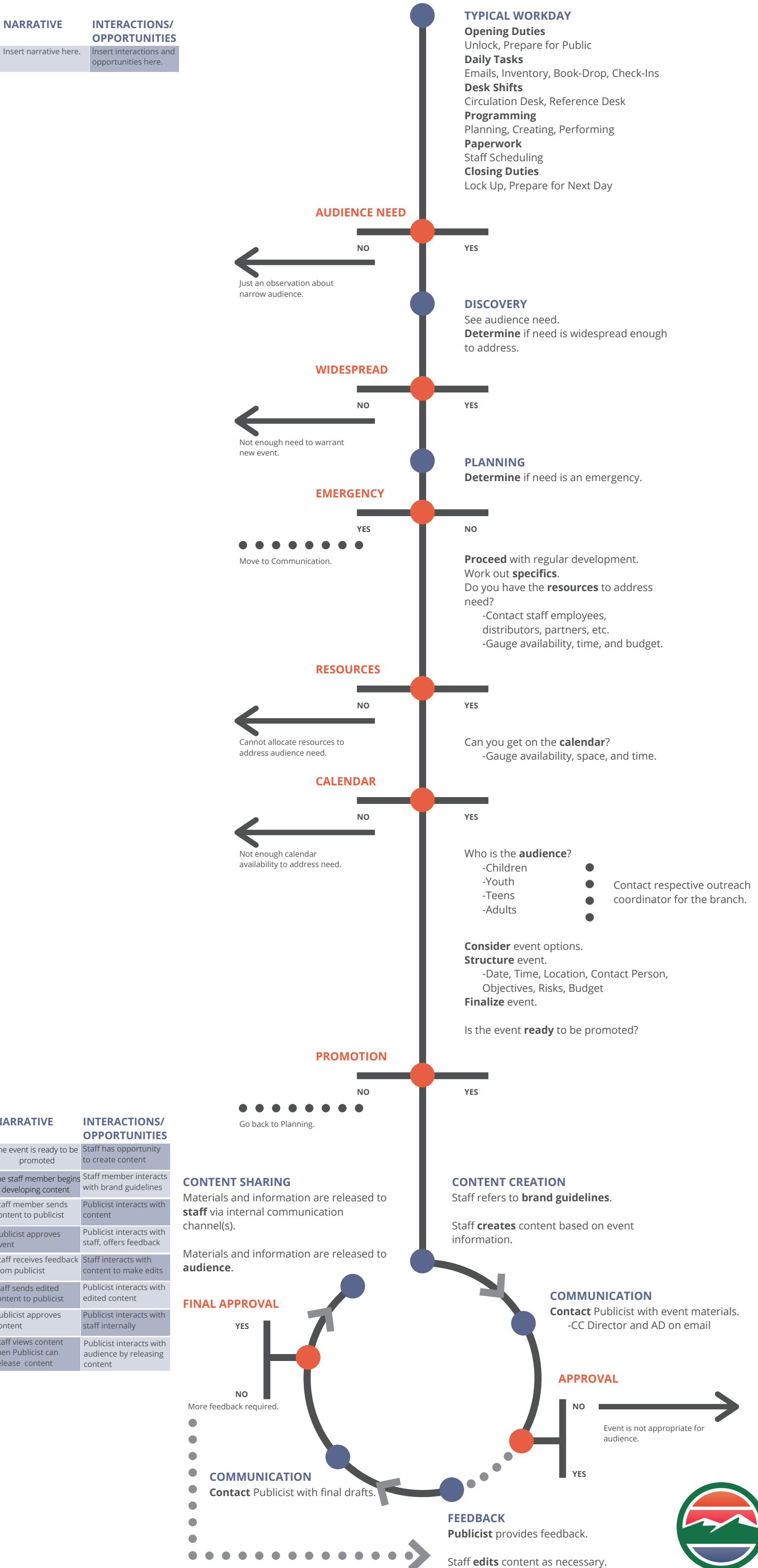# FUTURE EXPERIENCE

PCLS CONTENT

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

Provided by: Strategy Hackers

NARRATIVE	INTERACTIONS/ OPPORTUNITIES
Insert narrative here.	Insert interactions and opportunities here.

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 — Just an observation about narrow audience.
YES

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

WIDESPREAD
NO — Not enough need to warrant new event.
YES

PLANNING
Determine if need is an emergency.

EMERGENCY
YES — Move to Communication.
NO

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.

RESOURCES
NO — Cannot allocate resources to address audience need.
YES

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

CALENDAR
NO — Not enough calendar availability to address need.
YES

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?

PROMOTION
NO — Go back to Planning.
YES

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.

COMMUNICATION
Contact Publicist with final drafts.

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

FEEDBACK
Publicist provides feedback.

Staff **edits** content as necessary.