

When to Go Hybrid: Determining Which Format Best Fits Your Program

Melissa A. Wong

University of Illinois at Urbana-Champaign

May 18, 2022



Welcome

- Today's webinar is presented by ALA's Public Programs Office, with funding provided by the National Endowment for the Humanities as part of the American Rescue Plan: Humanities Organizations grant. Any views, findings, conclusions, or recommendations expressed in this webinar do not necessarily represent those of the NEH or ALA.

About the Classroom



Microphones

Only our presenter has microphone access during the presentation.



Questions?

Save your questions for the end! We will be reopening the chat at the end of the presentation.



Tech Issues?

Send a message through Q&A.

Today's Presenter

Melissa A. Wong

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PROGRAMMING
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An initiative of the American Library Association Public Programs Office

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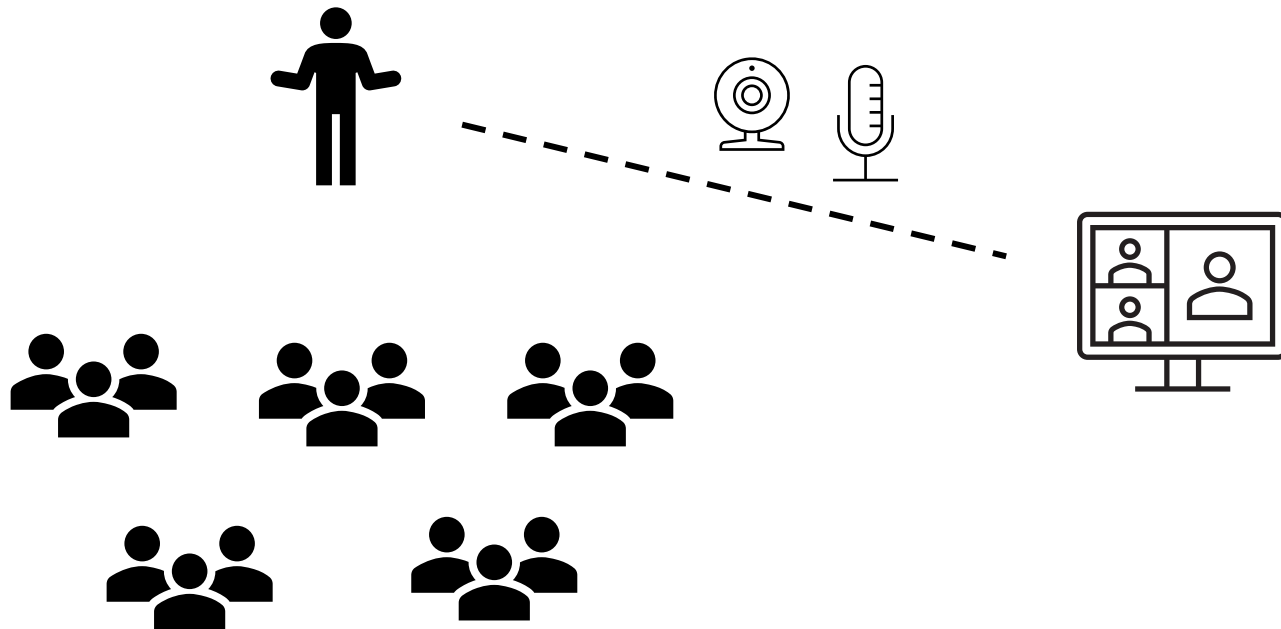
What is Hybrid?

Classes or events that are run in-person and live-streamed so patrons can choose to attend in either format.

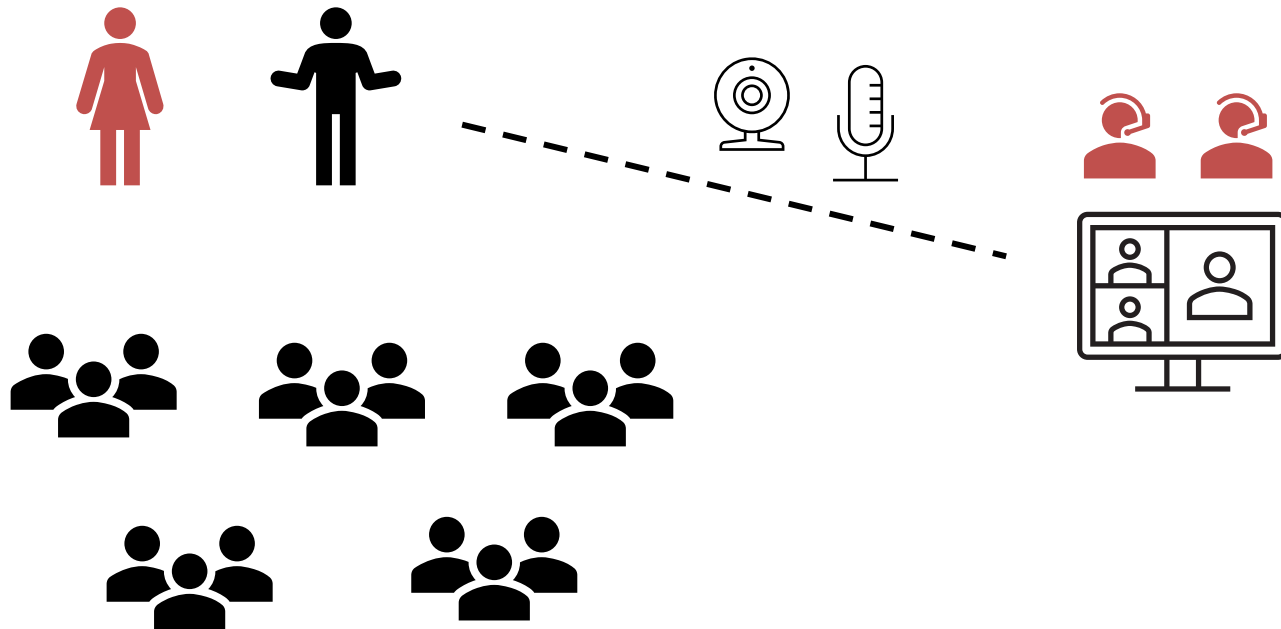
Why Hybrid?

- Accommodates different patron needs and preferences
- Allows for larger attendance caps
- Flexibility in event of changes

Hybrid Set-Up



Hybrid Set-Up, continued



Technology Considerations

- Visuals
 - Speaker
 - Slides, Materials, Read Aloud Book, etc.
- Audio
 - Speaker to Audience
 - Audience to Speaker?
- Engagement / Participation
 - Q and A
 - Activities?

Hybrid Works Well When

- Speaker is stationary
- Visuals are limited
- Audience participation is limited, structured
- Speaker is comfortable with the format
- Staff support is in place

Event Ideas for Hybrid Programming

- Lecture or Panel Discussion
- Author Talk
- Poetry Reading
- Concert
- Simple Classes and Maker Events
- Online Gaming

Remember: Alternatives to Hybrid

- In-person only
- Online only
- Duplicate programs
 - In-person and online options at different days/times

Discussion

- Have you run a successful hybrid program?
 - What kind of program was it?
 - What led to your success?
- What hybrid programs are you considering?
 - What structures will need to be in place?
 - What will be your biggest challenge?

Next Session!

A Step-By-Step Guide to Hybrid Programming

June 8th, 2022

1:00 – 1:30 PM CDT

Presented by Gianna Gifford and Kristin Motte,
Boston Public Library

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