

Hello

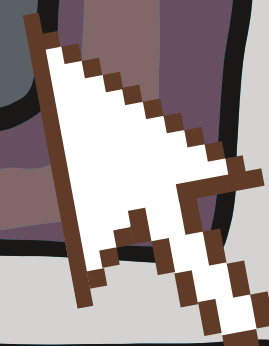
Nice to meet you



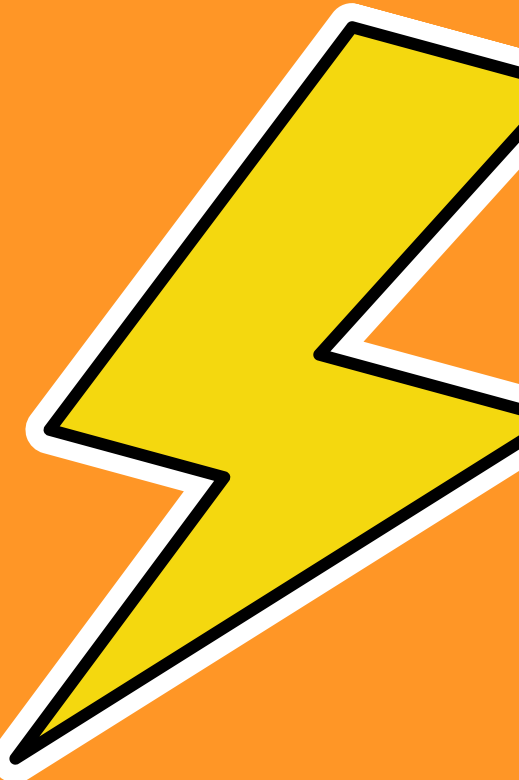


Engaging

Grown-Ups

PROGRAMMING FOR ADULT PATRONS

Presented by Anna Merritt,
Richland Community Library





INTRODUCTION

- 😊 Why is Adult Programming so important?
- 😊 How does this translate to increased library support?
- 😊 How can I work within my budget to increase/improve my programming? How do I market it?
- 😊 Programming Ideas & Examples



ANNA MERRITT

she/her



amerritt@richlandlibrary.org

Chat

ABOUT ME

Assistant Director of the Richland Community Library, as well as the Adult Programmer & Interloan Specialist.

RCL is a level three library located about 10 minutes north of Kalamazoo. We serve a population of about 8,200.

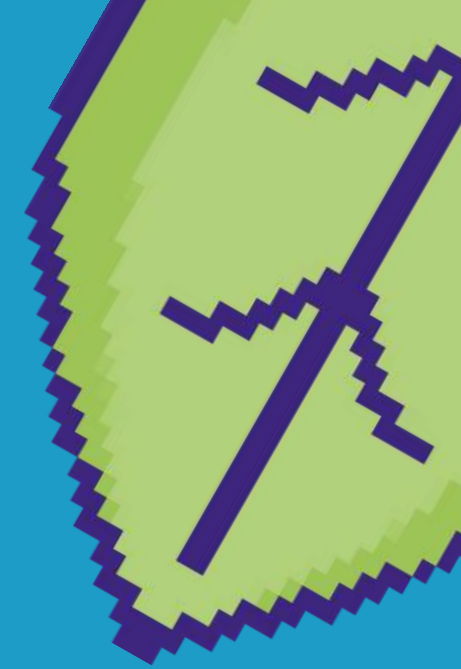
Been working in the world of libraries since 2015.

Hired into my current position in early 2018, with the expectation of increasing Adult Programming from 1-5 events per year + a book club.

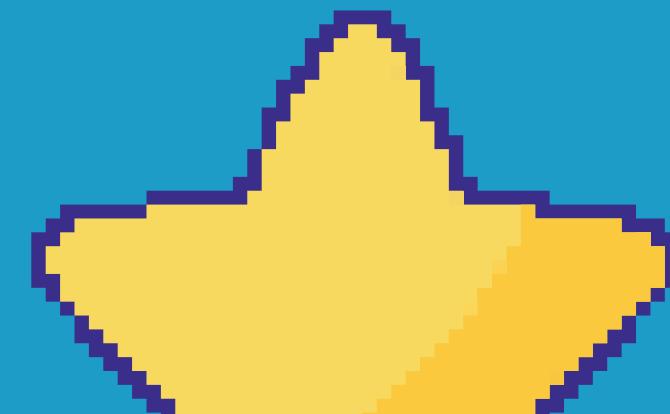
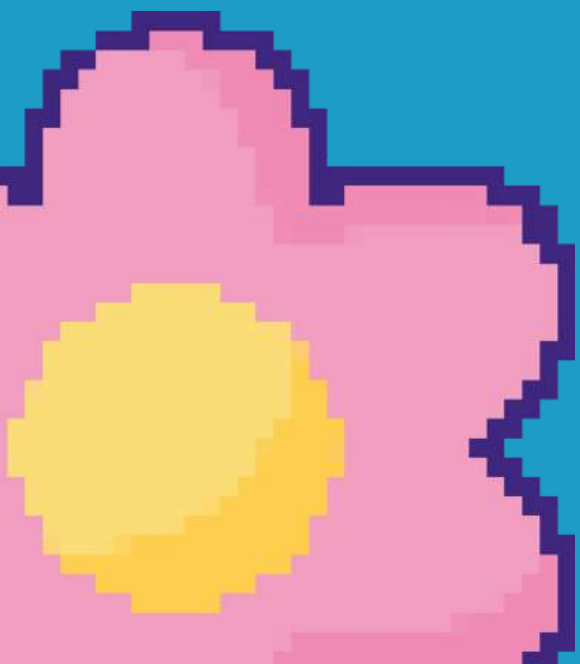
Since then, I have planned or help plan & market:

- ⚡ 465 programs (+/- 70 programs per year)
- ⚡ Welcomed over 68 presenters/authors
- ⚡ Helped RCL to receive a 2019 America's Star Library recognition for an increase in program & event attendance over the 2017/18 fiscal year.

Send



WHY IS ADULT PROGRAMMING SO IMPORTANT?





GET NEW PATRONS IN THE DOOR



← → ↻ ★

untitled_page × +

Not all library patrons are the same.

They'll have different needs /wants / expectations.

Programming, especially a diverse variety, will bring in library users who may not come in for any other reason.

