

APPENDIX C

QUESTIONNAIRE

**American Library Association
Public Programs**

CULTURAL PROGRAMS FOR ADULTS IN PUBLIC LIBRARIES

The Lila Wallace - Reader's Digest Fund is a strong supporter of cultural programs for adults in public libraries. The Fund is sponsoring this survey to better determine the current scope and nature of these programs. Results will assist the American Library Association (ALA) and the Fund to understand the field and to plan future cultural activities for libraries. Starting in summer 1998, findings of the survey will be shared with public libraries throughout the country to assist in local program planning.

The focus of this questionnaire is on cultural programming designed primarily for adults. Cultural programming is defined here as literary, performance, visual arts, and historical programs and exhibits. Questions 1 through 7 provide a more complete picture of what is meant by cultural programming.

The questionnaire is organized into four general sections.

- Common types of cultural programs (Questions 1 - 7). *This section concentrates on literary programs--book discussion groups, creative writing workshops, author presentations/readings, and adult reading incentive programs--but also asks briefly about other cultural programs.*
- General information on your library's cultural programming efforts (Questions 8 - 23). *This section asks about funding, collaboration, and the cultural role of your library.*
- Local programming needs (Question 24). *This is a checklist of items that could assist you in your programming efforts.*
- ALA services (Question 25 - 28). *This section asks about your familiarity with ALA cultural program initiatives and asks for your suggestions for future ALA efforts.*

*In a few questions, you are asked specifically about recent programming activity. You may answer the questions based on the past twelve months or the last completed fiscal year, whichever is easier for you. There are opportunities to skip questions when your library does not offer one or more of the cultural program types. **All libraries are asked to answer questions 20 through 28.***

Thank you for your assistance. If you have questions about the survey, call Deb Robertson, Director, Public Programs, ALA, at 1-800-545-2433, ext. 5057.

1. Please tell us about your library's experience with **book discussion programs** for adults. In book discussions, a group of adults reads the same book and comes together to discuss the book at a scheduled time, often with an appointed leader to facilitate. These programs can include fiction, nonfiction, poetry, and prose.

a. Does your library offer book discussion programs for adults?

Yes 1

No 2 → (Skip to Question 2, Page 3.)

b. How many library outlets (main, branches, bookmobiles) offered these programs in the past 12 months or last fiscal year? (If none, enter 0.)

_____ outlets

c. In general, are book discussion programs held: *(Circle only one.)*

- Once a week 1
 - 2 to 3 times per month 2
 - Once a month 3
 - 2 to 11 times a year 4
 - Once a year series 5
 - Once a year event 6
 - Can't generalize 7
 - Other (*Specify.*)..... 8
-

d. How many adults attend a *typical* book discussion program? *(Circle only one.)*

- 1 to 9 1
- 10 to 19 2
- 20 to 29 3
- 30 or more 4

e. During the past year, has the demand for book discussion groups:

- Grown 1
- Stayed the same.. 2
- Decreased 3

f. Compared to the number of book discussion programs offered in the past year, in the next 12 months does your library plan to offer:

- A greater number 1
- About the same... 2
- Fewer 3
- None 4

g. Does your library try to reach out to or target specific groups for book discussion programs?

- Yes 1
- No 2 → *(Skip to Question 2.)*

h. If yes, do you base your targeting on: *(Circle all that apply.)*

- Gender 1
 - Age 2
 - Ethnicity/race 3
 - Interest groups 4
 - Other (*Specify.*)... 5
-

- i. In the past twelve months, has your library offered book discussion groups linked to Oprah Winfrey's Book Club?

Yes 1
No 2

- j. Do you plan to do this in the next 12 months?

Yes 1
No 2

2. Please tell us about your library's experience with **creative writing workshops** for adults. In creative writing workshops, a professional writer or writing instructor leads participants in developing their own writing in any genre; sometimes these include critique and readings of individual writings.

- a. Does your library offer creative writing workshops for adults?

Yes 1
No 2 → (Skip to Question 3, Page 4.)

- b. How many library outlets (main, branches, bookmobiles) offered these programs in the past 12 months or last fiscal year? (If none, enter 0.)

_____ outlets

- c. In general, are creative writing workshops held: (Circle only one.)

