

# Online Registrations for Summer Programming

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## Summer Reading Registration

In this tutorial, we will walk you through the process of setting up a Google Form to get people initially signed up for your summer reading program. It does not automate the process beyond that - staff members will still need to enter information from participant's paper logs into the online spreadsheet. Though there are likely solutions that would allow patrons to enter their own reading logs online, we haven't found one that is sufficiently easy/inexpensive to make it worthwhile for us.

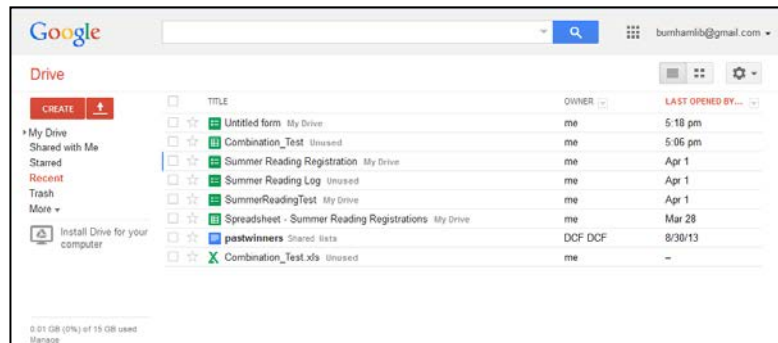
### 1. Create a Google Account

You'll need to create a Google Account in order to setup your online form. You may want to use a generic account for your institution (rather than a personal account), if you intend to give multiple people access; alternately, you could share the form through Google Docs, if everyone involved has a Google Account.

Here is the address - <https://accounts.google.com/SignUp>

### 2. Create your Form

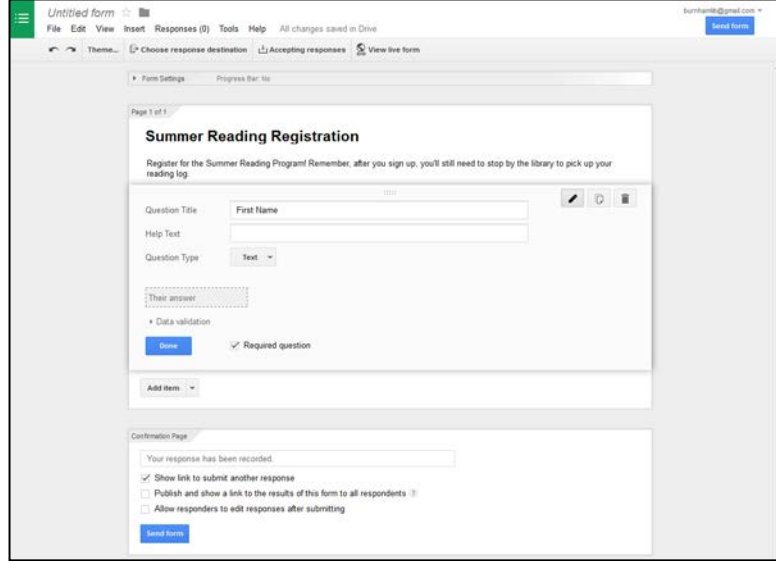
Go to <http://drive.google.com/> and enter your login information. Click the *Create* button on the left, and choose *Form*. Write a title (Summer Reading Registration, or something similar), and pick the theme of your choice.



Under *Form Description*, we put "Register for the Summer Reading Program! Remember, after you sign up, you'll still need to stop by the library to pick up your reading log."

