



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

**TLA50 WEBINAR
NOVEMBER 19, 2014**

TRANSFORMING *Life after 50* A Resource for Libraries

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TRANSFORMING
Life after 50
A Resource for Libraries



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What is TLA50?

Transforming Life After 50 (TLA50) was launched by the California State Library to address the changing nature of aging. It has become a national model of innovation, not just for libraries, but all kinds of organizations that aim to serve and engage mid-life adults, ages 50+.

[» More about TLA50](#)

[» TLA50 Innovation](#)

Boomers are a large and diverse group of people from all walks of life — not a single stereotype as commonly perceived.



[Boomers and Beyond: Who are the Boomers?](#)

[Why does increased longevity matter?](#)

www.transforminglifeafter50.org

TODAY'S PRESENTERS

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

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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

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The Big Idea

Vital
PICTURES

AN
AGING
SOCIETY
ZPMNDGMI
EVERYDAY



TODAY AND TOMORROW
CHILDREN WILL SUFFER THE
LOSSES OF GREAT-GRANDPARENTS,
PARENTS, AND GRANDPARENTS...



<http://theagingamericaproject.com>

Strategic Facilitation

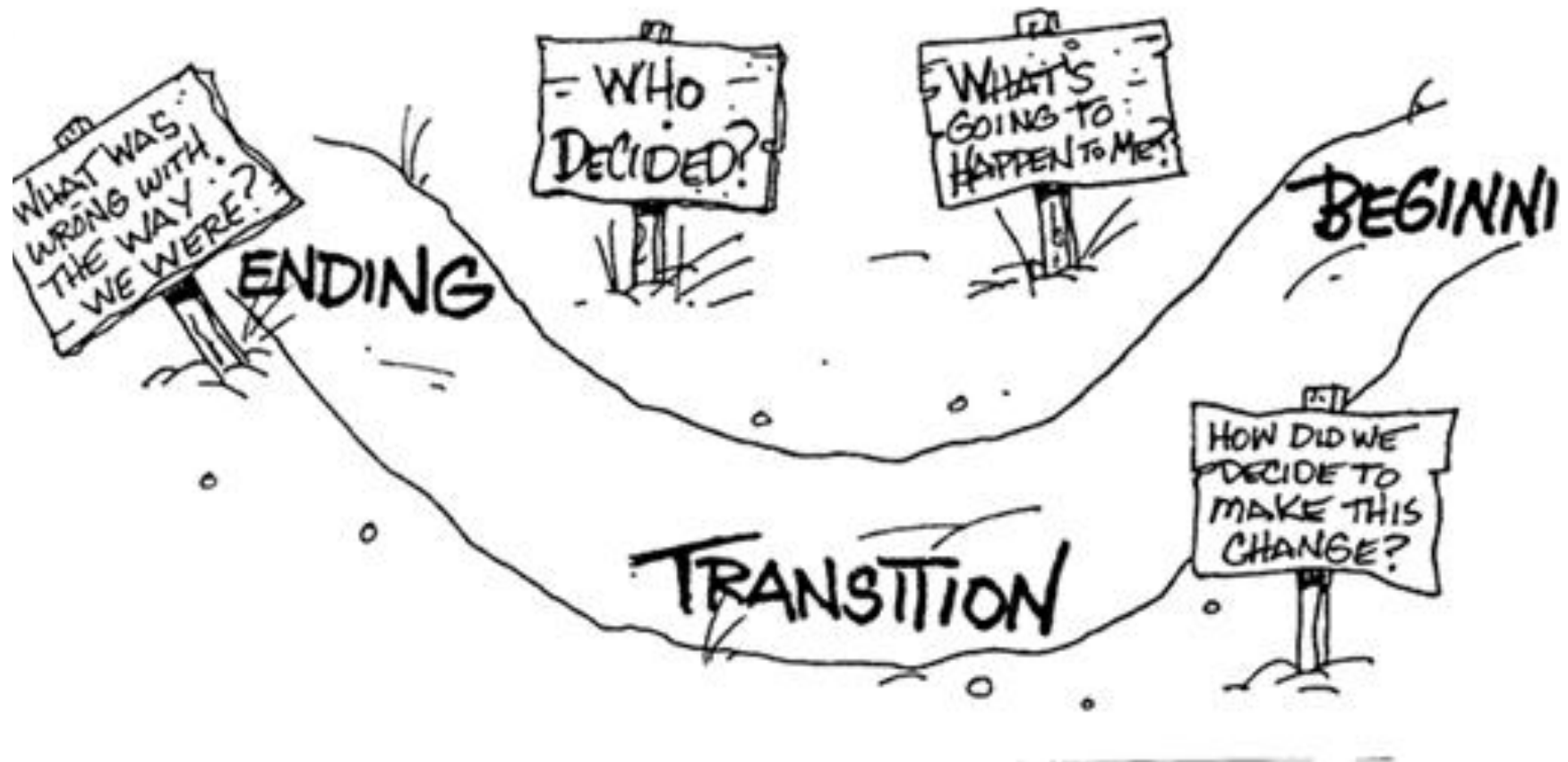
Starting the Conversation

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

Stephen Ristau



The Path to Transformation



Take The Online Course With Your Library Team

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IMLS
Fellowship

WHAT'S NEW

MIDLIFE TRENDS

INNOVATORS

RESOURCES

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Sea



Strategic Facilitation Course

Introduction and Overview

