CURRENT EXPERIENCE
PCLS CONTENT

This **experience map** details the current content development process.

NARRATIVE	INTERACTIONS/ OPPORTUNITIES
Staff member arrives at work ready for the day	Staffer interacts with unread emails
Staff checks books in and out	Staffer interacts with local patrons
Staffer brainstorms program ideas	Staffer enters content creation process
Staffer closes up feeling disempowered by lack of feedback on programming	Staffer was denied interaction with content creation process

≡GO ●

TYPICAL WORKDAY
Opening Duties
Unlock, Prepare for Public
Daily Tasks
Emails, Inventory, Book-Drop, Check-Ins
Desk Shifts
Circulation Desk, Reference Desk
Programming
Planning, Creating, Performing
Paperwork
Staff Scheduling
Closing Duties
Lock Up, Prepare for Next Day

AUDIENCE NEED
NO ⬤ YES

✖ Just an observation about narrow audience.

DISCOVERY
See audience need.
Determine if need is widespread enough to address.

Staffer sees a need for their patrons	Staffer evaluates patron interactions
Staffer determines need is widespread	Staffer moves to emergency evaluation

WIDESPREAD
NO ⬤ YES

✖ Not enough need to warrant new event.

PLANNING
Determine if need is an emergency.

Staffer determines need is non-emergent	Staffer proceeds to next phase

EMERGENCY
YES ⬤ NO

•••••• Move to Communication.

Proceed with regular development.
Work out **specifics**.
Do you have the **resources** to address need?
  -Contact staff employees, distributors, partners, etc.
  -Gauge availability, time, and budget.

Staffer concludes they have the needed resources	Staffer has the opportunity to move further in planning

RESOURCES
NO ⬤ YES

✖ Cannot allocate resources to address audience need.

Can you get on the **calendar**?
  -Gauge availability, space, and time.

Staffer checks calendar and is excited to find open availability	Staffer excitedly moves forward in development

CALENDAR
NO ⬤ YES

✖ Not enough calendar availability to address need.

Who is the **audience**?
  -Children
  -Youth
  -Teens
  -Adults

● Contact respective outreach
● coordinator for the branch.
●

Consider event options.
Structure event.
  -Date, Time, Location, Contact Person, Objectives, Risks, Budget
Finalize event.

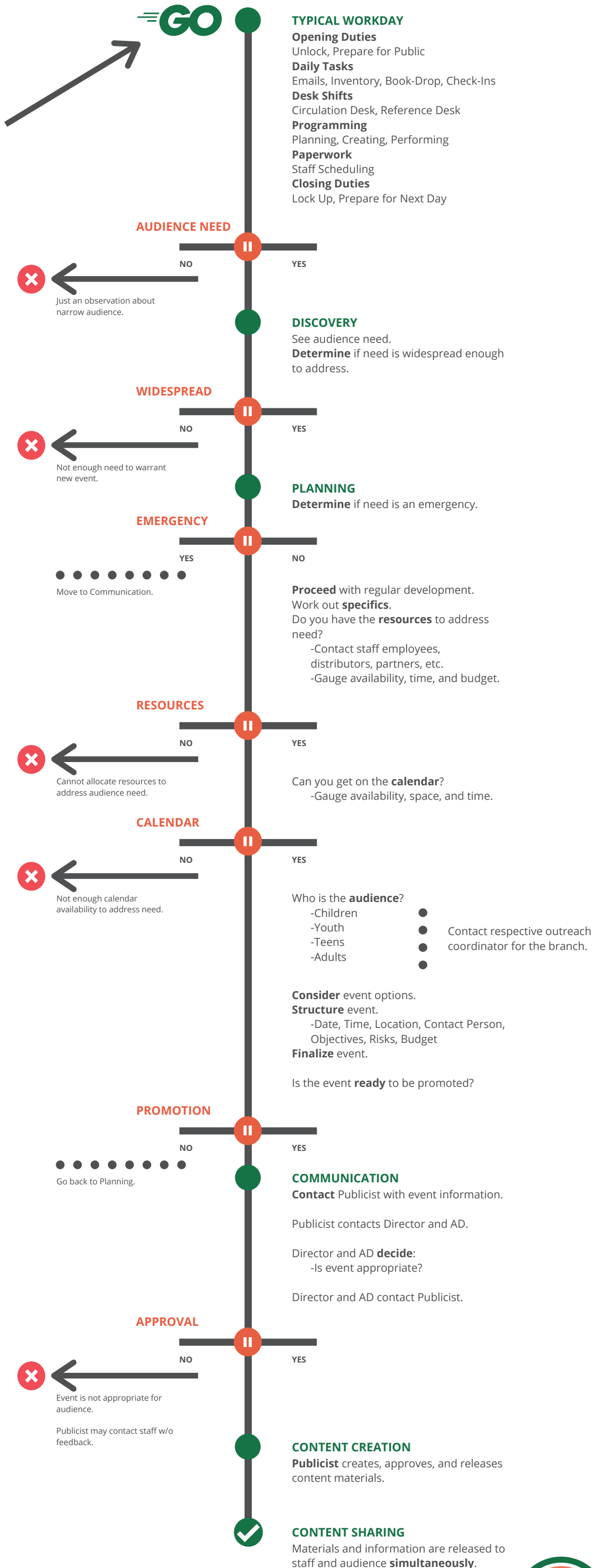Is the event **ready** to be promoted?

