived from needs identified using community input
- Can be targeted broadly or to subgroups and marginalized groups within the larger community

PROGRAMMING PRIORITIES

Signature

- Cultural celebrations that APL has elevated as priority (ex: AANHPI Month, Latino Heritage Month, Black History Month, etc.)
- Yearly programs that are inherently APL in brand (Kids Block Party, Summer Reading, etc.)
- Overseen by AOPP Program Coordinators and volunteer Theme Teams

Director's Special Priorities

- Large-scale programs with broad appeal and higher attendance
- Programs developed with community input
- Programs developed in partnership with community organizations
- Cultural programming outside Signature/Heritage Months
- Music and performance-based programs
- Programs that attract teens to the Library
- Celebratory Programs designed for engagement and fun

OBJECTIVE

Austin Public Library is committed to curating dynamic public programming that fosters awareness of library resources and serves as a catalyst for the creative, educational, professional, and personal growth of Austin's diverse and expanding population.

APL's community-centered programming is rooted in its mission, vision, and strategic objectives, reflecting inclusivity across ages, backgrounds, and abilities. The intent is to create meaningful and lasting experiences and resources that resonate with our patrons.



AOPP PROGRAM RESPONSIBILITIES

Develops and manages a programming plan that aligns with the mission, vision, and strategic goals of Austin Public Library.

Creates system-wide processes that enable programming staff to develop, execute, and evaluate high-quality programs.

Sets standards and measures effectiveness so that Library and COA leadership recognize the value of library programming to the Austin community.

Collaborates with programming staff by involving them in decision-making, welcoming suggestions and feedback, and recognizing their unique insight and professional expertise of their service area.

Responsible for streamlining processes, providing responsive and timely customer service, and developing and maintaining resources that contribute to high-quality programming.

Works with branch programmers and programming librarians in the development of strategic library programming for the City of Austin.



DEFINITION

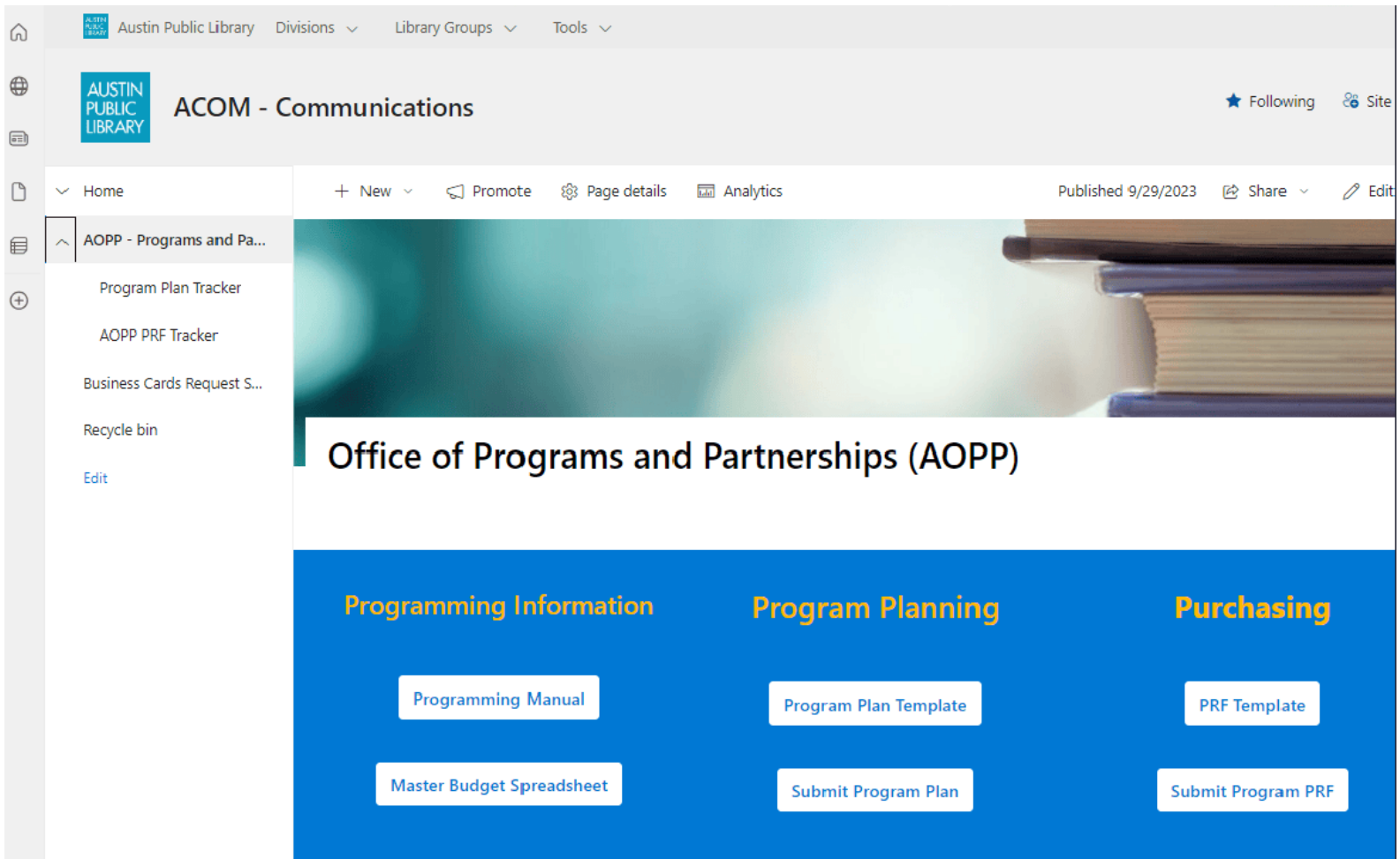
A public program is a planned and scheduled event or activity, usually free and open to the public, hosted by the library or co-hosted by a partner that introduces a group to a broad range of library services and/or cultural, recreational, or educational information.