< ||| >

← → ↻ ★

untitled_page × +

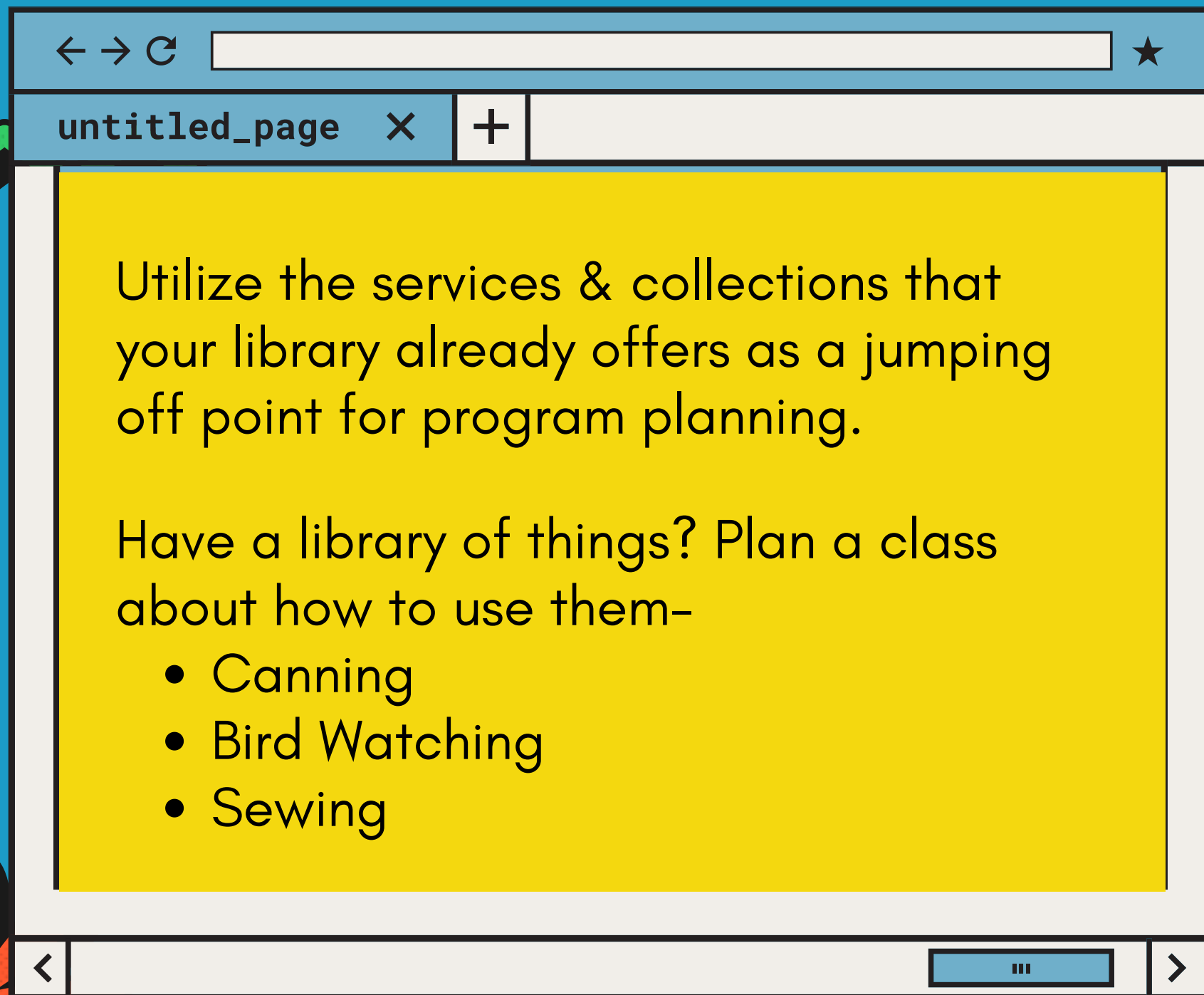
Team & Family programs are great to bring in new patrons.

Team Trivia & Family Board Game nights are just two examples of programs that encourage regular patrons to bring in non-traditional patrons.
(more on this later)