Welcome to Strategic Facilitation, the first course in the Transforming Life After 50 (TLA50) Fellowship series, with instructor Mary Jane Naquin. For the webinar offered in this course, see [Week 3](#).

This course provides an understanding of strategic facilitation and how it differs from other forms of stakeholder involvement, voluntary organization models, or public participation processes. You will learn how to lead a group from within, to engage stakeholders and help them to participate effectively and constructively, and to encourage ongoing involvement and responsive programs. After completing the course, you will be able to:

- Initiate and lead a dialogue about the needs of adults 50+ in your community and raise awareness of the opportunities for them that the library could meet.
- Identify and form a stakeholder team that is comprehensive, diverse, and representative of the library and the community it serves.
- Guide and support the team as the members set goals, develop strategic initiatives, update current programs, and involve the library community in implementation.

MENT & EVALUATION

TION

STRATEGIC FACILITATION COURSE

<http://www.transforminglifeafter50.org/tools-ideas/facilitation/strategic-facilitation-course>

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

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Cindy Mediavilla



Community Assessment- Technique #1

External environmental scan of target population's:

- Demographics
- Setting
- Economic conditions
- Technology levels
- Sociocultural elements

Community Assessment- Technique #2

Key informant/community leader interviews:

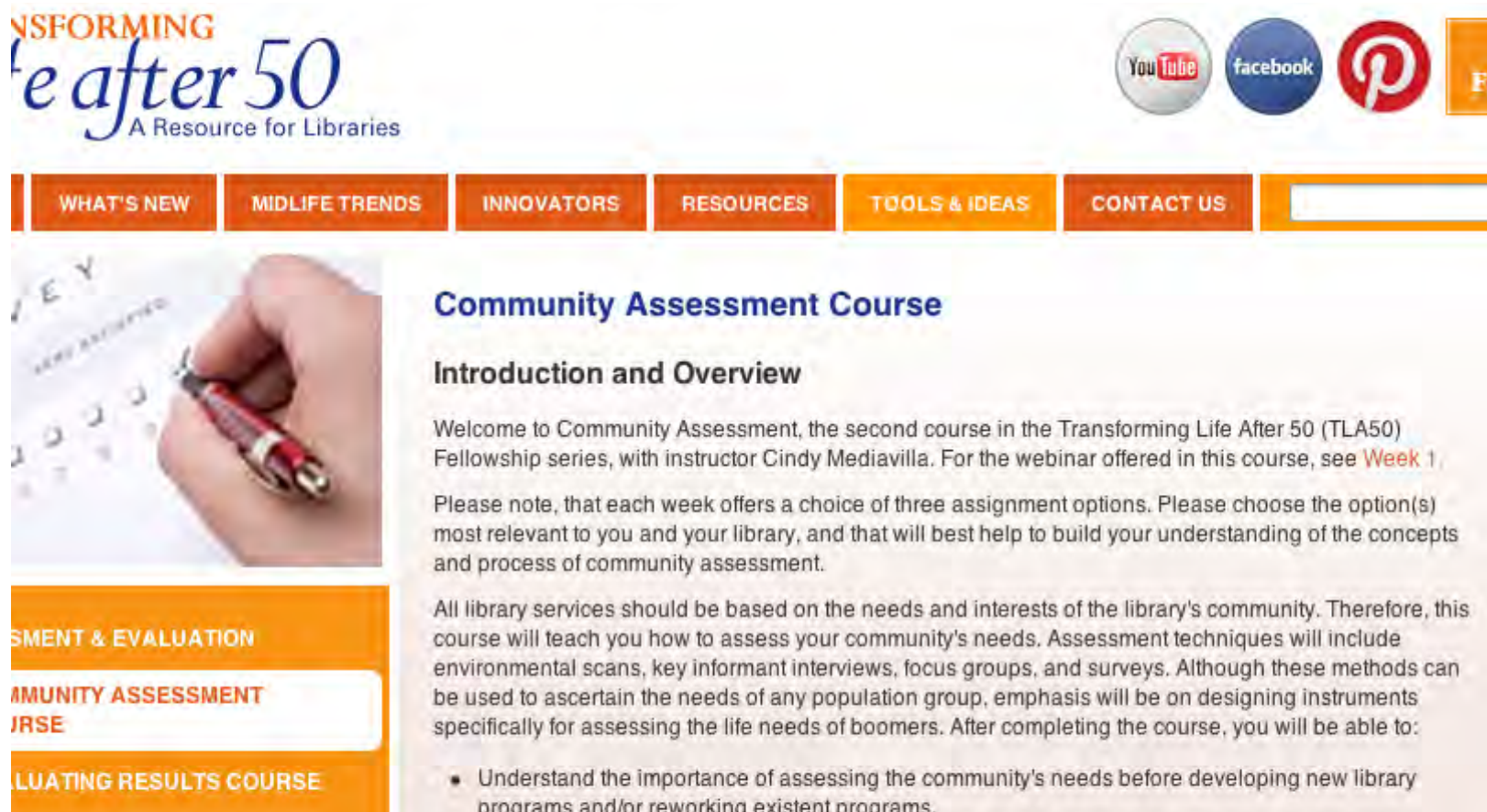
- Approach from target population's perspective *not* from the library's perspective
- May lead to potential partnerships