Once a week	1
2 to 3 times per month	2
Once a month	3
2 to 11 times a year	4
Once a year series	5
Once a year event	6
Can't generalize	7
Other (Specify).....	8

-
- d. How many adults attend a *typical* creative writing workshop?
(Circle only one.)

1 to 9 1
10 to 19 2
20 to 29 3
30 or more 4

e. During the past year, has the demand for creative writing workshops:

- Grown 1
- Stayed the same.. 2
- Decreased 3

f. Compared to the creative writing workshops offered in the past year, in the next 12 months does your library plan to offer:

- A greater number 1
- About the same... 2
- Fewer 3
- None 4

g. Does your library try to reach out to or target specific groups for creative writing workshops?

- Yes 1
- No 2 → *(Skip to Question 3.)*

h. If yes, do you base your targeting on: *(Circle all that apply.)*

- Gender 1
- Age 2
- Ethnicity/race 3
- Interest groups 4
- Other *(Specify.)*... 5

3. Please tell us about your library's experience with **author presentations/readings** for adults. In these types of programs, authors read aloud from their own works, talk about the creation of or topical issues in their work, and answer questions from the audience.

a. Does your library offer author presentations/readings for adults?

- Yes 1
- No 2 → *(Skip to Question 4, Page 6.)*

b. How many library outlets (main, branches, bookmobiles) offered these programs in the past 12 months or last fiscal year? *(If none, enter 0.)*

_____ outlets

c. In general, are author presentations/readings held: *(Circle only one.)*

- Once a week 1
 - 2 to 3 times per month 2
 - Once a month 3
 - 2 to 11 times a year 4
 - Once a year series 5
 - Once a year event 6
 - Can't generalize 7
 - Other (*Specify.*)..... 8
-

d. How many adults attend a *typical* author presentation/reading? *(Circle one.)*

- 1 to 25 1
- 26 to 50 2
- 51 to 75 3
- 76 to 100 4
- Over 100 5

e. During the past year, has the demand for author presentations/readings:

- Grown 1
- Stayed the same.. 2
- Decreased 3

f. Compared to the author presentations/readings offered in the past year, in the next 12 months does your library plan to offer:

- A greater number 1
- About the same... 2
- Fewer 3
- None 4

g. Does your library try to reach out to or target specific groups for author presentations/readings?

- Yes 1
- No 2 → *(Skip to Question 4.)*

h. If yes, do you base your targeting on: *(Circle all that apply.)*

- Gender 1
 - Age 2
 - Ethnicity/race 3
 - Interest groups ... 4
 - Other (*Specify.*)... 5
-

4. Please tell us about your library's experience with **reading incentive programs** for adults. These incentive programs are a variation on the children's summer reading programs. Adults read a number of books within a time frame, usually keep a book log, and are eligible for prizes or other recognition activities for participation.

a. Does your library offer reading incentive programs for adults?

Yes 1

No 2 → (Skip to Question 5, Page 7.)

b. How many library outlets (main, branches, bookmobiles) offered these programs in the past 12 months or last fiscal year? (If none, enter 0.)

_____ outlets

c. In general, are reading incentive programs held: (Circle only one.)

Once a week 1

2 to 3 times per month 2

Once a month 3

2 to 11 times a year 4

Once a year series 5

Once a year event 6

Can't generalize 7

Other (Specify)..... 8

d. How many adults participate in a *typical* reading incentive program? (Circle only one.)

1 to 25 1

26 to 50 2

51 to 75 3

76 to 100 4

Over 100 5

e. During the past year, has the demand for reading incentive programs:

Grown 1

Stayed the same.. 2

Decreased 3

f. Compared to the reading incentive programs offered in the past year, in the next 12 months does your library plan to offer:

A greater number 1

About the same .. 2

Fewer 3

None 4

g. Does your library try to reach out to or target specific groups for reading incentive programs?

Yes 1

No 2 → (Skip to Question 5.)

h. If yes, do you base your targeting on: (Circle all that apply.)

Gender 1

Age 2

Ethnicity/race 3

Interest groups 4

Other (Specify)... 5

5. How many *cultural exhibits* has your library system hosted during the past twelve months or the last fiscal year? (If none, enter 0.)

