

Memo

To: Montana Public Library Directors

From: Jennie Stapp, State Librarian

Date: April 29, 2022

Re: Public Library Statistics Revision to Data Element

By Public Library Survey (PLS) State ballot, 53 States and Territories approved a change to the FY22 PLS survey item 630 (TOTVIEWS), "Total Views of Asynchronous Program Presentations." The revision modifies the tracking period for each asynchronous program presentation (e.g., recordings) to 30 days. In previous reporting cycles, librarians reported the total number of views at 7 days.

The revised data element definition is as follows:

- **630 Total Views of Asynchronous Program Presentation within 30 Days (TOTVIEWS)** - The count of views of asynchronous program presentations for a period of thirty (30) days after the presentation was posted, even if that period extends beyond the survey reporting period (or fiscal year). For program presentations made available via Facebook, count unique 1-minute views of each video. For those made available via other platforms, count unique views of each video. For program presentations that are recordings of synchronous virtual program sessions, exclude synchronous attendance; these should be counted under Synchronous In-Person Onsite Program Attendance, Synchronous In-Person Offsite Program Attendance, or Synchronous Virtual Program Attendance (data elements 616, 617, or 618).

This information is provided in accordance with [ARM 10.102.1155](#) which requires the State Library to give public libraries 60 days notice prior to the beginning of the period of which information will be collected.

More information about the PLS is available online at: [Public Libraries Survey | Institute of Museum and Library Services \(imls.gov\)](#).

For questions about this change please contact State Library Data Coordinator, Rebekah Kamp, at rkamp@mt.gov or 406.444.5458.