

# How to Log Statistics for Shared MECollab Programs

## **The bottom line:**

Statistics can be claimed for libraries that take an active role in planning or implementing an event. Publicizing an event does not count toward earning stats for an event.

For some libraries, statistics are an important element in participating in a MECollab event. For other libraries, statistics are secondary to providing a wide array of program offerings to their community.

**When participating as a MECollab library for a given event, consider participation at any one of the following levels:**

## **Virtual Events:**

**Organizing Collaborator:** Programs that involve multiple libraries working together to book speakers, plan the program, host, run Zoom tech, etc. An example of this is Big Conversations in 10 Short Minutes. Libraries across the state meet in advance of the program to plan the event and/or participate on the back end with running tech or hosting the event.

*Statistics go to each participating library, so participating libraries must poll their audience to ask what home libraries are represented among the group.*

*For example: "Cool Library Event" is planned by Libraries A, B, C, D, and E. The culminating event has 50 participants. At the event, the participants are polled to reveal what library they consider their "home" library. Stats logged include 24 for Library A; 11 from Library B; and 5 each from Libraries C, D, and E.*

**Screening Collaborator:** Host a screening of a virtual or hybrid event that is hosted by another library.

*Statistics: Library A (the event organizer) gets stats from those who were in attendance for their virtual/hybrid event. Library B (screening collaborator) logs stats for the number of people who attend their screening.*

**Publicity Collaborator:** Publicity collaborators help publicize another library's event by placing it on their calendar or sharing the event in newsletters or via social media. Libraries that participate as publicity collaborators might do so because they want to expand the offerings available to their community or because the topic will resonate with members of their community.

*Statistics: Library A hosts the event. Library B publicizes it by putting it on their calendar. Library A gets all of the stats. Library B earns the (further) admiration of their community. Publicity partners are unable to log statistics, according to state and federal guidelines.*

### **In-Person Events:**

**Organizing Partner:** Programs that involve multiple libraries working together to book speakers, plan the program, host, give tours, etc.

*Statistics go to each participating library. For example: Library A and Library B host a tour of a Wastewater Treatment Facility that both towns share. Both libraries plan and participate and offer registration. Twelve people show up for the tour. The libraries poll their participants. Library A logs 7 participants. Library B logs 5 participants.*

**Publicity Partner:** Publicity collaborators help publicize another library's event by placing it on their calendar or sharing the event in newsletters or via social media.

*Statistics: Publicity partners are unable to log statistics, according to state and federal guidelines.*

### **What if I have an event that I want to share with MECollab?**

If you have an event you'd like to share or if you'd like to run something by the Steering Committee, you're welcome to email the MECollab Steering Committee at [mecollabsteering@googlegroups.com](mailto:mecollabsteering@googlegroups.com).