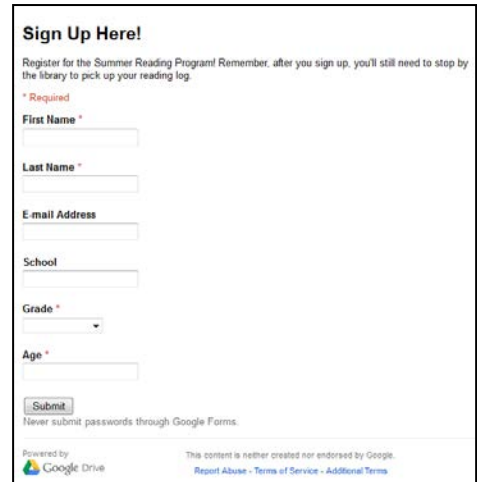
Next, we create the following fields: First Name\*, Last Name\*, Email Address, School, Grade\*, and Age\*. Fields with a \* are set as required questions. All fields except for *Grade* are text; *Grade* is chosen from a list (Preschool, Kindergarten, and 1<sup>st</sup> through 12<sup>th</sup> grade). Feel free to include additional fields, if you would like them. At *Confirmation Page*, we wrote “Thanks for registering!”

While creating a list of options, you can reorder them by clicking the dots to the right, and dragging it to a new spot.



Next, you’ll need to create a place for the responses to go. In the upper-left hand, click *Choose Response Destination*. In the dialog box, select *New Spreadsheet*, and name it Spreadsheet – Summer Reading Registrations (or whatever you would prefer); then click *Done*.

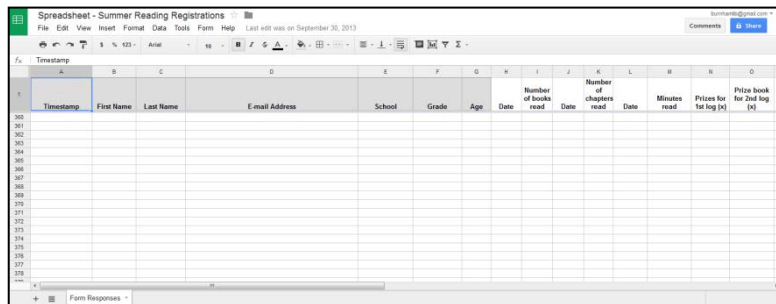
Click *View Live Form* at the top of the page to see what the form will look like.



### 3. Add More Fields to the Spreadsheet

Though the form is all set, you will want to add some additional fields to the spreadsheet so that staff can log participants’ reading progress.

Close out of the form page, and go back to drive.google.com (it is probably still open in a different tab). Click on Spreadsheet – Summer Reading Registrations (or whatever you named it in the last step). A Google Docs Spreadsheet works like a simplified version of Excel. To the right of the *Age* column, you’ll want to name these additional columns – Date, Number of Books Read, Date, Minutes read, Prizes for 1st log, and Prizes for 2nd log.



Number of Chapters Read, Date, Minutes Read, Prizes for 1st Log, Prizes for 2nd Log. Obviously, your specifics may vary. When you're done, close the spreadsheet tab.

#### **4. Finding the Address of your Form**

Once again, open up your form in Google Drive (the icon for forms has two dots and two lines, while the one for spreadsheets has a small grid, if that helps). Once it opens, click *Send Form* at the bottom of the page. Under *Link to Share* you'll see the address for your form; clicking on it should select the entire address in blue, at which point you can type Ctrl + C (together) to copy it. Then you can paste the address wherever you need it (it will look similar to [https://docs.google.com/forms/d/1bq6lfWVKxdyCHePcCUWyF74g8hUgA1N69aI0UF\\_40fc/viewform](https://docs.google.com/forms/d/1bq6lfWVKxdyCHePcCUWyF74g8hUgA1N69aI0UF_40fc/viewform)). Possibilities include your website, blog, facebook page, or email. If you are using flyers, it may be easier to send people to a link on your website than to give them the address.

It is possible to embed a Google Form directly in your website, but that is somewhat beyond the scope of this tutorial. As a quick hint, you would open up your form in Google Drive, and click *File -> Embed* from the menu at the top of the page. You could then copy and paste that code into your web page.

#### **5. Entering Data in the Spreadsheet**

During the summer, we kept the Summer Reading Spreadsheet open on a browser tab on the Children's Department computer at all times, for quicker access. Make sure any staff who are going to edit it have the necessary login information. Each time a patron brings in a reading log, we update their total number (whether it's books, chapters, or minutes), and change it to the current date.

