



June 22, 2020

# SUMMER READING DISCUSSION

Facilitated by the Nevada State Library, Planning and Development Team

# Agenda

01

CSLP  
themes &  
slogans

02

Counting  
Virtual  
Programs

03

Beanstack  
Situations

04

Check-in

# CSLP Themes and Slogans

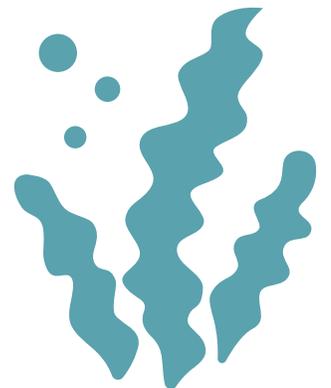
## 2022 Oceanography Slogans

 up to 5 suggestions

 mindful of trademark & all inclusive

## 2024 Theme

broad, general topics





# Counting Virtual Programs



## **What is a program?**

A program is sponsored or co-sponsored by the library. Length of programming is not important - if there is content creation, it should be considered a program

**Note:** Do not count programming or content from another entity that is shared via social media, but not sponsored or co-sponsored by the library. Example: Sharing a video from an author's Facebook page of them reading should not count towards programming numbers

**Keep in mind that you are counting both number of programs *and* program attendance**

**Keep number of live and number of recorded programs separate; keep live and recorded programming attendance separate**

## **Tracking of program attendance for any type of program (live or recorded)**

- Report the number of unique or peak views as attendance
- One device equals one view - do not multiply counts for children's or other programming, unless viewers specifically indicate that there is more than one person watching

## **Live Virtual Programs**

- Total number of live virtual programs, number of children's programs (ages 11 and under), number of young adult programs (ages 12-18), and number of adult programs (19 and over)
- Total attendance at live virtual programs, children's program attendance, young adult program attendance, and adult program attendance. **For attendance, report unique or peak live views.**

## **Recorded Virtual Programs**

A recording of program content is a video or audio recording of content that meets the definition of a program except that it is not streamed live.

- Total number of recorded programs, number of children's programs (ages 11 and under), number of young adult programs (ages 12-18), and number of adult programs (19 and over)
- Total views of recorded program content

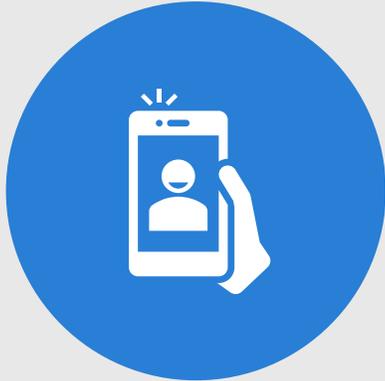
Count total views of recorded program content for the reporting period (The reporting period is fiscal year. Since our current fiscal year ends June 30, views on or before June 30 will be counted this year; views after June 30 will be counted next year).

NOTE: For events made available via Facebook, report 1-minute views. For other platforms, report unique views.

- Total on-demand views of live virtual programs

For live-streamed events made available for later viewing, count total on-demand views for the reporting period (fiscal year). Do not include views of the live broadcast (these will be reported under program attendance). NOTE: For events made available via Facebook, report 1-minute views. For other platforms, report unique views.

# Scenarios



Live events



Live + Archived



Prerecorded



# Beanstack Situations

(adapted from FB Beanstack User Group FB posts)



Gibberish book reviews



Group registrations (families, daycares, youth groups, etc)



Reading 30,000 minutes in a day



CHECK-IN

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# VIRTUAL COFFEE BREAK

