

READY TO
TRANSFORM LIFE AFTER 50?
LET'S GET STARTED.

TLA50 WEBINAR NOVEMBER 19, 2014



TODAY'S PRESENTERS

- Stephen Ristau, TLA50 Project Coordinator
- Cindy Mediavilla, Library Programs Consultant, California State Library
- Jennifer Baker, Director, St. Helena Public Library



WEBINAR AGENDA

- The Big Idea- video
- Starting the Conversation Stephen Ristau
- Community Assessment Cindy Mediavilla
- TLA50 Programs & Strategies Jennifer Baker
- Q&A/ AHA's
- Coming Attractions Stephen Ristau





Strategic Facilitation

Starting the Conversation

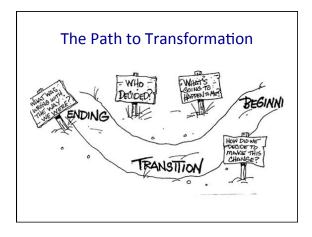
- What is strategic facilitation?
- How do I start intentional conversations?
- · Identifying key stakeholdersinternal and external
- Powerful questions facilitate engagement
- Leveraging early adopters and allies
- Engaging an advisory group/ task force



Stephen Ristau

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Community Assessment What is Community Assessment? • intentional data collection to identify community assets and target population priorities • critical first step before planning any new library service/program TRANSFORMING Life atter 50 A Resource for Libraries

| Community Assassment Tachnique #1 | |
|--|---|
| Community Assessment- Technique #1 | |
| External environmental scan of target population's: | |
| Demographics | |
| • Setting | |
| Economic conditions | |
| Technology levels | |
| Sociocultural elements | |
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| Community Assessment- Technique #2 | |
| Key informant/community leader interviews: | |
| A | |
| Approach from <u>target population's</u> <u>perspective</u> not from the library's perspective | |
| | |
| May lead to potential partnerships | |
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| Community Assessment- | |
| Other Techniques | |
| Focus groups | |
| _ | |
| • Surveys | |
| Observations | |
| | |
| Life after 50 | |
| A Mesource for Libraries | 1 |



Additional Community Assessment Resources

- Libraries Transforming Communities
 http://www.ala.org/transforminglibraries/sites/
 ala.org.transforminglibraries/files/content/
 LTC Binder FINAL 0.pdf
- Community-Led Libraries Toolkit (Working Together Project)

http://www.librariesincommunities.ca/resources/ Community-Led Libraries Toolkit.pdf

TLA50 Effective Programs and Strategies Jennifer Baker

TLA50 Effective Programs and Strategies

Three basic areas I'll cover:

- 1)Programming2)Volunteers
- 3)Partnering





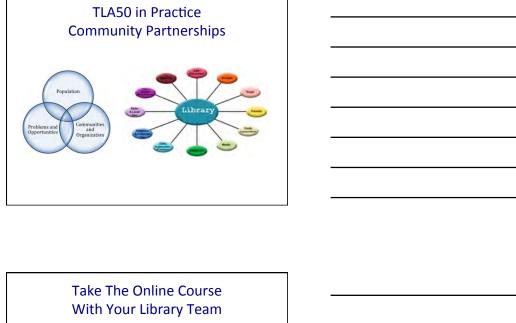


TLA50 in Practice Programming

Just a Few Program Ideas:

book clubs or discussions * academic lectures * author talks & signings * poetry readings * movie/book tie-ins * readers' theater * plays and theatrical productions * presentations on physical, spiritual, and mental health * forums on community issues or national issues * music concerts * dancing * sing-alongs * writing workshops * food/cooking demonstrations * DIY presentations (like home brewing) * contests—baking/spelling * trivia and games * specialty subject speakers * tributes * history presentations * art receptions * festivals * special holiday related events * films * cultural demonstrations * life coaching * computer classes * how to use your phone * gardening * storytelling * magic * travel talks * crafting & scrapbooking * knitting & crochet clubs * conversation clubs for language learning * yoga * martial arts and self defense demos * animals * life planning * disaster preparedness * political forms & townhalls * parties!







GET ENGAGED IN TLA50COMING ATTRACTIONS JOIN US ON SAVE THE DATE TLA50 Promising Practices Round-up Wednesday, February 25, 2015, 9:00AM - 3:00pm Sacramento Public Library Galleria Details coming soon GET ON THE TLA50 E-COMMUNICATION LIST Email Stephen Ristau stephenristau@gmail.com if you would like to be included in future TLA50 communications

PRESENTERS' CONTACT INFO

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- Jennifer Baker, Director, St. Helena Public Library, jennifer@shpl.org

Questions? Aha's!



