

The Adult Programming Struggle

Time for a new direction

With Kathy Pape

PCI *Webinars*

Your trusted source for web-based training

Kathy Pape ~ Biography

Kathy has worked for over twelve years in Ohio libraries and is currently the Executive Director of the Conneaut Public Library in Conneaut, Ohio and serves on the Board of Trustees of the Northeast Ohio Regional Library System. Kathy also works as a producer, writer, actor, and director for one of Ohio's cable access channels that provides programming to households in Northeast Ohio and Western Pennsylvania.



Why is this so difficult?



- ◆ Adults don't always put themselves first
- ◆ Diverse needs and interests
- ◆ Timing 2 ways
- ◆ Transportation
- ◆ Marketing

Methods to collect information

Data mining

- ◆ ILS data and reports
 - ◆ Time studies
- ◆ Survey
- ◆ Engagement campaign

What's going on out there?

- ◆ Know your audience
- ◆ Targeting
- ◆ Aging populations



Programming partners

- ◆ These are the people in your neighborhood
 - ◆ What works
 - ◆ What doesn't



Looking within...

What about staff?

- ◆ Building on strengths
- ◆ Prioritizing
- ◆ Job descriptions
- ◆ Communication

Staffing continued

- ◆ Avoiding weak areas
 - ◆ Time and talents
 - ◆ Too much? Not enough?



Dual programming or *side by side* programming

- ◆ What does this mean?
- ◆ How does this work?
- ◆ Gimme' some ideas!



Side by side relationships

- ◆ Let me tell you a story...
- ◆ Have you tried this yet?

Crazy and Kooky

- ◆ UFO, Zombies, and Ghosts!
 - ◆ Make this your “go-to” move!



The collectors

- ◆ Show and tell for all ages!
 - ◆ Display vs. program



Virtual traveling

- ◆ Let your patrons do the work!
- ◆ Single or series



Book tastings




Health and well-being

- ◆ Create another “tasting”
- ◆ Fitbit Club
 - ◆ Use your “structured” network

Taking your show on the road

- ◆ Museum
- ◆ Plays
- ◆ Concerts



The Conneaut Public Library
304 Buffalo St. Conneaut, OH 593-1608


We're going on a bus trip to the
Pittsburgh Carnegie Museum of Natural History!

Saturday, April 18th
Pick up: 7:00AM from CPL
Drop Off: 8:00PM

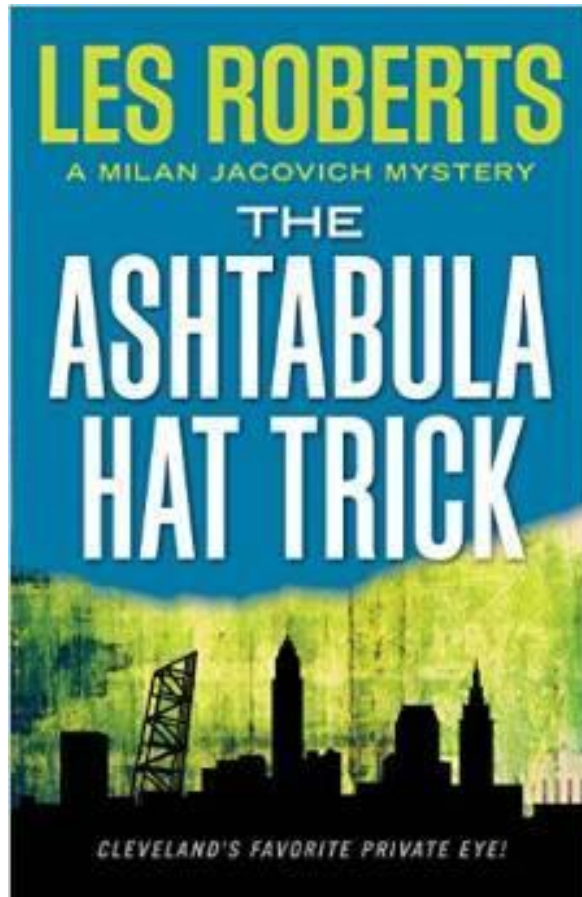
Includes: Bus fare, Museum Entry plus 1 hour guided tour in the Egyptian Hall, Snacks,
and Two Free Coffee Table Books (valued at \$36)

Adults: \$55 Seniors: \$50 Students: \$45
Age 3 and under in a seat: \$35 Age 3 and under on a lap: FREE

Seating is limited, so call to register
Complete Payment and Registration by Tuesday, March 31st!



Book signings



- ◆ National authors
- ◆ Local authors
 - ◆ groupings

When all else fails...

- ◆ Create the reason why...
 - ◆ Why I need to know
 - ◆ Why I need to meet
 - ◆ Why we should be concerned
 - ◆ Why we should be happy
 - ◆ Why I should care

Additional Resources

- ◆ ALA American Library Association
 - ◆ <http://www.ala.org/advocacy/advleg/publicawareness/campaign@yourlibrary/prtools/sampleprogramming>
- ◆ PCI Archives
 - ◆ Family Programming: Making Mixed Age Groups Work

Do one more
thing...

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thank
thank
you!