PETITION to the MEMBERSHIP of the

MASSACHUSETTS LIBRARY ASSOCIATION:

FORMATION of the PROGRAM PLANNING SECTION

The requisite number of members of the Massachusetts Library Association (MLA) having similar interests in common and realizing the necessity and benefits of a group which would champion and advance the practice of Program Planning across the Commonwealth request Membership approval to form a Program Planning Section by means of vote at the Annual 2021 Business Meeting. We hereby submit this signed petition to the Executive Board for consideration and recommendation.

Section Purpose:

To champion and advance the practice of Program Planning statewide by means of, but not limited to: providing educational opportunities and resources to libraries, librarians, and all library workers; creating a cohesive statewide database of shared programming resources, tools, and policies; sharing best practices for in-library, out of library, and virtual events; and finding creative ways to connect the broadest range of community members with our library programs and services.

Needs to be Fulfilled:

These are skills and considerations that librarians need in their toolbox to create an engaging, thoughtful, fluid, diverse, community-driven, library wide programming framework.

1. Understanding community interests and needs.
2. Exploring innovative programming to reach members of the community that may have not seen their interests reflected in library programming and services.
3. Prioritizing Equity, Diversity, Inclusion, and Accessibility.
4. Coordinating standard programming including:
   a. budgeting
   b. finding presenters
   c. negotiating fees and arranging payment
   d. promotion - creating graphics and managing social media

    e. hosting events - in-library, community based, and virtual

    f. gathering and analyzing feedback

    g. keeping event statistics

5. Creating relationships with community members, organizations, town entities, and local government to engage all segments of the library's stakeholders.

6. Collaborating and cooperating with local, state, and regional partners, including other libraries, for large scale programming with shared promoting, resources, and costs.

7. Creating a state-wide internal, secure database

    a. shared programming resources

        i. Presenters and their contact info

        ii. honest feedback about programs and performers

    b. policies related to program planning for individual libraries and communities

    c. guide for different size libraries - how best to use library resources

8. Additional important considerations

    a. library-wide collaboration for programs for all ages.

    b. using staff/community skills

    c. dealing with the media

    d. finding additional funding sources/partners (beyond Friends/Foundations)

    e. hardware and software needed to make programming accessible

    f. handling controversy or pushback regarding programs

    g. managing community expectations

Sponsoring Members:

Robin Brenner
Robert Hayes
Meena Jain
Caleigh Keating
Betsy Perry
Michelle Techler
Miki Wolfe

![Massachusetts Library Association]

Name (Signature)   **Name (Print)**

1._____

2._____

3._____

4._____

5._____

6._____

7._____

8._____

9._____

10._____

11._____

12._____

13._____

14._____

15._____

16._____

17._____

18._____

19._____

20._____

21._____

22._____

23._____

24._____

25._____