

2021 Virtual Summer Program Series Guidelines

The Twin Cities metro public libraries have a long history of collaboration on summer programming through MELSA, the metro area's regional public library system. The seven metro counties and the city of Saint Paul make up the eight MELSA member libraries: Anoka County Library, Carver County Library, Dakota County Library, Hennepin County Library, Ramsey County Library, Saint Paul Public Library, Scott County Library, and Washington County Library. Program goals and participant requirements outlined below have been adapted from those created for the MELSA Children's Performer Directory for MN-based performers.

Key Priorities – Through this series MELSA member libraries seek to:

- Showcase literacy-based virtual programming for children and families that is developmentally appropriate and engaging.
- Provide accessibility through the requirement of closed captioning and a strong preference for American Sign Language (ASL) interpretation.
- Elevate BIPOC performers/experiences and expand racial/cultural diversity in virtual programming.
- Offer interactive programs and skilled virtual program presenter that include opportunities for learning or specific learning outcomes and goals.
- Develop a balanced and varied slate of virtual arts and cultural programs.

Content Criteria – Successful RFQ programs should meet some of the following criteria:

- Reflect diversity and inclusivity and demonstrate cultural sensitivity.
- Provide opportunities for learning or programs have specific learning outcomes and goals.
- Offer unique programs that reflect community or audience interests.
- Engage audiences with age-appropriate content (target audiences fall into pre-k to grade 6 range).
- Demonstrate experience working successfully with children of multiple ages.

Vendor Qualifications for Participation in Summer 2021 Virtual Summer Series

To qualify for the MELSA Virtual Summer Series, applicants must meet the following criteria:

- Set one price and 3-month lease of recordings to MELSA for use by eight member libraries.
- Effectively communicate, follow appropriate process, meet deadlines, and meet contract requirements.
- Understand that the performer, not a booking agent, must be the respondent to the RFQ. Please note that member libraries are happy to work with booking agents when booking a performer for virtual or live programs, but we first need detailed program information directly from the performer.
- Obtain the appropriate permissions and/or licenses to use or perform and record copyrighted material and/or any trademark protected properties. The performer is solely responsible to ensure compliance with all copyright and trademark laws.
- Include closed captioning with program video.
- Deliver high production value to attract and retain audience attention. This would include, but is not limited to, the quality of the: video, audio, lighting, set, etc.

Questions

Contact Kathleen James via email (kathleen@melsa.org) with any questions or to schedule a phone meeting.