< ||| >



ADVERTISES SERVICES & COLLECTIONS



← → ↻ [address bar] ★

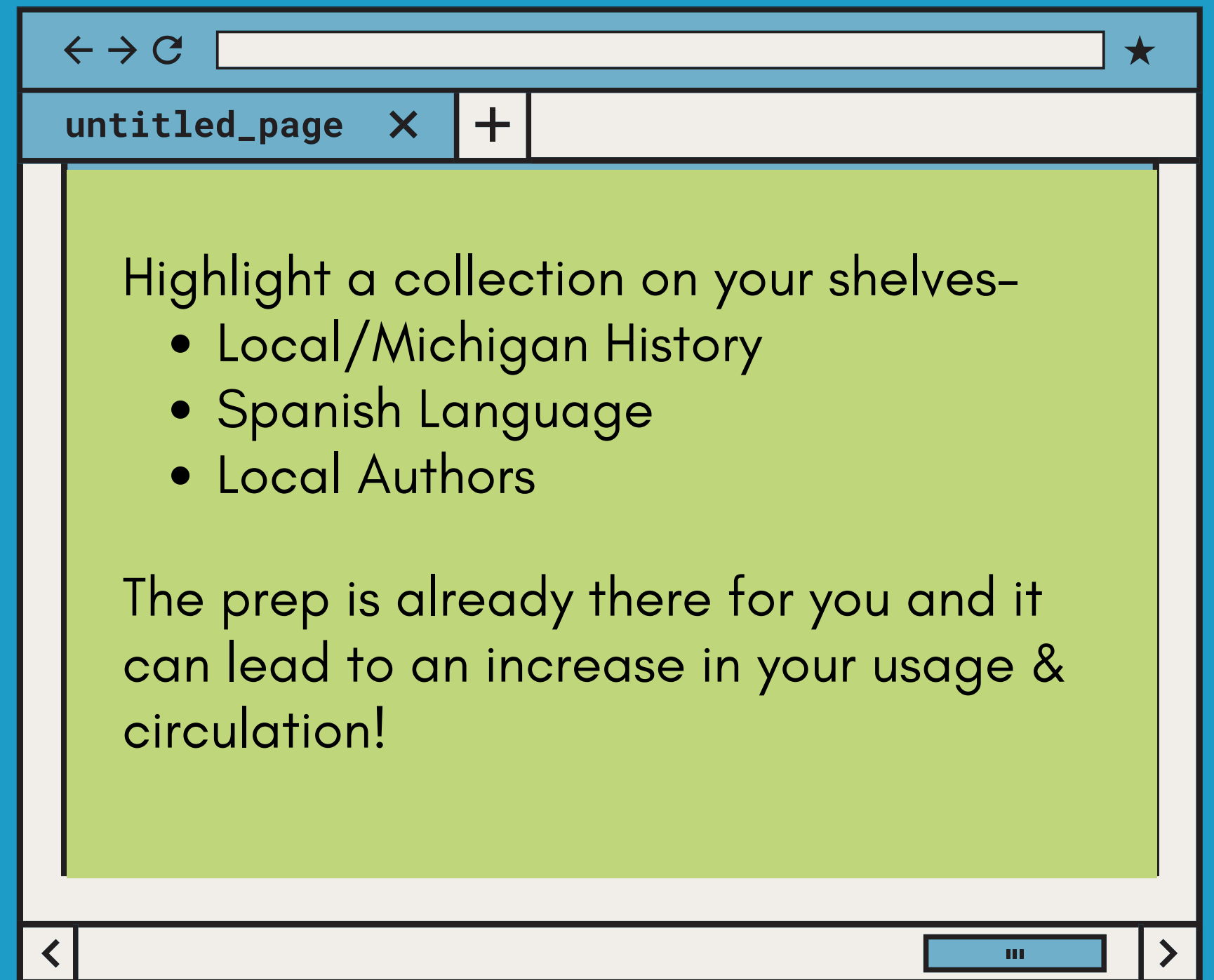
untitled_page × +

Utilize the services & collections that your library already offers as a jumping off point for program planning.

Have a library of things? Plan a class about how to use them-

- Canning
- Bird Watching
- Sewing

< [menu] >



← → ↻ [address bar] ★

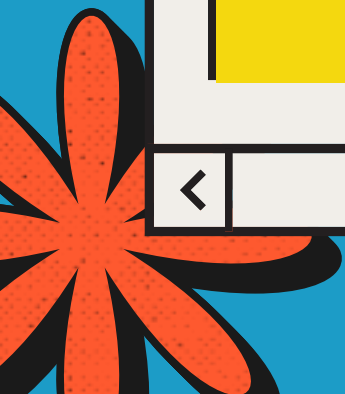
untitled_page × +

Highlight a collection on your shelves-

- Local/Michigan History
- Spanish Language
- Local Authors

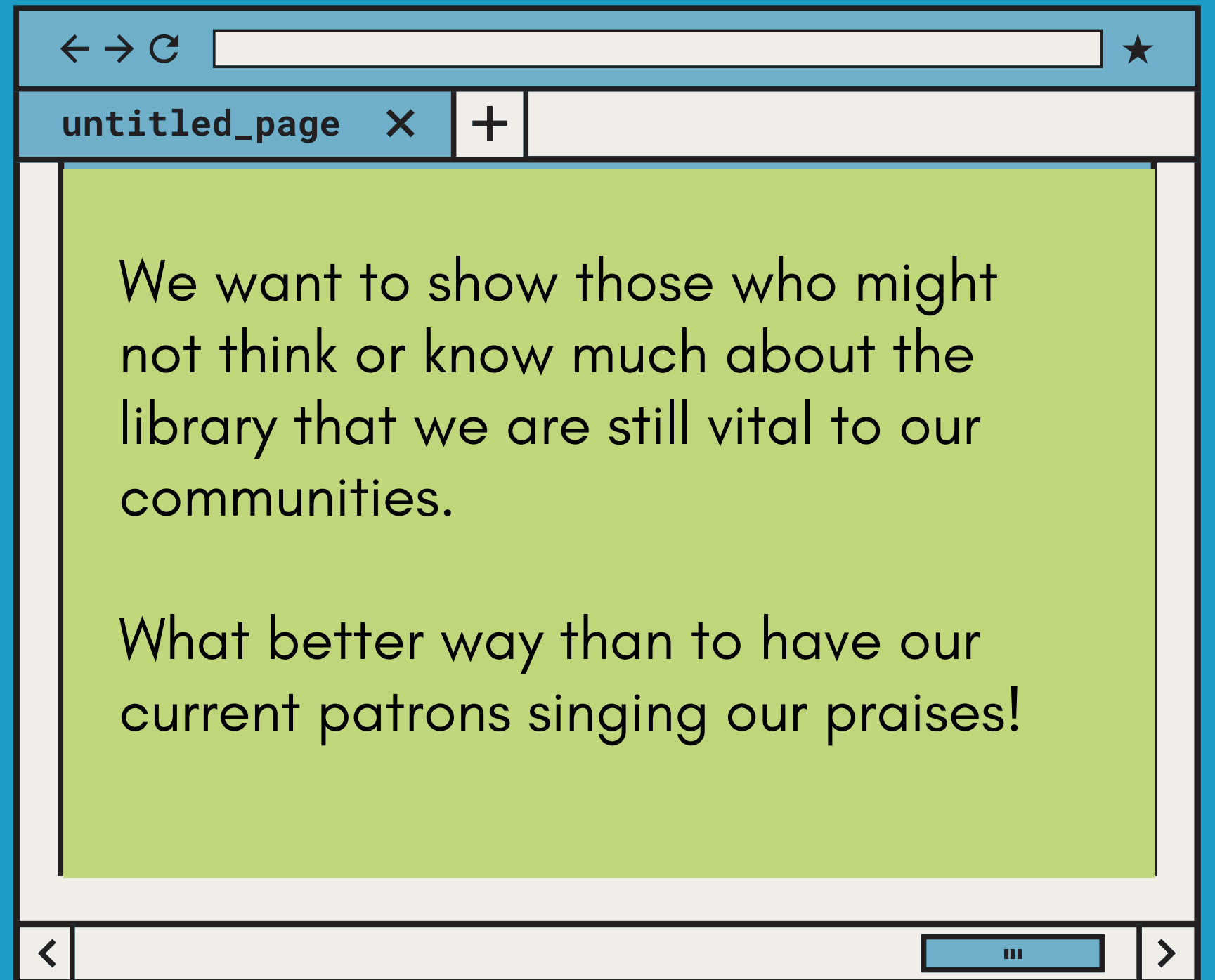
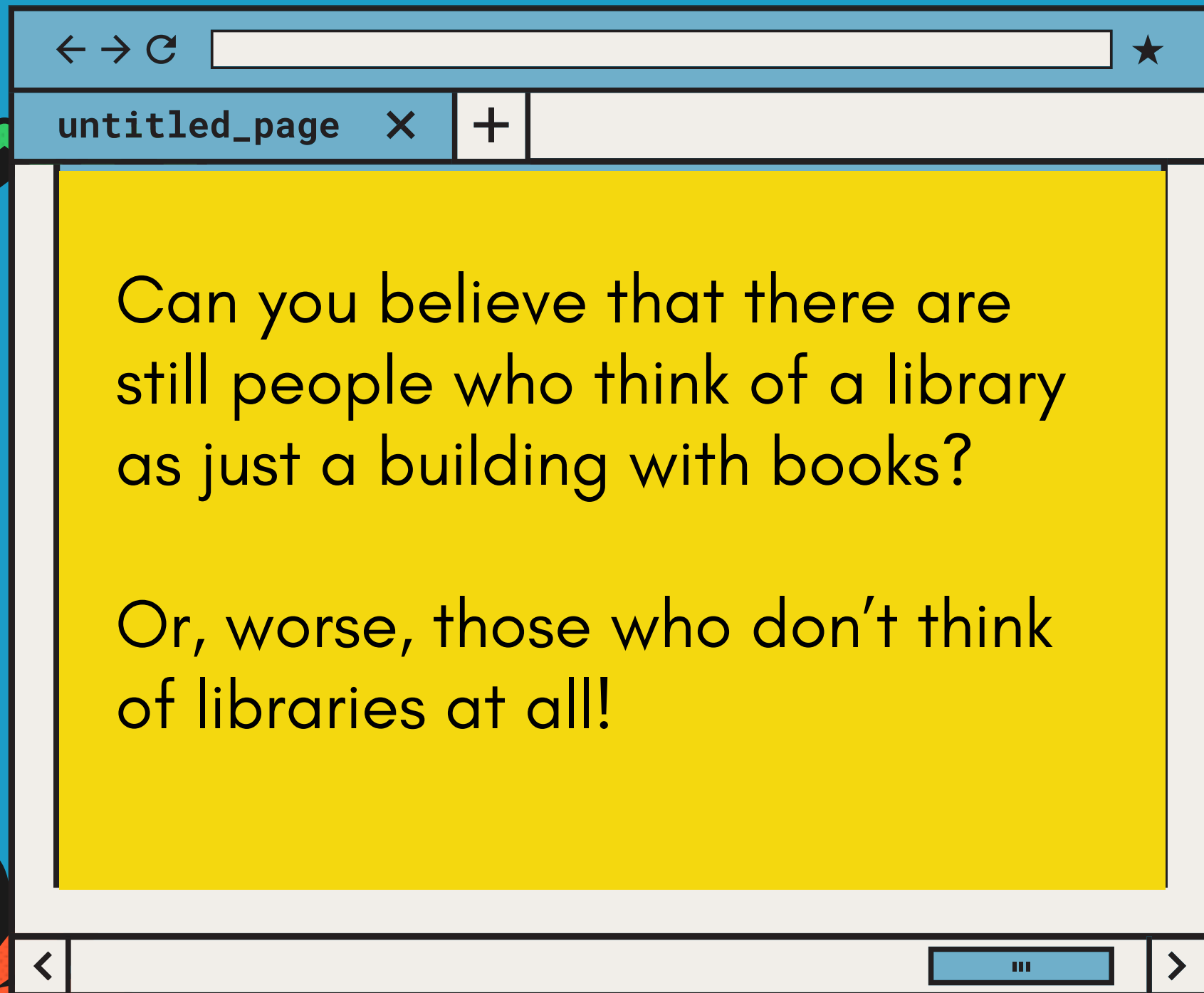
The prep is already there for you and it can lead to an increase in your usage & circulation!

