



## **Library Services for Older Adults**

*Workshop Agenda*

*Spring 2007*

**Diane Satchwell**

**Instructor**

An Infopeople Workshop

### **Overview of Library Services for Older Adults**

- ◆ Introductions - Who Is Your Target Audience?
- ◆ Services Currently Provided and Possibilities  
*Exercise #1 Brainstorming Services for My Library*
- ◆ Benefits and Barriers

### **Planning and Developing Library Services and Budget Considerations**

- ◆ Planning Checklist/Technology and Its Potential  
*Exercise #2 Can Older Adults Get to the Service*
- ◆ Partnerships and Funding  
*Exercise #3 Partnerships and Funding in Your Library*
- ◆ Planning a Service with a Budget  
*Exercise #4 Planning One Service Worksheet/Budget Sheet (2-sided)*

### **Marketing the Service Inside and Out**

- ◆ Getting the Word Out - Writing the PSA  
*Exercise #5 Marketing to Older Adults*
- ◆ Advertising Techniques  
*Exercise #6 What Is Your Message?*

### **Evaluation and the Real Deal**

- ◆ Evaluation Methods and Journaling
- ◆ One Service in Your Library  
*Exercise #7 Service Idea Worksheet*

### **Summary and Evaluation**

*There will be two 15-minute breaks and an hour for lunch.*