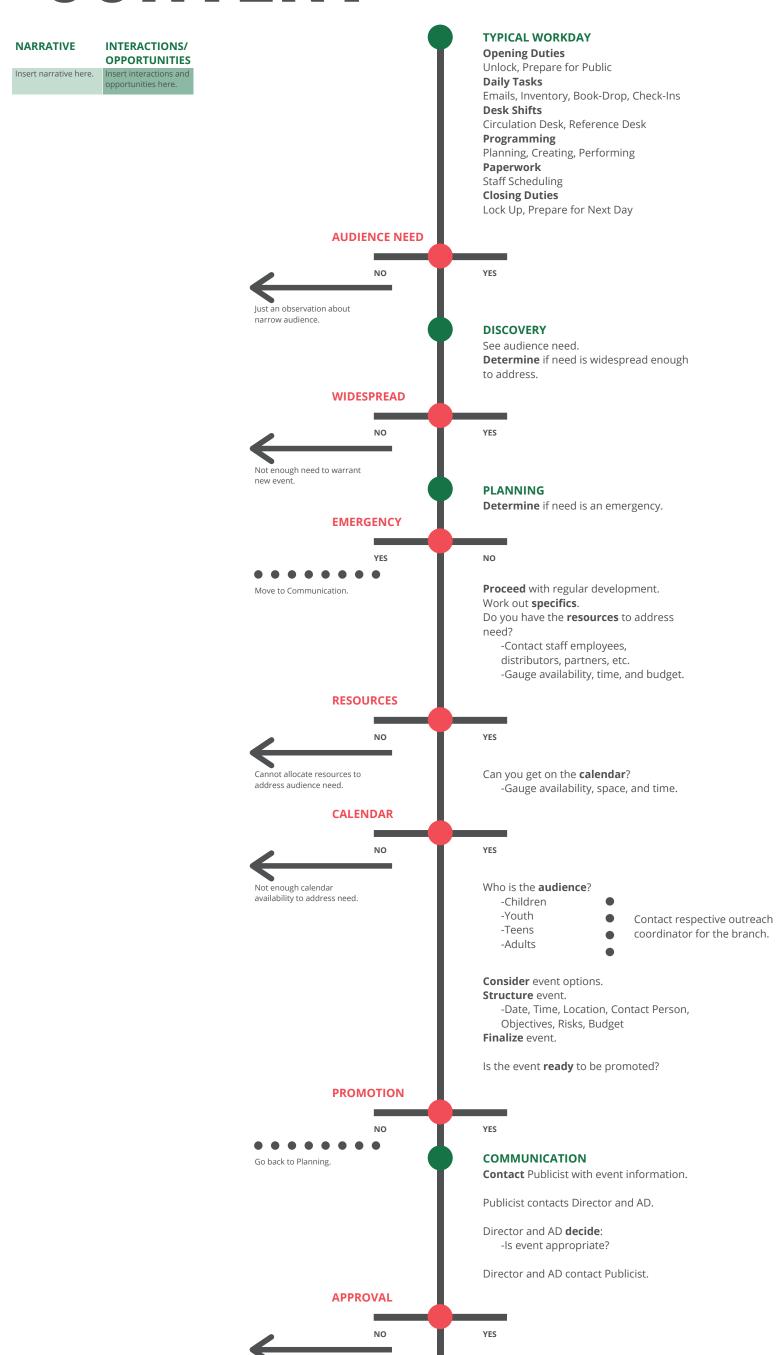# CURRENT EXPERIENCE
PCLS CONTENT

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

Provided by: Strategy Hackers

NARRATIVE
Insert narrative here.

INTERACTIONS/ OPPORTUNITIES
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 — YES

Just an observation about narrow audience.

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

WIDESPREAD

NO — YES

Not enough need to warrant new event.

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.

RESOURCES

NO — YES

Cannot allocate resources to address audience need.

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

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?

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.

APPROVAL

NO — YES

Event is not appropriate for audience.

Publicist may contact staff w/o feedback.

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

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