< [menu] >



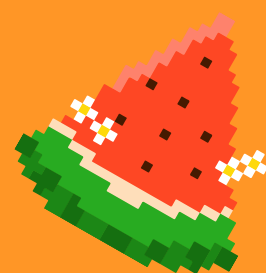
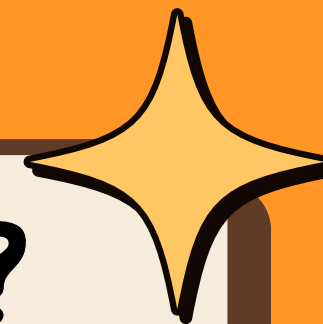


ENTERTAINS & MAKES THE LIBRARY FUN!





HOW DOES THIS INCREASE SUPPORT?





GET'S PEOPLE THINKING ABOUT THE LIBRARY

"I came to your art club and got inspired. Do you have any books on watercolor painting?"

"I'm glad you offer story time for my little one, but what cool stuff do you have coming up for adults?"

"I might not use the library all the time, but it is there when I need it."



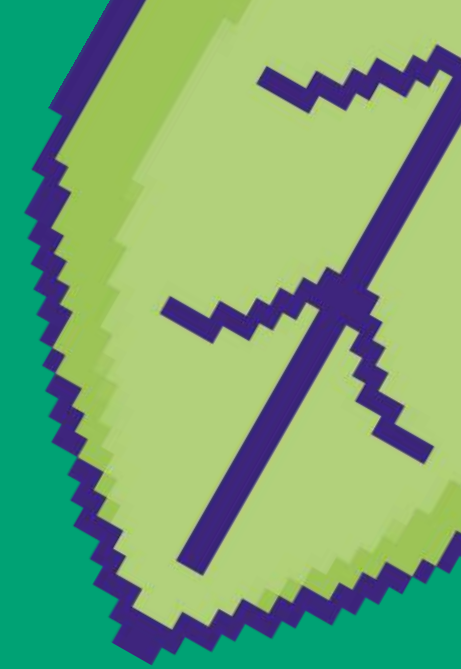
SUPPORT LOOKS DIFFERENT

Patrons who come in weekly for the latest Patterson are great, but they are not our only patrons.

