



BEYOND BOOKS: ADULT LIBRARY PROGRAMS THAT WORK!

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BRING ALL THE PEOPLE

do all the things

#1 Getting ideas

#2 Getting buy-in

#3 Getting money

#4 Getting people

#5 Getting good at this



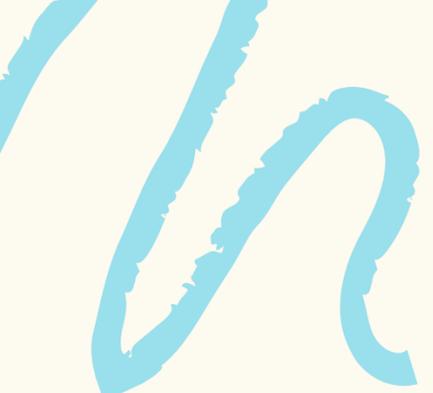
GETTING IDEAS

Make a big list of all the things people in your community might like:

- Food & Drink programs
- Arts & Crafts programs
- Books & Writing programs
- Tech & Media programs
- Health & Wellness programs
- Business & Finance programs
- Nature & Gardening programs



THINK BEYOND THE STACKS!



HERE'S SOME SUGGESTIONS!

Food & Drink

- Water Bottle Decorating
- Recipe Swap
- Pop-Up Juice Bar
- Cookbook Book Club

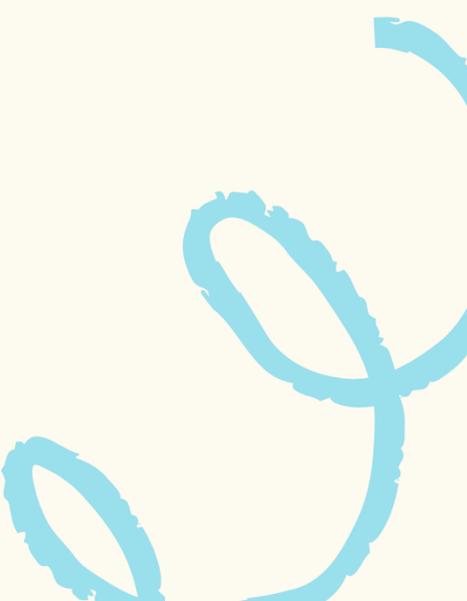
Books & Writing

- Pop-Up Poetry Reading
- Cursive Writing/Calligraphy
- Book Series Trivia Night
- Digital Storytelling

Arts & Crafts

- Performance Art Series (dance, music, acrobatics, theatre!)
- Trashion Show
- Coloring/Ukulele Group
- Sewing Circle/Knit Night

Tech & Media

- Stop-Motion Animation
 - Brick Builders Club
 - So, You Got a New ___ for Christmas?
 - Chess Club (online or in-person)
- 



MORE SUGGESTIONS!

Health & Wellness

- Go Fly a Kite!
- Body Image Bootcamp
- Build Your Own Rickshaw (or Frankenbike)
- Community Fridge/Pantry/Glasses

Business & Finance

- Business Conference
- Local Love: Small-Business Speed Dating
- Disaster Renos: Finding the Right Contractor
- Mortgage Basics

Nature & Gardening

- Seedy Saturday
- Giant Plant Sale
- Pet Worms That Work
- Tree/Plant ID Workshops

LISTEN FIRST

GETTING BUY-IN

Start at the bottom.

Start by picking the brains of your public service librarians, front-line staff and volunteers, people who manage the website and social media pages. Ask them what they think people want. Ask them what **THEY** want. **Listen.**





Move to the top.

Book a meeting with your boss, senior management, board of directors, municipality, or other shareholders (or whomever you need permission from to spend money or do wild things). Lead with metrics that suggest adult programs really boost services, a short history of your successes (other other people's), and reveal your detailed proposal of how to roll this out cleanly. Include funding projections and staffing allocations for the program(s).

Bonus Points: Show how this fits with your strategic plan and overall mission.

LISTEN TO THEM TOO

GETTING MONEY



Be free or be bold.

There are two ways forward: make your programs as cheap/free as possible OR find money:

- Grant funding
- Partnerships/volunteers
- Creative fundraisers
- Increasing donations



GETTING PEOPLE

Psst...if you don't tell (show) them...they won't come....

Where are your users at?

Facebook? Instagram? Listening to the radio? Staring at a poster at the bus station? Checking your website? Leaning on the circ desk talking your face off?

Learn to use CANVA. Make print calendars. Do radio call-ins. Use Facebook events even if you hate them. Can you TikTok?

MARKETING MAGIC

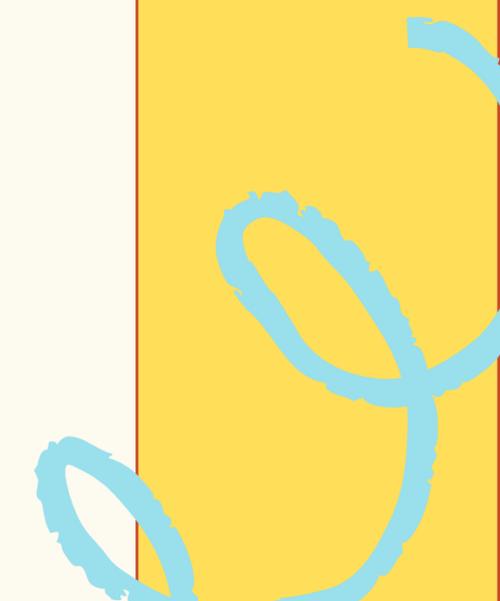


GETTING GOOD AT THIS

Picking a topic is only the beginning....

