

How to count programs/activities and attendance/views/participants

Count each program or activity in only ONE of these **formats**, with reference to the definitions and examples below:

- in-person onsite program
- in-person offsite program
- live virtual (synchronous) program
- pre-recorded (asynchronous)
- self-directed activity

Choose ONE **age** for your primary intended audience:

- Children 0-5
- Children 6-11
- YA/Teens 12-18
- Adults 19+
- General interest (all-ages/intergenerational/family)

For each program and recording, you will report **attendance or views**:

- Count ATTENDANCE for in-person and live virtual programs.
- Count VIEWS of prerecorded programs within 30 days only (if the recording stays up that long) or as of the date you remove the recording if fewer than 30 days. For audio-only programs, count the number of times played within 30 days.

For each self-directed activity, report the number of **participants**.

EXAMPLES OF PROGRAMS VS. SELF-DIRECTED ACTIVITIES

Programs:

- Story time at a local community center, farmers' market, or park.
- Presentation about library resources to students at a school
- Tech or gaming clubs
- Summer reading events

Self-Directed Activities:

- Take and Make kits and crafts, or other grab-and-go activities
- Prerecorded (on-demand or asynchronous) story times
- Self-guided Story Walk
- Contests and scavenger hunts
- Social media challenges
- Virtual escape rooms
- 1000 Books Before Kindergarten