Staffer determines audience and event structure	Staffer interacts with outreach coordinator
Event is determined ready for promotion	Staffer proceeds to next phase

PROMOTION
NO ⬤ YES

•••••• Go back to Planning.

COMMUNICATION
Contact Publicist with event information.

Publicist contacts Director and AD.

Director and AD **decide**:
  -Is event appropriate?

Director and AD contact Publicist.

Staffer enters content creation phase	Staffer interacts with Publicist
	Publicist interacts with Director and AD
	Director and AD interact with Publicist

APPROVAL
NO ⬤ YES

✖ Event is not appropriate for audience.

Publicist may contact staff w/o feedback.

Event is approved	Publicist interacts with content

CONTENT CREATION
Publicist creates, approves, and releases content materials.

Publicist creates content alone	Content interacts with staff and audience

CONTENT SHARING
Materials and information are released to staff and audience **simultaneously**.

FUTURE EXPERIENCE
PCLS CONTENT

This **experience map** details the future content development process.

Provided by: Strategy Hackers

NARRATIVE	INTERACTIONS/ OPPORTUNITIES
Staff member arrives at work ready for the day	Staffer interacts with unread emails
Staffer checks books in and out	Staffer interacts with local patrons
Staffer brainstorms program ideas	Staffer enters content creation process
Staffer closes up feeling disempowered by lack of feedback on programming	Staffer was denied interaction with content creation process

GO

TYPICAL WORKDAY
Opening Duties
Unlock, Prepare for Public
Daily Tasks
Emails, Inventory, Book-Drop, Check-Ins
Desk Shifts
Circulation Desk, Reference Desk
Programming
Planning, Creating, Performing
Paperwork
Staff Scheduling
Closing Duties
Lock Up, Prepare for Next Day

AUDIENCE NEED
NO — YES

Just an observation about narrow audience.

Staffer sees a need for their patrons	Staffer evaluates patron interactions
Staffer determines need is widespread	Staffer moves to emergency evaluation

DISCOVERY
See audience need.
Determine if need is widespread enough to address.

WIDESPREAD
NO — YES

Not enough need to warrant new event.

Staffer determines need is non-emergent	Staffer proceeds to next phase

PLANNING
Determine if need is an emergency.

EMERGENCY
YES — NO

Move to Communication.

Proceed with regular development.
Work out **specifics**.
Do you have the **resources** to address need?
  -Contact staff employees, distributors, partners, etc.
  -Gauge availability, time, and budget.

Staffer concludes they have the needed resources	Staffer has the opportunity to move further in planning

RESOURCES
NO — YES

Cannot allocate resources to address audience need.

Can you get on the **calendar**?
  -Gauge availability, space, and time.

Staffer checks calendar and is excited to find open availability	Staffer excitedly moves forward in development

CALENDAR
NO — YES

Not enough calendar availability to address need.

Who is the **audience**?
  -Children
  -Youth
  -Teens
  -Adults

Contact respective outreach coordinator for the branch.

Staffer determines audience and event structure	Staffer interacts with outreach coordinator

Consider event options.
Structure event.
  -Date, Time, Location, Contact Person, Objectives, Risks, Budget
Finalize event.

Is the event **ready** to be promoted?

Event is determined ready for promotion	Staffer proceeds to next phase

PROMOTION
NO — YES

Go back to Planning.

NARRATIVE	INTERACTIONS/ OPPORTUNITIES
The event is ready to be promoted	Staff has opportunity to create content
The staff member begins developing content	Staff member interacts with brand guidelines
Staff member sends content to publicist	Publicist interacts with content
Publicist approves event	Publicist interacts with staff, offers feedback
Staff receives feedback from publicist	Staff interacts with content to make edits
Staff sends edited content to publicist	Publicist interacts with edited content
Publicist approves content	Publicist interacts with staff internally
Staff views content then Publicist can release content	Publicist interacts with audience by releasing content

CONTENT SHARING
Materials and information are released to **staff** via internal communication channel(s).

Materials and information are released to **audience**.

FINAL APPROVAL
YES
NO
More feedback required.

CONTENT CREATION
Staff refers to **brand guidelines**.

Staff **creates** content based on event information.

COMMUNICATION
Contact Publicist with event materials.
  -CC Director and AD on email

APPROVAL
NO
Event is not appropriate for audience.

YES

COMMUNICATION
Contact Publicist with final drafts.

FEEDBACK
Publicist provides feedback.

Staff **edits** content as necessary.