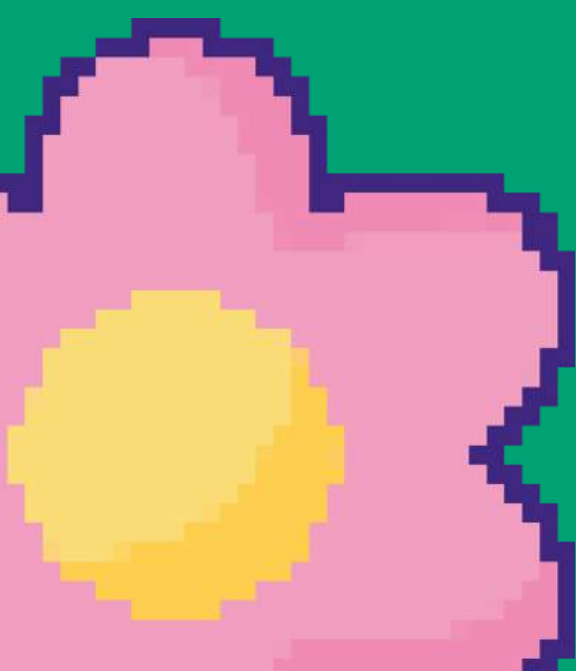
Programming brings in non-traditional patrons. Once they are in the doors, they see what they've been missing.

"Buy-in" can come in many forms-

- Circulation
- Partnerships
- Word-of-Mouth
- Voting

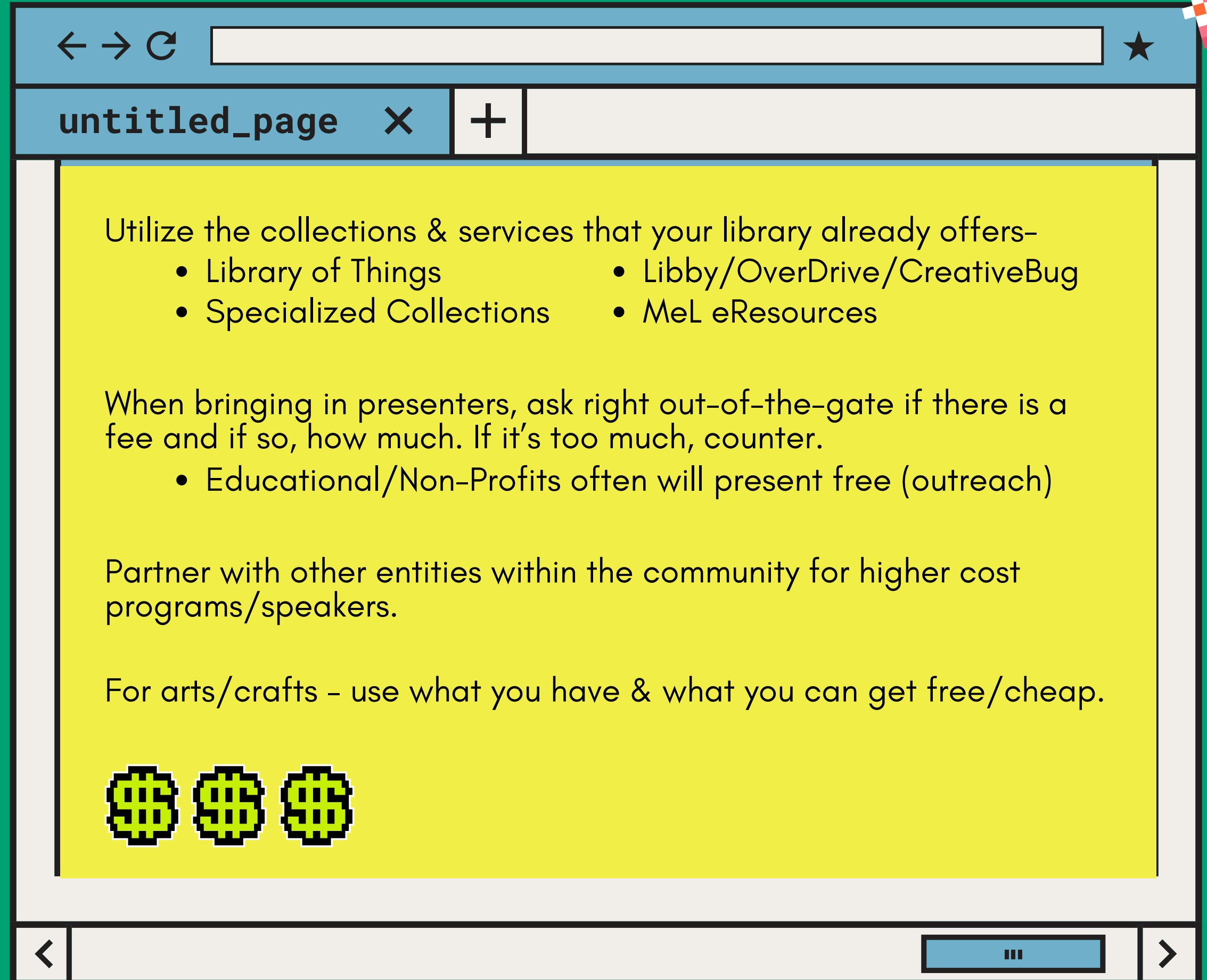


 | **BUDGETING & MARKETING**





DON'T LET YOUR BUDGET RESTRICT YOUR CREATIVITY

A stylized web browser window with a blue header and a white body. The header contains navigation icons (back, forward, refresh) and a search bar. The body is a yellow page with text and a list of resources. The footer contains a back button, a scroll bar, and a forward button.

untitled_page × +

Utilize the collections & services that your library already offers-

- Library of Things
- Libby/OverDrive/CreativeBug
- Specialized Collections
- MeL eResources

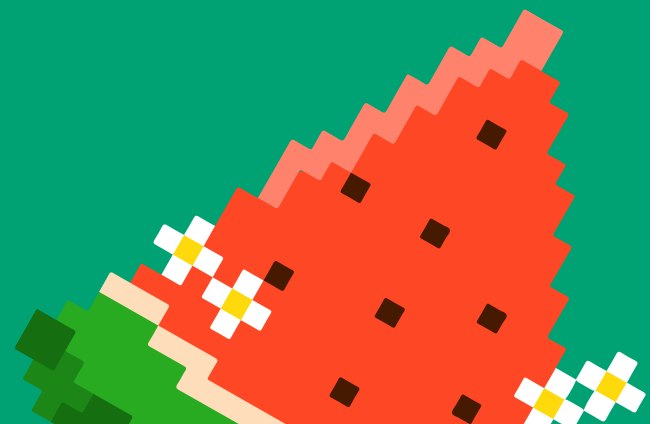
When bringing in presenters, ask right out-of-the-gate if there is a fee and if so, how much. If it's too much, counter.