These include, but are not limited to, a single event or series of events, special events, workshop series, recurring classes, or meetings.

Programs may involve multiple activities or partners and celebrate a particular occasion or purpose.

Programs may be presented by APL staff or other speakers, authors, performers, and instructors/facilitators.





Programming Resource Links



Teams - Communication Platform



Branch Programming Checklist



For Central - Ungerboeck Calendar

FAQ's



Food Requirements and Permit



Paying a Vendor Procedures



COA Language Services



Musician Pay Guidelines



Movie Licensing



Other Programming Forms

New Programming Priorities - Strategic Plan

APL programming is derived from the Strategic Plan, which was adopted by the City Council in June 2023 as well as the Director's Special Priorities. Any of these priorities can be used to justify program development.

The priorities are:

- Discover, Learn, Create
- EDI/Access
- Community-Centric
- Signature or Branded
- Director's Special Priorities

Updates, Statuses and Information

Click Below for Program Plans

[Program Plans Tracker](#)

Click Below for Program PRF Submissions and Purchasing Updates

[AOPP Program PRF Submission Tracker](#)

AOPP PRF's Dashboard V2 ☆

Status ↑ ↓	Branch ↓	Quickview ↓	Email of Requestor
a - More Info Needed	ACE - Central	Indigenous Cultures Institute - For Cultural Music Presentation	[redacted]@austintexas.gov
a - More Info Needed	ACE - Central	5th Annual International Lego Day Celebration at Central	[redacted]@austintexas.gov
a - More Info Needed	ACE - Central	Software requests for new Tech Petting Zoo season @ Innovate Digital Makerspace	[redacted]@austintexas.gov
a - More Info Needed	ACE - Central	HEB food pick up for November Cooking Club.	[redacted]@austintexas.gov
A - Reviewed	ASE - Southeast	Porridge Paper, Seed Paper bookmarks, for ASE Butterfly Festival Oct. 27th	[redacted]@austintexas.gov
A - Reviewed	AHO - Howson	BK Bones Program	[redacted]@austintexas.gov
A - Reviewed	AHO - Howson	Amazon order for Get Crafty November, Roots and Wings, Embroidery Craft *please note the soil takes a lot of time to arrive!	[redacted]@austintexas.gov
A - Reviewed	AOQ - Old Quarry	Presenter payout for Crafty Adult Henna Tattoo AOQ 11/14/2023	[redacted]@austintexas.gov
A - Reviewed	AOQ - Old Quarry	Travis Audubon presenter fee AOQ 12/02/2023	[redacted]@austintexas.gov
A - Reviewed	AOQ - Old Quarry	Presenter fee for Chair Yoga at AOQ 11/09/2023	[redacted]@austintexas.gov
A - Reviewed	AOQ - Old Quarry	Presenter fee for chair yoga program at AOQ 12/14/2023	[redacted]@austintexas.gov

9/3/20XX

Eat the World - Cultural cooking demonstration

Quickview *

Eat the World - Cultural cooking demonstration

Date Requested

10/6/2023

Date Needed

10/13/2023

Email of Requestor

baylor.johnson@austintexas.gov ; patti.fowler@austintexas.gov

Status

Y - Ready for Accounts Payable

Emergency?

No

Baylor Approved

✓

Branch

ACE - Central

Attachments

Adult Programming Eat the World #6 - PRF - De_Crist...
 Adult Programming Eat the World #6 - PRF - Oc_Crist...
 BJsinged-Adult Programming Eat the World 6 - PRF - ...
 BJsinged-Adult Programming Eat the World 6 - PRF - ...

Comments ↓

@mention or comment

Last week



Peters, Jennifer commented
 @Fowler, Patti now that these are signed, please submit the signed PRFs plus vendor quotes (not the Service Agreements) to lib.ap@austintexas.gov for processing by Accounts Payable. Thx! [less](#)
 Oct 9

Presentation time

12

WHAT'S NEXT?



Increased Program Measurement & Evaluation

Development of Similar Documentation for
Partnerships &
Community Engagement

Database of Partnerships & Presenters

Review of Best Practices in Other Library Systems

System-Wide Program Strategy



QUESTIONS?
COMMENTS?