

# Ready to Transform Life After 50? Let's Get Started




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## 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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# Ready to Transform Life After 50? Let's Get Started

## 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



<http://theagingamericaproject.com>

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## 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




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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

**Cindy Mediavilla**






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## 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:

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

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## Community Assessment- Other Techniques

- Focus groups
- Surveys
- Observations



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# Ready to Transform Life After 50? Let's Get Started

**Take The Online Course  
With Your Library Team**

The screenshot shows the website for 'Transforming Life After 50: A Resource for Librarians'. The main heading is 'Community Assessment Course'. Below it, there is an 'Introduction and Overview' section. The text reads: 'Welcome to Community Assessment, the second course in the Transforming Life After 50 (TLA50) Fellowship series, with instructor Cindy Meriwala. For the session 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.' A sidebar on the left lists 'IDENTITY & EVALUATION', 'IDENTITY ASSESSMENT', 'RICE', and 'LINKING RESULTS TO COMMUNITY'. At the bottom, the URL is provided: <http://www.transforminglifeafter50.org/tools-ideas/assessment-evaluation/community-assessment-course>

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**Additional Community  
Assessment Resources**

- *Libraries Transforming Communities*  
[http://www.ala.org/transforminglibraries/sites/ala.org.transforminglibraries/files/content/LTC\\_Binder\\_FINAL\\_0.pdf](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](http://www.librariesincommunities.ca/resources/Community-Led_Libraries_Toolkit.pdf)

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**TLA50 Effective  
Programs and Strategies**

Jennifer Baker

The graphic features the word 'IDEAS' spelled out with red 3D letter blocks. The 'I' is vertical, 'D' and 'E' are horizontal, 'A' is vertical, and 'S' is horizontal. To the right of the blocks is a portrait of Jennifer Baker, a woman with blonde hair wearing sunglasses.

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# Ready to Transform Life After 50? Let's Get Started

## TLA50 Effective Programs and Strategies

Three basic areas I'll cover:

- 1) Programming
- 2) Volunteers
- 3) Partnering




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## 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!

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## TLA50 in Practice Volunteers




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**TLA50 in Practice  
Community Partnerships**

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**Take The Online Course  
With Your Library Team**

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

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**GET ENGAGED IN TLA50-  
COMING ATTRACTIONS**

- **JOIN US ON** [www.facebook.com/TLA50](http://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](mailto:stephenristau@gmail.com) if you would like to be included in future TLA50 communications

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- Cindy Mediavilla, Library Programs Consultant, California State Library, [Cindy.Mediavilla@library.ca.gov](mailto:Cindy.Mediavilla@library.ca.gov)
- Jennifer Baker, Director, St. Helena Public Library, [jennifer@shpl.org](mailto:jennifer@shpl.org)

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## Questions? Aha's!



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