Community Assessment- Other Techniques

- Focus groups
- Surveys
- Observations

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Take The Online Course With Your Library Team



The image is a screenshot of the website for 'Transforming Life After 50: A Resource for Libraries'. The header features the organization's name and logo, along with social media icons for YouTube, Facebook, and Pinterest. A navigation menu includes links for 'WHAT'S NEW', 'MIDLIFE TRENDS', 'INNOVATORS', 'RESOURCES', 'TOOLS & IDEAS', and 'CONTACT US'. The main content area is titled 'Community Assessment Course' and includes an 'Introduction and Overview' section. A sidebar on the left contains a list of course topics, with 'COMMUNITY ASSESSMENT COURSE' highlighted. The main text describes the course as the second in a series, led by instructor Cindy Mediavilla, and provides details about assignment options and the course's focus on assessing community needs for library services.

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WHAT'S NEW MIDLIFE TRENDS INNOVATORS RESOURCES TOOLS & IDEAS CONTACT US

COMMUNITY ASSESSMENT COURSE

Community Assessment Course

Introduction and Overview

Welcome to Community Assessment, the second course in the Transforming Life After 50 (TLA50) Fellowship series, with instructor Cindy Mediavilla. For the webinar offered in this course, see [Week 1](#).

Please note, that each week offers a choice of three assignment options. Please choose the option(s) most relevant to you and your library, and that will best help to build your understanding of the concepts and process of community assessment.

All library services should be based on the needs and interests of the library's community. Therefore, this course will teach you how to assess your community's needs. Assessment techniques will include environmental scans, key informant interviews, focus groups, and surveys. Although these methods can be used to ascertain the needs of any population group, emphasis will be on designing instruments specifically for assessing the life needs of boomers. After completing the course, you will be able to:

- Understand the importance of assessing the community's needs before developing new library programs and/or reworking existent programs.

<http://www.transforminglifeafter50.org/tools-ideas/assessment-evaluation/community-assessment-course>

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) Programming
- 2) 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 forums & townhalls * parties!

TLA50 in Practice Volunteers



TLA50 in Practice

Community Partnerships



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WHAT'S NEW

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Engaging Adults through Programming and Social Media

Introduction and Overview

Welcome to Engaging Adults through Programming and Social Media, the last of the six courses in the Transforming Life After 50 (TLA50) Fellowship series, with instructors Jane Salisbury, janesa@multcolib.org and Analisa Svehaug, asvehaug@gmail.com. For the webinar offered in this course, see [Week 2](#).

It's been a long and, we hope, enriching journey from the Institute in Portland to this final course in the TLA50 Fellowship. Your library may already present an array of programs for adults in your community and may also be exploring a variety of strategies for use of social media. This course will help you to build and improve your existing efforts. You will be able to develop programming that creates engagement for mid-life adults with the library and with their communities. You will learn how to use social media to promote the involvement of these active, older adults with your library. As you explore best practices in reaching out to and engaging adults through programming and social media, you will discover how to apply these in your own library and community.

ASSESSMENT & EVALUATION

INTRODUCTION

PROGRAMMING

<http://www.transforminglifeafter50.org/tools-ideas/programming/engaging-adults>

GET ENGAGED IN TLA50- COMING ATTRACTIONS

- **JOIN US ON**



www.facebook.com/TLA50

- **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!

