

Hybrid: A New Take on Post-Pandemic Programming

Laura Saunders
Simmons University
April 13, 2022



PROGRAMMING
Librarian

An initiative of the American Library Association Public Programs Office

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

Laura Saunders

Professor and Interim Director
School of Library and Information Science
Simmons University



PROGRAMMING
Librarian

An initiative of the American Library Association Public Programs Office

Hybrid: A New Take on Post-Pandemic Programming

Laura Saunders
Simmons University
April 13, 2022



PROGRAMMING
Librarian

An initiative of the American Library Association Public Programs Office

How We Got Here

- COVID-19 Pandemic & library closures
- Pivot to online programming (examples)
 - Storytimes/ book groups
 - Lectures/ author talks
 - Classes:
 - Cooking
 - Crafts (take & make kits)
 - Self-care
 - Healthy aging

What We Learned

- Technology (staff & patrons)
 - Tools
 - Training
- New/different presentation styles
- Engagement
- Copyright

Virtual Programming

- **Pros**

- New/wider audiences
- Larger pool of speakers
- No room capacity issues
- Creative
- Cost effective(?)

- **Cons**

- Access to technology
- Tech literacy
- Challenges with tech-glitches, Zoom-bombing, etc.
- Comfort with virtual format

What's Next?

- Libraries reopening
- Varying comfort levels (staff & patrons)
 - Vaccination
 - Masking/Unmasking
 - Surges and variants
 - Immunocompromised and at-risk

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

WHAT IS HYBRID?

Why Hybrid? The Benefits

- Accommodates different patron abilities and preferences
- Allows for larger attendance caps
- Flexibility in event of changes (can switch to fully online)

Considerations for Hybrid Programming

- Technology requirements
- Logistics
- Equitable experiences
 - Interactivity/engagement/activities
- Suitable programs
- Comfort level of speakers/instructors

In Conclusion

- Hybrid offers opportunities
- Judicious use
- Planning

- Deeper dive to come

Q&A and Discussion

- What excites you about hybrid programs, and what concerns might you have?
- Have you had experiences with hybrid programs, either from the program and presenter side or as an attendee? How would you characterize the experience?

Next Session!

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

May 18th, 1pm (CT)

Presented by Melissa Wong

References

- ExpoPlatform. (2022, Feb. 10). Hybrid Events Guide. <https://expoplatform.com/blog/hybrid-events/complete-guide-to-planning-hybrid-events-in-2021/#stepfour>
- Haupt, A. (2021, Jan. 8). Beyond books: Libraries cure pandemic boredom with virtual classes, crafts, story time. *Washington Post*.
https://www.washingtonpost.com/goingoutguide/best-virtual-programs-libraries/2021/01/27/5b10d186-504f-11eb-b96e-0e54447b23a1_story.html
- Linthicum, A. (2021, Nov. 16). Hybrid events in 2022: What you need to know. *CVENT*.
<https://www.cvent.com/en/blog/events/hybrid-events-what-you-need-know>