To sort the data within the spreadsheet (for example, by last name), right click the top of the column that you'd like to sort by (where it says letter A, B, C, etc...) and choose *Sort A->Z* or *Sort Z->A*.

## Registering for Other Summer Events using Eventbrite

Eventbrite is an online service that allows you to sign people up or sell tickets for events. The service is free, unless you charge for your tickets. There are other services (both free and pay) that compare, but this is the one we have used so far.

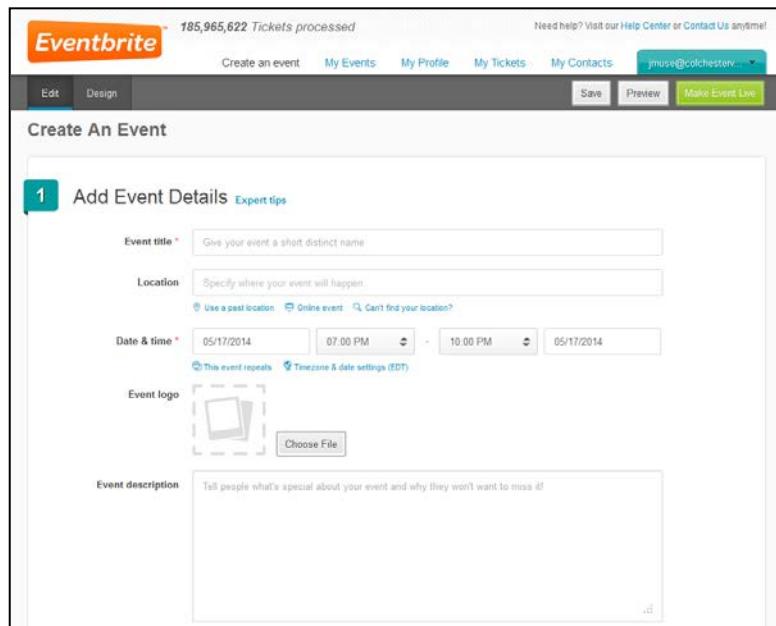
### 1. Create an Eventbrite Account

Go to <https://www.eventbrite.com/> and click *Sign Up* in the upper right hand corner of the page. Give them your e-mail address and a password, and click *Sign Up*.

### 2. Create your First Event

Once you have logged in, click *Create an Event* at the top of the page (or use the green button).

- A. Under *Add Event Details*, give your event a Title, Location (and address), Date and Time (start and end), and Description.
- B. Under *Create Tickets*, click *Free Ticket*, give it the name *Registration*, and decide on your maximum number of attendees (you can change it later).
- C. Under *Additional Settings*, you can choose whether the event is visible on Eventbrite, and if people can see the number of remaining tickets on the registration page. You can choose a spiffy design, or just click *Make Your Event Live*.

The image shows a screenshot of the Eventbrite 'Create An Event' form. At the top, it says 'Eventbrite 185,965,622 Tickets processed' and 'Need help? Visit our Help Center or Contact Us anytime!'. Below this is a navigation bar with 'Create an event', 'My Events', 'My Profile', 'My Tickets', and 'My Contacts'. A user profile 'jmsce@gochocton...' is visible. The main form is titled 'Create An Event' and has a '1 Add Event Details' step. The form fields include: 'Event title' (with a hint 'Give your event a short distinct name'), 'Location' (with a hint 'Specify where your event will happen' and links for 'Use a past location', 'Online event', and 'Can't find your location?'), 'Date & time' (set to 05/17/2014, 07:00 PM to 10:00 PM, with a 'This event repeats' link and 'Timezone & date settings (EDT)'), 'Event logo' (with a 'Choose File' button), and 'Event description' (with a hint 'Tell people what's special about your event and why they won't want to miss it!'). There are 'Save', 'Preview', and 'Make Event Live' buttons at the top right of the form area.