- Educational/Non-Profits often will present free (outreach)

Partner with other entities within the community for higher cost programs/speakers.

For arts/crafts - use what you have & what you can get free/cheap.

\$\$\$





PUT THE CALL OUT FOR PRESENTERS

← → ↻ [address bar] ★

untitled_page × +

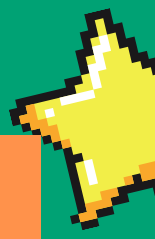
ANNA'S STEPS TO FINDING PROGRAM PRESENTERS-

- 1 Think of an idea for a presentation.
- 2 Ask staff, Friends, and regular patrons with community ties.
- 3 Google It. Check for local options first. Then, expand to the closest cities.
- 4 Reach out to other area libraries/co-ops/etc. Then, Mich-Lib Listerv.
- 5 Hang my head in shame... Add it to my list and circle back.

PUT A CALL OUT

- Post on social media, website, in-house
- Ask for experts, artists, etc.

< [address bar]



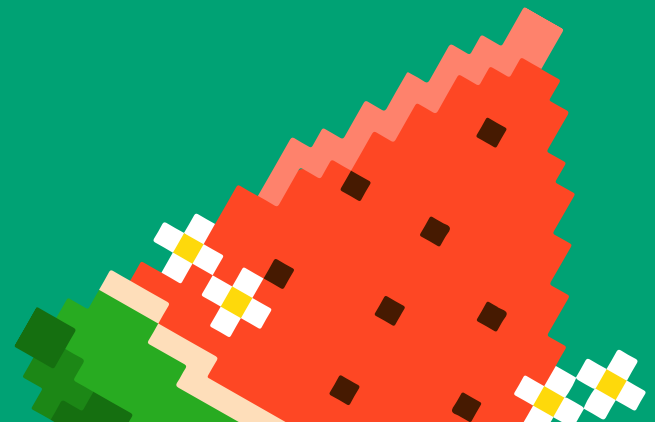
CALLING ALL EXPERTS!!!

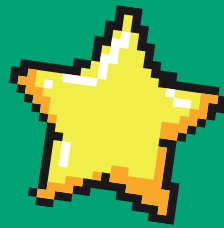
Are you skilled in a particular area?

Would you be willing to teach/talk about your area of expertise?

RCL would love to invite you to host a program!

If you are interested or would like to discuss it further, please call, email or stop into the library and see Anna.





MARKET TOWARDS YOUR AUDIENCE

← → ↻

untitled_page × +

Some programs market themselves

- Crafting
- Food/Beverage

Some programs require a bit more marketing

- Target audience - email or in-person
- Social Media paid ad
- Free online calendars
- Print flyers & newsletters
- Outreach / External Signage
- Invites
- Nothing beats word-of-mouth!

If you include a feedback survey, ask where they heard about the event

< ||| >





 | **PROGRAMMING IDEAS** 

Chat

TEAM TRIVIA

Once a month (seasonal)

Community teams
(Friends, Rotary, Church)

Pub-style creates a chill atmosphere

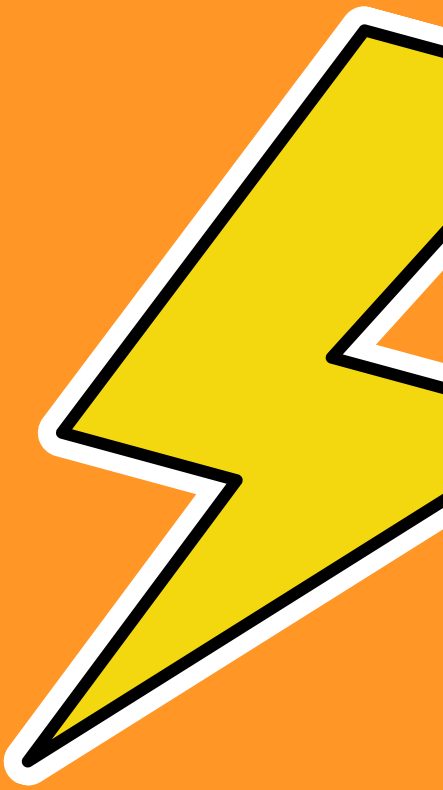
Play music & serve snacks

Winning team gets bragging rights

Cost: Snacks/Water



Send



Chat

COOKBOOK CLUB

Once a month (seasonal)