- Legal Issues (insurance, food handling, liability waivers, photo/video release forms)
- Consent
- Digital/In-Person Versions
- Logistics (where? when? target demographic?)
- Accessibility
- Outreach/Offsite
- Training for Staff and Volunteers
- Program Evaluation

THE WORK



INTEGENERATIONAL PROGRAMS FOR THE WIN



Scaffolding (we benefit from sharing with those younger/less skilled and learning from those more skilled/older)

Proximal Development (when we must play and collaborate with those with higher skills to participate and so we level up!)

Beginners High (learning with other beginners of all ages in a supportive environment)

THANK YOU FOR LISTENING



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BEYOND BOOKS



ADULT LIBRARY PROGRAMS FOR A NEW ERA

JENN CARSON

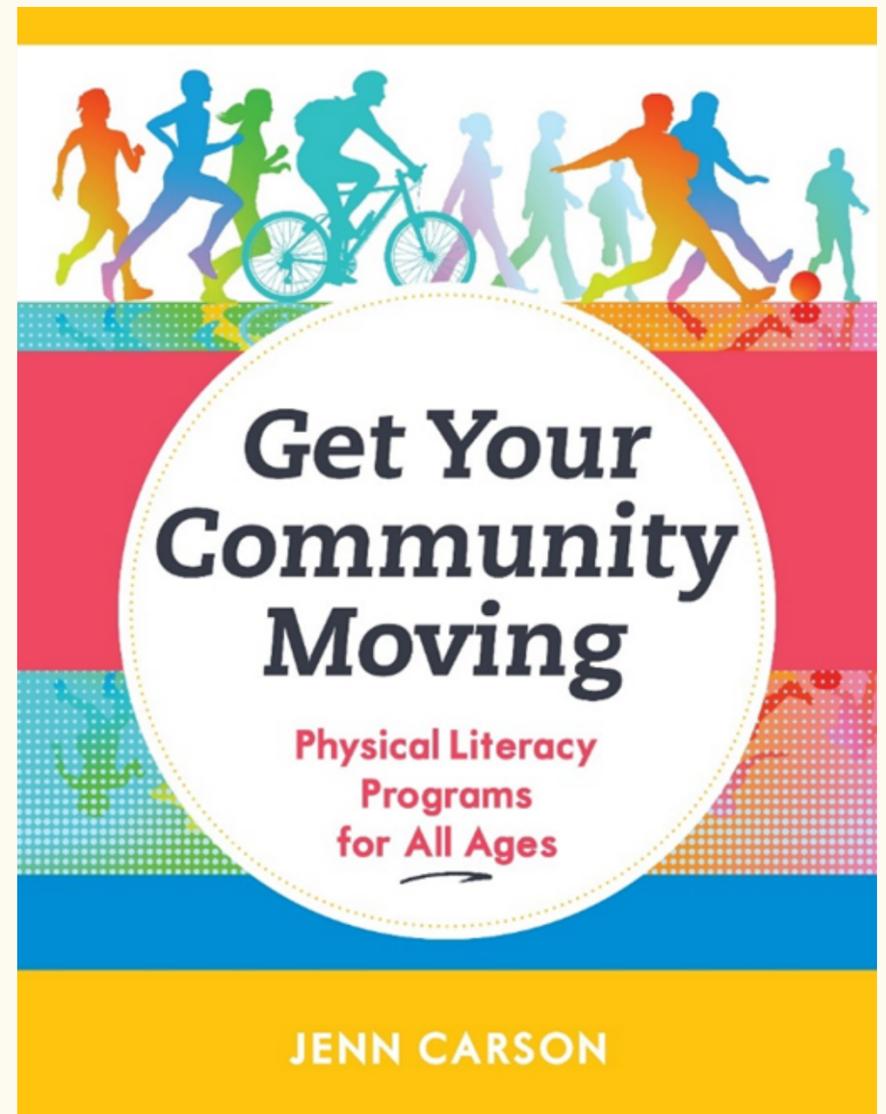
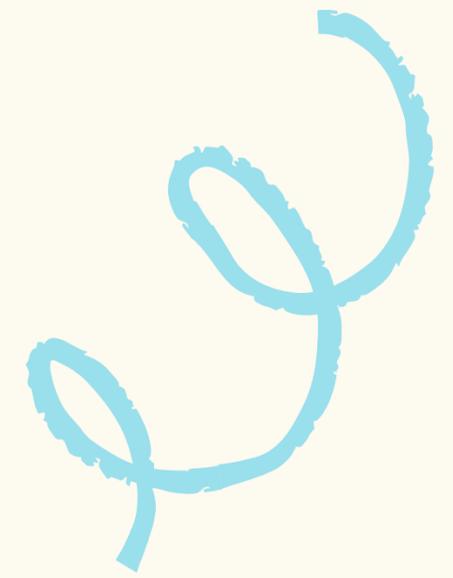
YOGA AND MEDITATION AT THE LIBRARY



*A Practical Guide
for Librarians*

JENN CARSON

PRACTICAL GUIDES FOR LIBRARIANS, NO. 64





**TIME FOR
QUESTIONS!**