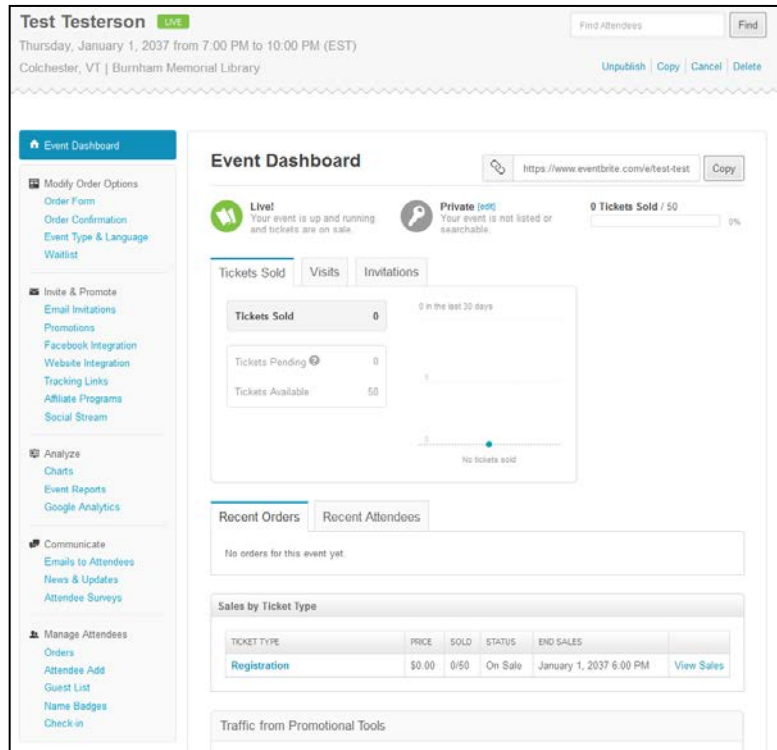
### 3. See your Events

Once you have logged in, you can click on *My Events* at the top of the page to see a list of all of your events. Click on any event's title to work with it; keep in mind you may have multiple pages of events.

### 4. Modify your Event

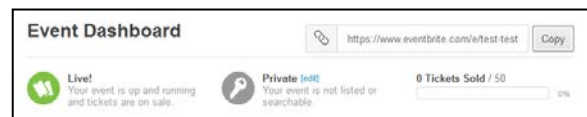
Though your event is live, there are still a few changes you will probably want to make. On your list of events, click on your event to bring you to the *Event Dashboard* page. Most of these options are found among the links along the left side.

- A. Order Form - You can determine what information you would like to collect from attendees. You can choose whether fields are required or not, and you can also add your own fields. I would uncheck *Allow attendee to request refunds for purchased tickets*, unless you are charging for events. Click *Save Changes*.
- B. Order Confirmation – If you don't require patrons to bring tickets, I would uncheck *Attach PDF tickets in confirmation email*. You can set the confirmation e-mail to whatever you would like; we use something basic like "See you at the event!" Click *Save*.
- C. Event Type & Language – For most events, I would change the setting from *Ticketed Event* to *Registration Event*. Click *Save Changes*.
- D. Waitlists – The mechanism for waitlists in Eventbrite can be a little bit challenging. My suggestion would be to set it as *Enabled*, and trigger on *Capacity*. You can set the *Waitlist Size* to whatever seems reasonable for the event. I would ask for attendee name, address, and phone number. The *Waitlist Response* could be something like this: "If space becomes available, you will be contacted with further instructions on how to register. Thanks for your interest!" Click *Save Changes*.
- E. Edit the Event – To make changes to the date/time, event title, or event description, click on the *Edit* button in the upper left hand corner. Make the desired changes, and click *Save*.