BIG HIT right off-the-bat

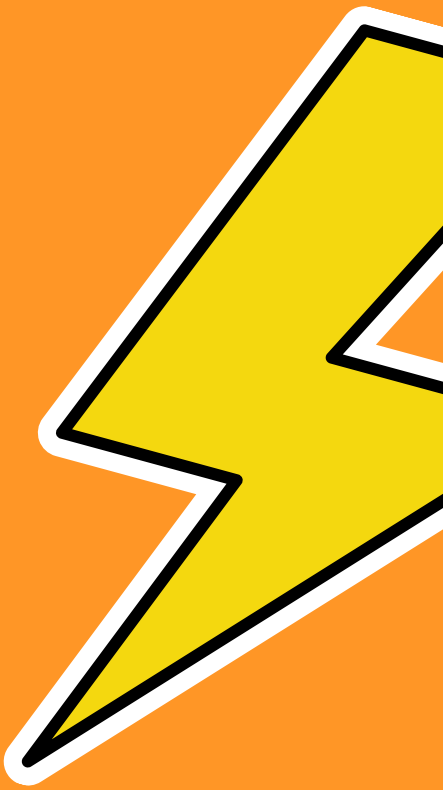
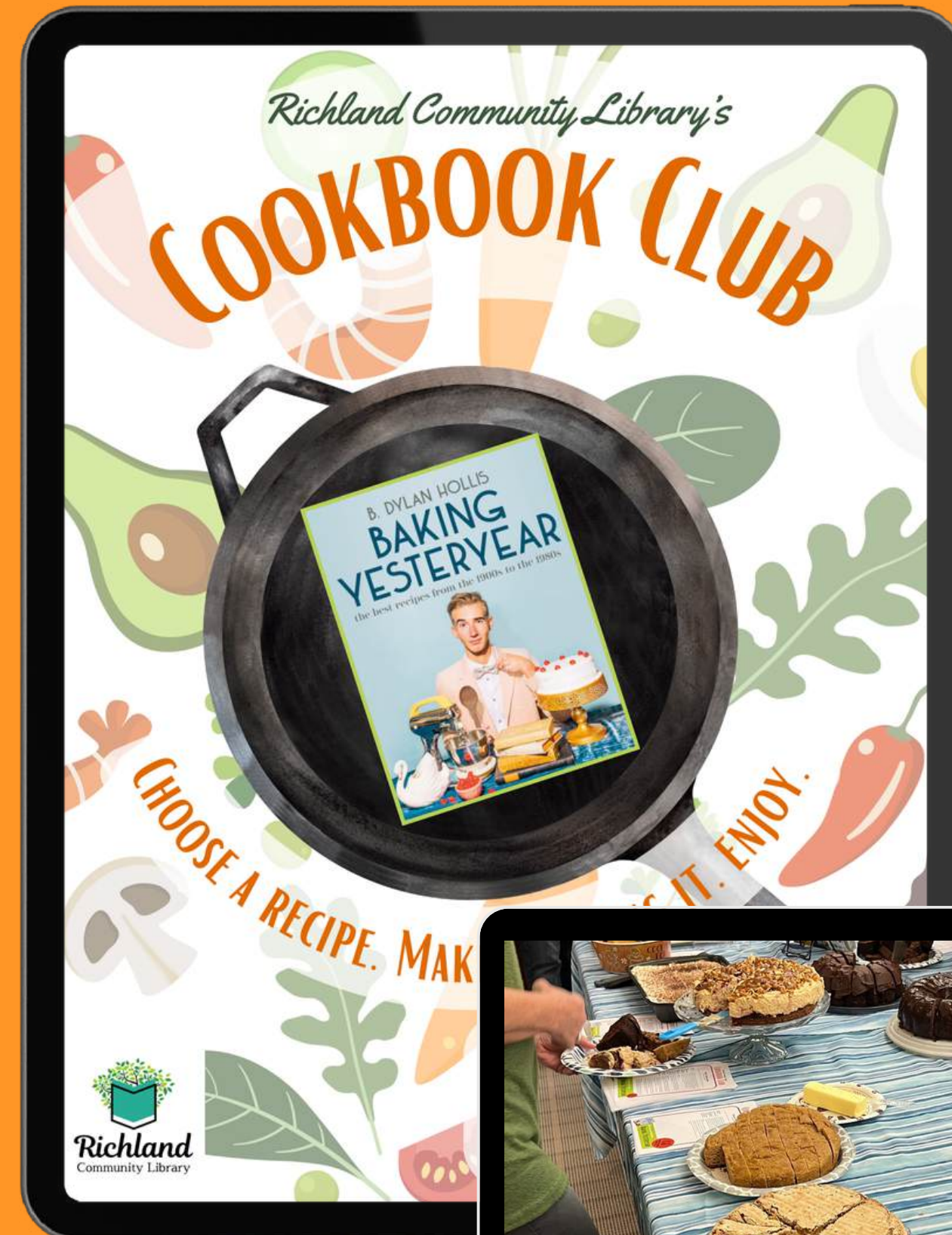
Unique idea resonates with patrons

Brings out a range of adults (20s-70s)

Cost: \$0 (unless the library covers the ingredience for the staff recipe)



Send



Chat

FAMILY GAME NIGHT

Partnered with Teen Librarian

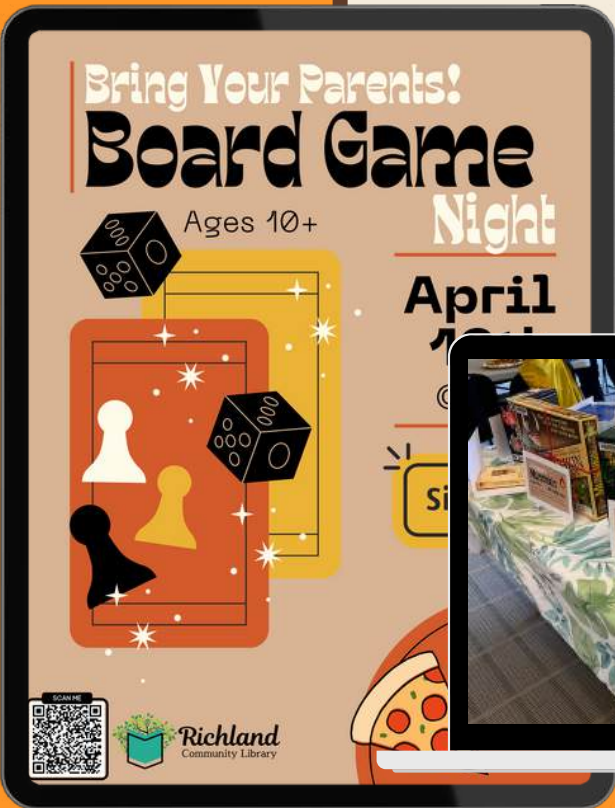
Used board games we had in our collection

Multi-generational brought out dads & moms

Cost: Pizza & Soda



Send



Chat

TV GAME SHOWS

Found Power Point templates for Wheel of Fortune & Family Fued

Different from trivia & more immersive than board games

Cost: Prizes (optional)



Send



Chat

ADULT ART CLUB

Once a month (seasonal)

