

**Program title:** Virtual Paint & Sip

**Overview of program:** Folks will join us via Zoom for a step-by-step paint session.

## PLANNING GUIDE

### PART I: DESIGN

#### **Step 1: Establish your program goals**

##### **Audience**

This program is open to teens (13+) and adults (including older adults).

##### **Topic**

Art programs are always heavily-attended and asked for by patrons. This program supports the goal of providing a fun and engaging learning opportunity for patrons. This event will fulfill the request for more art-centered programs and will provide an opportunity to potentially increase circulation of nonfiction art books from our collection, which generally have a low rate of circulation.

##### **Activity**

Via Zoom, participants will be following along as our host guides them through a step-by-step paint session. Folks will be able to see the painting they will attempt to replicate prior to signing up. They will pick up their free canvas and bag of goodies (see materials list) prior to the event. This is an opportunity for folks to practice their artistic skills (and listening skills) in a low-risk setting. Because it is virtual, there is the option of turning on your video or participating with video off – whichever is more comfortable. Though we ask that this program be for teens and adults, if younger participants would like to follow along using their own materials (e.g. paint and paper), they are more than welcome to do so! The host's video and audio will be turned on, as well as closed captioning, to ensure participants can follow along both visually and/or through audio. Resident's audio will be muted during the program to reduce background noises, and there will be a cohost responsible for checking the chat for questions/comments and responding to them.

##### **Location**

The host and cohost will lead the virtual session from the library meeting room. Participants will join virtually. Prior to the event, all materials will be stored in the materials closet adjacent to the meeting room, except for the drinks, which will be stored in the library's fridge in the meeting room's kitchen. An easel will be used to display the "final painting" throughout the virtual program.

##### **Timing**

This event will be held on a Saturday from 1-2 pm. This has been a successful event time in the past. It also works for caregivers that have small children, since many young children take their nap during this time of day, and therefore the caregivers can focus on the craft with less interruption.

This will start as a one-time program, with the opportunity for continuance if patrons show a lot of interest. The event will be one hour, with 10 minutes to chat/get settled and set up at the beginning of the event. Host and cohost will get 30 minutes of set up time, and 30 minutes of tear-down time. The meeting room must be reserved 30 days in advance, and the event will be promoted 30 days in advance. Folks will need to sign up through the events page on the library's website. Each person must sign up (instead of one sign up per household), and we will request that folks limit two sign-ups per household to ensure others may sign up and receive canvases and supplies – though additional folks are welcome to attend the zoom session with their own supplies.

### **Impact**

I'll know it's been a successful event when I see happy, smiling faces and creative artwork. This program is offered to relieve stress and get creative juices flowing!

### **Step 2: Identify the resources - both human and material - you need to make it happen**

#### **Budget**

The anticipated budget for this project is \$82. The funding will be provided by the library's programming budget. We are not exploring outside funding sources at this time but will consider partnering with a local artist/artist group should folks show strong interest in keeping this as a recurring program. We're including light refreshments in the goodie bags because it's relatively cheap to do so, and adds to the "paint and sip" experience.

#### **Time**

Planning includes selecting a painting to replicate and allowing the host time to paint a master copy for folks to view prior to the event. The host will also need time to outline the step-by-step process for folks to follow along with. Preparation for the event will begin 3 months prior to the event (that's two months prior to promoting). The host will be allotted 8 hours to prepare, with the possibility for additional time if needed. Cohost will need 3 hours to prepare prior to the event, which includes creating the blurb for advertising the program on the library's event page, shopping for materials, and creating/sending out the zoom link to participants prior to event.

#### **Colleagues/Staff**

Host – myself

Cohost – one library staff member

Communication will be done in-person and via email.

Advertisement will be done through the library's events page, and additionally, the event blurb will be shared via email with library staff for word-of-mouth advertising.

### **Community Partners**

We are not exploring outside funding sources at this time but will consider partnering with a local artist/artist group should folks show strong interest in keeping this as a recurring program.

### **Approvals**

Approval is needed from the library's branch manager.

Folks have shown a great interest in more learning opportunity-centered programs, and desire fun and engaging events they can attend from the comfort of their own home.

### **Supplies/Materials**

What physical supplies and materials will you need? If you are buying supplies, where are you buying them from? How soon in advance are you buying them?

24 pack of 3x5 canvases - \$35 (bought from local art store)

- 20 participants + 2 hosts + 1 canvas for creating master copy prior to event

22 paint brushes – already owned by library

24 pack of paint pallets - \$24 at discount school supply store

20 ziplock bags for goodie bags – already owned by library

24 pack of fancy apple juices - \$15 from Costco

24 pack of (nut free) granola bars - - \$8 from Costco

### **Paid Presenters**

For this program, I will use my background as an artist to carry out the program as host. If interest is high, we will look at bringing in local artists to lead future paint programs and will revisit this section at that time.