Note: *Cultural* as used here involves literary, performance, visual arts, and historical themes.

_____ Locally-developed exhibits

_____ Traveling exhibits

(If the above are both zero, skip to Question 7.)

6. Did your library offer any programs in relation to your cultural exhibits during the last fiscal year?

Yes 1

No 2

7. What other cultural programs and services did your library offer during the past 12 months or the last fiscal year? (Circle all that apply.)

Lecture series 1

Musical performances 2

Dance performances 3

Dramatic performances .. 4

Film series 5

Reader's advisory 6

Other (Specify)..... 7

IF YOUR LIBRARY DOES NOT OFFER ANY OF THE ACTIVITIES LISTED IN QUESTIONS 1 THROUGH 7, PLEASE SKIP TO QUESTION 20, PAGE 10.

8. Think of all the *adult programs* offered by your library in the last year. What percent would you estimate are *cultural programs*?

_____ %

9. What was the total attendance for all *programs for adults* offered during the last fiscal year or the past 12 months? (*Estimate if necessary.*)

_____ persons

10. What percentage of this total attendance was the result of *cultural programs* for adults? (*Estimate if necessary.*)

_____ %

FUNDING

11. Does the library have a separate line item in the operating budget for adult programming?

- Yes 1
- No 2 → (*Skip to Question 13.*)
- Combined with children’s programming 3 → (*Skip to Question 13.*)

12. Compared to last year, has this line item:

- Increased 1
- Stayed the same since the last fiscal year 2
- Decreased since the last fiscal year 3

13. Which of the following funding sources are currently used to support your cultural programming? (*Circle all that apply.*)

- Library Friends group..... 1
- Local service/civic groups..... 2
- Humanities council..... 3
- Local/state arts councils..... 4
- Corporations/businesses..... 5
- LSTA/LSCA grants..... 6
- Library foundation..... 7
- Community or local foundations..... 8
- National foundations..... 9
- Other state government sources..... 10
- Individual donors..... 11
- Other federal government sources..... 12
- None of the above..... 13
- Other (*Specify.*)..... 14

COLLABORATION

14. Do you collaborate with the Friends of the Library when offering cultural programming?

Yes 1

No 2 → (Skip to Question 16.)

15. What contributions do the Friends of the Library make to the library's cultural programming? (Circle all that apply.)

- | | | | |
|---------------------------------------|---|-----------------------------------|----|
| Provide funds..... | 1 | Program presenters..... | 7 |
| Planning/advice..... | 2 | Volunteers for program tasks..... | 8 |
| Publicity..... | 3 | Equipment for the program..... | 9 |
| Facilities/space for the program..... | 4 | Refreshments for the program..... | 10 |
| Printing services..... | 5 | Other (Specify)..... | 11 |
| Audience/program attendees..... | 6 | | |
-
-

16. Which of the following types of organizations and agencies have you collaborated with in the last year when offering cultural programming? (Circle all that apply.)

- | | | | |
|---------------------------|----|---|----|
| Arts groups..... | 1 | Radio stations..... | 11 |
| Drama groups..... | 2 | Newspapers..... | 12 |
| Writers groups..... | 3 | Community-based organizations..... | 13 |
| Museums..... | 4 | Four-year colleges and universities... 14 | |
| Historical societies..... | 5 | Two-year/community colleges..... | 15 |
| Service clubs..... | 6 | Primary/secondary schools (K-12)..... | 16 |
| Local businesses..... | 7 | Literacy programs..... | 17 |
| Bookstores..... | 8 | None of the above (Skip to Q. 19.)..... | 18 |
| Other libraries..... | 9 | Other (Specify)..... | 19 |
| Television stations..... | 10 | | |
-
-

17. Of those circled in Question 16, which *three* make the greatest contribution to your cultural programming? (Please write the appropriate numbers from Question 16.)

a. _____ b. _____ c. _____

18. What principal contributions do these *three* collaborators make to your library's cultural programming? (*Circle all that apply.*)

- | | | | |
|---------------------------------------|---|---------------------------------------|----|
| Provide funds..... | 1 | Program presenters..... | 7 |
| Planning/advice..... | 2 | Volunteers for program tasks..... | 8 |
| Publicity..... | 3 | Equipment for the program..... | 9 |
| Facilities/space for the program..... | 4 | Refreshments for programs..... | 10 |
| Printing services..... | 5 | Other (<i>Please specify.</i>)..... | 11 |
| Audience/program attendees..... | 6 | | |
-

