

Program Coordinator Instructions

FORMS	REQUEST A SPEAKER	EVALUATION
	<ul style="list-style-type: none"> ▪ Program Request Form <i>(online or paper)</i> 	<ul style="list-style-type: none"> ▪ Audience Member Sign-In Sheet ▪ Audience Evaluation Form ▪ Program Coordinator Evaluation

HOW THE PROGRAM WORKS

The author will start the program with a 20-30 minute presentation. This might be an informal lecture, a slide-show, a film-clip, or a discussion of a short text. Participants then weigh-in with their questions, comments, responses. The discussion should be rich, sparked by a stimulating catalyst, and, we hope, provide everyone with something to think about. The total time scheduled for the program should be about one hour. Afterward, the book should be available for participants to purchase and have signed by the author.

HOW TO SCHEDULE A PROGRAM

- 1) The program host selects a presentation from the Authors on Main Street web listing and contacts the author directly to agree on a date, time, and location for the presentation. Authors must be contacted at least eight (8) weeks in advance of the desired presentation date.
- 2) Once the program host and author have agreed on a date, the program host submits an online **Program Request Form** to the Utah Humanities Council (UHC) for approval. UHC requires enough advance notice so that application is made at least four (4) weeks in advance of desired presentation date. UHC is not responsible for the presentation until the form has been received and approved. Both the author and the program host will receive confirmation from UHC.
- 3) At least one (1) week prior to the event, the program host calls the author to discuss directions to the program site, composition of the group or audience and their special needs and interests, how the author wants to be introduced, audio-visual equipment or other set-up needs, and how the book will be sold at the event.

PUBLICITY

- 4) The program host is responsible for publicizing the presentation and insuring that UHC is credited in all publicity (media public service announcements, email blasts, community events calendars, website, newsletters, flyers, etc). Publicity created should include the following statement: "This author is provided by the Utah Humanities Council." A copy of UHC's logo will be emailed with program confirmation.
- 5) UHC will also publicize the event through its web calendar, press releases, and social media outlets.
- 6) Display UHC's placard (with logo) at the event. UHC should also be credited verbally at the presentation. When introducing the speaker, the program host should credit UHC using the following language: *"We want to thank the Utah Humanities Council for providing this presentation as part of their Authors on Main Street program. Authors are selected to represent a wide range of perspectives, experience, and points of view, and do not necessarily reflect those of the Utah Humanities Council."*
- 7) At the presentation, the program host distributes and collects the **Audience Evaluation Form** and the **Audience Member Sign-in Sheet**. UHC relies on audience evaluation to help us measure the impact of our programs and make a case for the importance of humanities programs to government and private funders.

AT THE CONCLUSION OF THE EVENT

- 8) After the presentation, the program host must complete the **Program Coordinator Evaluation** and document the \$200 match of cash or in-kind funds. Submit this form along with the **Audience Evaluation Forms** and the **Audience Member Sign-in Sheet**. Samples of all publicity for the event should be submitted as well.
- 9) Fax or send paperwork to UHC no later than one (1) week after the presentation. Contact details below.

Program Coordinator Evaluation

PART A: BASIC INFORMATION

Sponsoring Organization: _____

Author's Name: _____

Address: _____

Program or Book Title: _____

City / State / Zip _____

Presentation Date: _____

Coordinator Name: _____

Presentation Location: _____

Telephone / Fax: _____

City: _____

Email Address: _____

County: _____

PART B: BUDGET

FINAL BUDGET TOTALS	ACTUAL AMOUNT
In-Kind Matching Documented	1)
Cash Matching Documented	2)
TOTAL (add lines 1+2)	\$

- Please estimate the dollar value of time, materials, and services you and/or your organization contributed to sponsor this presentation. Each program should show a match of at least \$200 in cash or in-kind funds (for example, meeting space rental, audio-visual equipment, office supplies, publicity expenses, volunteer/staff time, and postage).
- Please distinguish between in-kind donations and cash donations.
- This estimate is very important to us in demonstrating that the public shares the expense of these federally-funded events.

PART C: EVALUATION

YOUR PROGRAM GOALS

How did the program meet the community needs identified in your application?

AUDIENCE COMPOSITION

REQUIRED: Please give us an indication of the audience who attended this program:

Estimated Count:	Male # _____	Female # _____	Total Audience # _____
Estimated Ages:	18 & younger # _____	19 - 30 # _____	31 & older # _____
Estimated Ethnicities:	<input type="checkbox"/> Mostly White	<input type="checkbox"/> Mostly Latino	<input type="checkbox"/> Mostly Native American
	<input type="checkbox"/> Mostly African-American	<input type="checkbox"/> Mostly Asian	<input type="checkbox"/> Mostly Pacific Islander
	<input type="checkbox"/> Mixed Ethnicities (at least 20% nonwhite)	<input type="checkbox"/> Other (please describe)	

YOUR AUDIENCE GOALS

Were you successful in attracting your target audience? If so, why and if not, why not?

PUBLICITY

Discuss how this program was publicized and how UHC was credited. Please attach samples of your publicity.

AUDIENCE PARTICIPATION

Please describe audience participation. Was it primarily a question and answer session or a true discussion? What were the most interesting points raised?

AUTHOR PRESENTATION

Comment on both strong and weak points of the presentation and provide suggestions for improvement.

RATE THE QUALITY OF THE AUTHOR'S PROGRAM

	Excellent	Good	Fair	Unsatisfactory
Presentation				
Discussion				
Slides / Audio / Visual Aids				

PART D: WE NEED YOUR HELP PLEASE

How did you learn of UHC programs?

Are there topics and/or authors that you would like to see offered through UHC programming?

Please help us spread the word! Can you recommend to us other organizations that we could contact about sponsoring an Authors on Main Street program?

PROGRAM COORDINATOR CHECKLIST

- _____ ✓ PROGRAM COORDINATOR EVALUTION FORM (this document)
- _____ ✓ AUDIENCE EVALUTIONS
- _____ ✓ AUDIENCE SIGN IN SHEET
- _____ ✓ COPIES OF ALL PUBLICITY

SUBMIT TO:

Utah Humanities Council
202 West 300 North, Salt Lake City, UT 84103
Fax: 801.531.7869