### **Step 3: Consider how you will measure your program's effectiveness/success**

#### **Personal Measures**

Attendance-based goal: 50% of attendees learn to create a painting by following step-by-step instructions

Attendance-based goal: Program reaches/exceeds 75% of capacity (at least 15 of the 20 spots filled)

Goals will be collected via observation from the cohost during and at the end of the program.

### **Audience Feedback**

Folks are welcome to use chat throughout the program to contribute questions and comments. They have the option of communicating to the entire group or selecting to only send chats to the host and cohost for privacy.

## **PART II: MAKE A PLAN**

### **Step 4: Share your plan (or a component of it) and gather feedback from staff and colleagues**

#### **Create a Plan**

I plan on creating a brief outline (during allocated prep hours) to share the project plan. This would also include sharing the painting that folks will attempt to replicate during the event.

#### **Share**

Feedback included not using too many colors/color combinations since this is the first of this program and we don't want to overwhelm participants. They also suggested we remind folks to not focus too much on the end goal, and to instead use the master as a guideline, adding and subtracting elements as they wish.

### **Step 5: Assess the weaknesses and strengths of your program piece + Conduct some research**

#### **Audience Feedback**

What elements of your plan seemed to be the most promising according to your audience, and what needs the most work?

Folks liked the idea of a fun and engaging activity that teaches them a new skill. The most difficult part will be teaching those that require support to learn zoom prior to the event.

#### **Get To Know the Ecosystem**

Though I've seen similar programs, I haven't seen one that was offered virtually. I think offering it virtually opens it up to a wider audience since transportation is not a barrier. The library also offers hotspots and laptops for checkout, eliminating yet another barrier to accessing this program.

### **Step 6: Prepare to Launch**

#### **Getting Going**

1. Present outline to branch manager for review/approval. (3 months before event)
2. Confirm staff member as cohost (2 months before event)
3. Prepare painting and secure materials (2 months before event)
4. Secure reservation of meeting room for event date (30 days before event)

5. Upload program blurb to event page (30 days before event)

### **Establish Launch Timeline**

3 months before event – create event plan/outline and share with branch manager for review/approval (give two weeks for this to happen)

2 months before event – Confirm staff member as cohost

2 months before event – Prepare painting (host) and purchase materials (cohost)

30 days before event – Secure reservation of meeting room (cohost)

30 days before event - Promote event on library's event site and begin sharing 30-second promo at morning meetings. (Host and cohost)

15 days before event – Review RSVP list and see expected attendance rate

1 week before - Review RSVP list and see expected attendance rate. Continue 30-second promos if necessary

30 mins before – With the help of cohost, set up easel with painting in meeting room in view for zoom participants, set out necessary paints, set out water cup for paints and step-by-step list. Set up host monitor for zoom and cohost monitor for viewing chat during program. Grab a juice and a granola bar and prepare self for program!

Event lasts 60 minutes

Note: As participants wrap up painting session, ask for feedback in the chat– what they liked about the program and what they'd improve if there were a next time. Would they attend if there were a next time? Do they know others that didn't attend that would like to in the future?

After event – 30 minutes to wipe down table and load back into supply closet along with painting materials and easel and return computers to cabinet.

### **Revisit Mission Statement**

My mission statement is to promote skill-building through creating a fun and engaging community event.

## **PART III: ON THE BATTLEFIELD**

### **On Site Logistics**

Staff need to be in the room during the event. Who will be there the whole time and would solve any problems that came up? Will you start right on time? What time will you have the room set up? Will you introduce the person? What if the A/V doesn't work?

Host and cohost will be in attendance via zoom throughout the entire event.

Questions/comments in the chat will be addressed by the cohost (via chatbox). Participants are welcome to "arrive" up to ten minutes early, and will have ten minutes at the beginning of the program to get set up and in the spirit!

There will be brief introductions during the first ten minutes if people would like to do so. If zoom decides to not work, folks will be emailed an apology, along with the step-by-step instructions that they may carry out individually. Folks will also be able to see the finished painting and may use that as a guideline. Zoom will hopefully cooperate that day though, so hopefully this won't be necessary. But it'll be ready in the event that it is needed!

### **Gauging Success**

I'm hoping to see active participation by way of seeing finished artworks and smiling faces, along with positive or constructive feedback at the end of the session.

### **Worst Case Scenario Planning**

What will you do if more people show up than you anticipated? What are you willing to let go of? What if you run out of supplies? What else could go wrong (within reason) that you anticipate and adjust for?

Folks will only be able to attend if they have signed up prior to the event. Signing up with your email adds you to a list of emails that will receive the needed zoom link. If folks invite more people to view via their zoom link, they are welcome to follow along, but will need to use their own art supplies.

### **\*The 2 nd Time Through\* - What did you learn from the first one? - If you had to drop one thing what would it be?**

I learned that programs rarely work out exactly as you imagine them to, and that it's important to adjust programs to support the participants and what they want out of it. I also learned to give myself a bigger budget and more setup time to ensure I can prepare as much as possible.

If I had to drop one thing, it'd be the refreshments, especially since folks will already be doing this event virtually and can step away as needed to grab whatever refreshments they'd like from their own kitchens.