19. Who typically initiates the collaborative effort in cultural programming? (*Circle only one.*)

- Always the library 1
- Mostly the library 2
- The library and other organizations
about equally 3
- Mostly other organizations 4
- Always other organizations 5

CULTURAL ROLE OF THE LIBRARY

20. In your opinion, is cultural programming central to your library's mission?

- Yes 1
- No 2
- Don't know 3

21. In your estimation, what is the level of commitment to library cultural programming by each of the following? (*Circle one number for each item.*)

	No Commitment	Limited Commitment	Modest Commitment	Strong Commitment	Absolute Commitment
a. Library staff	1	2	3	4	5
b. Library managemen t	1	2	3	4	5

c. Library board	1	2	3	4	5
d. Community	1	2	3	4	5
e. Yourself	1	2	3	4	5

22. How would you describe the availability of *literary programming* activity in your service area, e.g., author readings, writing workshops, book festivals (other than that offered by the library)? (*Circle only one.*)

- Not available 1
- Very limited availability. 2
- Somewhat available 3
- Moderately available 4
- Highly available 5

23. How would you describe the availability of *other cultural programming* activity in your service area, e.g., dance groups, theaters, museums (other than that offered by the library)? (*Circle only one.*)

- Not available 1
- Very limited availability. 2
- Somewhat available 3
- Moderately available 4
- Highly available 5

LOCAL PROGRAMMING NEEDS

24. What would assist you in increasing the library’s cultural programming efforts? (*Circle all that apply.*)

- Training in developing cultural programming.....1
- Manual/materials on developing cultural programming..... 2
- Assistance in determining community need/interest in
cultural programming..... 3
- Consulting/technical assistance on developing cultural programming..... 4
- Assistance in evaluating/assessing impact of cultural programming..... 5
- Mentoring opportunities with other programmers.....6
- Newsletter on programming and exhibits.....7
- Program speaker referral system/recommendations.....8
- Source(s) for professionally-produced publicity materials.....9
- Listserv for people interested in programming and exhibits.....10
- Pre-packaged programs available to the library.....11
- Traveling exhibits available to the library..... 12

Information on funding sources and opportunities.....	13
ALA-sponsored grant opportunities.....	14
Other (<i>Please specify.</i>).....	15

ALA SERVICES

25. Please indicate your familiarity with the following American Library Association cultural programming initiatives. (*Please circle one number for each initiative listed.*)

	Participated in/ used themes	Am aware of/ have <i>not</i> participated	Not known to me
a. Let's Talk About It	1	2	3
b. Writers Live at the Library	1	2	3
c. StoryLines America	1	2	3
d. The Nation That Works	1	2	3
e. Poets in Person	1	2	3
f. Exploring the West	1	2	3

26. Please indicate your familiarity with the following American Library Association sponsored traveling exhibits. (*Please circle one number for each exhibit listed.*)

	Hosted	Am aware of	Not known to me
a. The Frontier in American Culture	1	2	3
b. A More Perfect Union: Japanese Americans...	1	2	3
c. Beyond Category: ...Duke Ellington	1	2	3
d. It's US: ...Who We Are in America Today	1	2	3
e. The Many Realms of King Arthur	1	2	3

27. Is there a cultural program or theme you would like to see ALA develop for local library use?

28. Is there a theme for a traveling exhibit that would be of interest to your library?

If there is more you would like to tell us about your cultural programming, please feel free to write to Deb Robertson, Director, Public Programs, American Library Association, 50 East Huron, Chicago, IL 60611 or email droberts@ala.org.

This information is not used to identify individuals or libraries in any public release of results; only aggregate results will be reported. Your name and telephone number will be used *only* if we need to contact you to clarify a response.

Name of respondent _____ Telephone number _____

Position title of respondent _____

Thank you very much. Please return by **Tuesday, March 3, 1998**, in the enclosed, postage paid envelope or mail to:

The Library Research Center
University of Illinois at Urbana-Champaign
501 East Daniel Street
Champaign, IL 61820

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