

# Library Programming Competencies



## ORGANIZATIONAL SKILLS

Works toward managing time and projects efficiently and effectively at multiple levels: individually, institutionally, and in collaboration with outside organizations and agencies.

## EVENT PLANNING

Works toward planning, managing, and implementing events that are both developmentally and culturally appropriate for their intended audiences.

## OUTREACH & MARKETING

Works toward communicating information about programs to all community members who could potentially attend or benefit, using a variety of digital and analog channels in ways that are culturally and developmentally appropriate.

## KNOWLEDGE OF THE COMMUNITY

Works toward understanding the communities for which programs are developed, including their particular needs and interests; building respectful, reciprocal relationships with community members and organizations; and ensuring access to a wide variety of programs for all community members, especially those who have historically been underserved or face other challenges to access.

## CREATIVITY

Responds to challenges and problems with inventiveness, flexibility, and creativity to resolve them.

## FINANCIAL SKILLS

Works toward budgeting, seeking funding for, and managing the finances of a program or suite of programs, often in collaboration with external partners.

## INTERPERSONAL SKILLS

Works toward communicating effectively and appropriately with all stakeholders and audiences to provide consultation, mediation, and guidance during programs and in other contexts relating to programs.

## CONTENT KNOWLEDGE

Works toward sufficient knowledge of program content to deliver, manage, or evaluate programs, according to role.

## EVALUATION

Works toward using statistical and qualitative tools to measure program effectiveness and impact on all community audiences, including those that have historically been un- and underserved; and using this information to iteratively improve the development and delivery of programs.