## 5. Share your Event

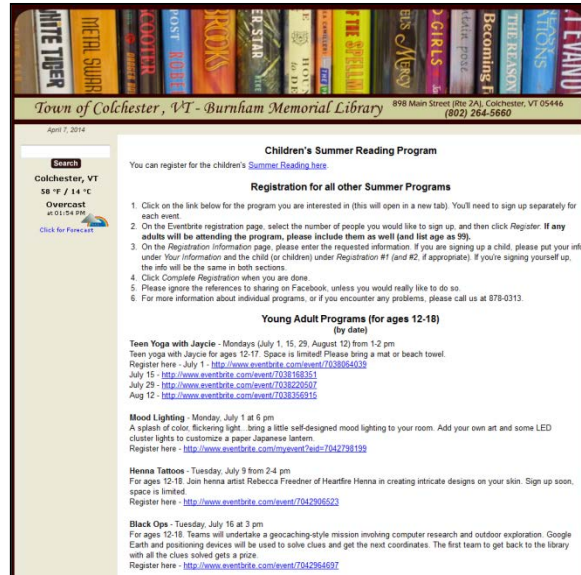
You will want to make the registration link available to your patrons. On the *Event Dashboard* page (click *Manage* in the upper left hand corner, if you're not already there), you'll find the address. It is located in a box to the right of the *Event Dashboard* header. You can click the *Copy* button to copy the address, and then paste it wherever you might need it.



We created a separate page showcasing all of our summer events. Unfortunately, that requires a bit of HTML knowledge, and more than a bit of time.

Alternately, you can create a profile page through Eventbrite, and give people access to that – but it gives you less control over how the information is presented. You can enable this by going to *My Profile* from the top menu, filling it out, and copying the link. You can then paste it to anywhere you'd like.

There are other options for sharing your events; these are available by clicking Facebook/Website Integration on the left menu for one of your events.



## 6. Copy your Second Event

Once you've created an event, you can just copy all of your settings for your next event, and just change those fields that require it. From the *Event Dashboard* page for that event, click *Copy* in the upper left side. At the next page, give the event a new name, and click *Copy Event*.

## 7. Administering your Events

Once you login, you can click on *My Events* at the top of the page to see a list of all of your events. You can click on any event's title (keeping in mind you may have multiple pages) to work with it.

In addition to simply editing your event, you have a number of options:

- A. Communication – To email everyone who is registered for a program (and gave an e-mail address), click *Emails to Attendees* on the left. Though the default is to send a reminder e-mail 24 hours before the event, you can send supplemental messages if there is anything else you'd like to pass on. Click *Create New Attendee E-mail*, and set the Subject and Message, and then click *Send Now*. You can also send a test e-mail to yourself first, if so inclined.
- B. Orders – To check in on your list of orders, or to modify one, click on *Orders* on the left. From here, you can see the orders, edit attendees information, or cancel any participants who can't make it.
- C. Attendee List – You can download a full list of attendees by clicking *Guest List* on the left, and then clicking *Download* (as a PDF).

## 8. Working with the Waitlist

As mentioned before, Eventbrite's waitlist can be a bit challenging to use. If you created a waitlist (as described above), you can see if anyone is on the list by clicking *Waitlist* on the left. Though

Eventbrite has a mechanism for *Releasing Tickets*, it can be a bit challenging – patrons must respond to their e-mail within a certain window, and Eventbrite treats these people as additional attendees, outside the original capacity limit. I tend to avoid the *Releasing* mechanism – instead, I simply e-mail or call the next potential attendee if an opening comes up, and then just make a note that they are coming; you should also change the capacity downwards an equivalent amount to prevent new people from signing up.

### **9. Tips for using Eventbrite**

- When a participant starts to register, it holds their place for sixty minutes (though you can change that under *Order Form -> Registration Time Limit*. This is only really relevant if you are near the maximum number of participants.
- Eventbrite offers an app which allows you to check-in attendees as they arrive on a phone or tablet – if you do that sort of thing.
- Add an Attendee – To sign up a patron for a program, you can either use the same link that is on your website, or (while on the event page in Eventbrite) you can click *Manage Attendees -> Attendees Add*. The process is similar in either case. The form does require an e-mail address; you could create a standard throwaway address through a service like Mailinator.com, and use it whenever a patron doesn't have an address.