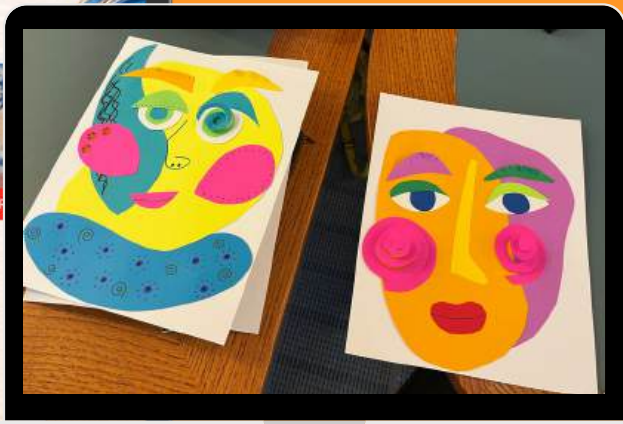
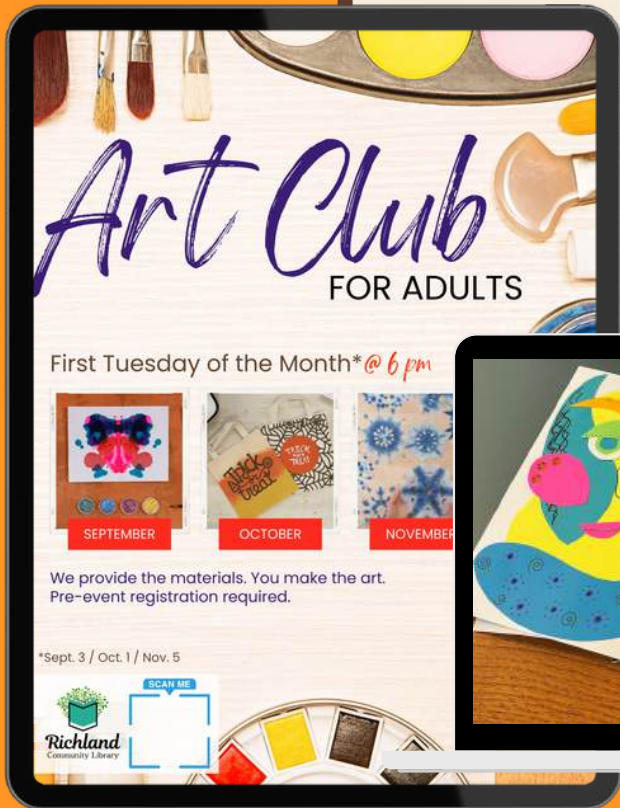
Give the participants the materials to make what they want

Use what we have instead of buying a bunch of new stuff

Cost: Supplies, sometimes



Send



Chat

CREATIVEBUG WORKSHOPS

Seasonally

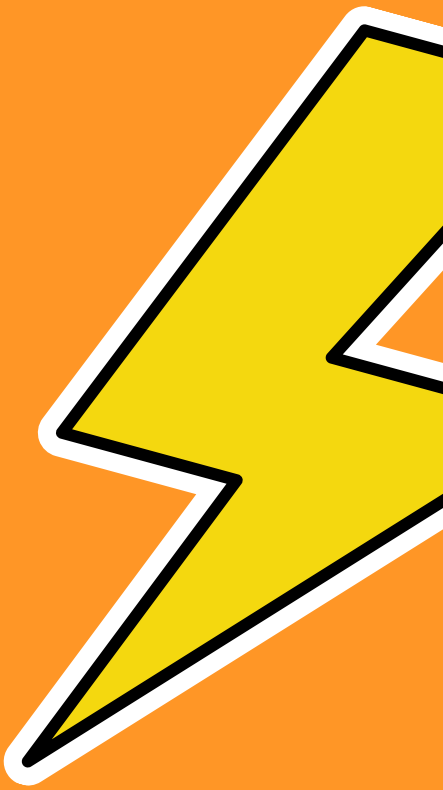
CreativeBug leads the program, I just facilitate

Able to present art/craft tutorials that are beyond my creative abilities

Cost: Supplies



Send



Chat

ESCAPE/MYSTERY GAMES

One-Offs

Make your own to cut costs.
Circulate after the event

Purchase monthly subscription
boxes to save time

Cost: Initial Supplies/boxes



Send



Chat

MURDER MYSTERY PARTIES

Events - Saturdays/Friday Evening

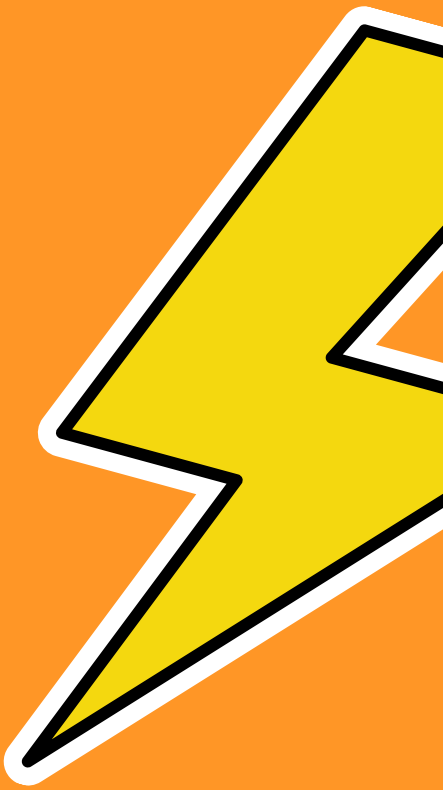
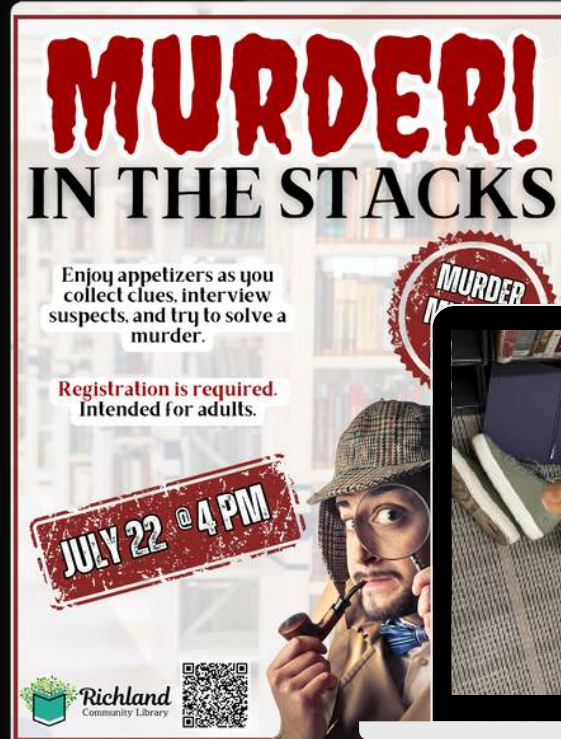
Encourage groups/families to
come together

Special events create demand &
attention

Cost: Props, snacks, mystery
(if not original)



Send



Chat

MEET MI AUTHORS

Partnership with our Friends of the Library & local Rotary chapter

The library only has to put in 1/3 of the cost

Spring & Fall - 3-4 authors each

Built in audience from other groups

Cost: \$500 year



Send

MEET MICHIGAN AUTHORS
Established 2014

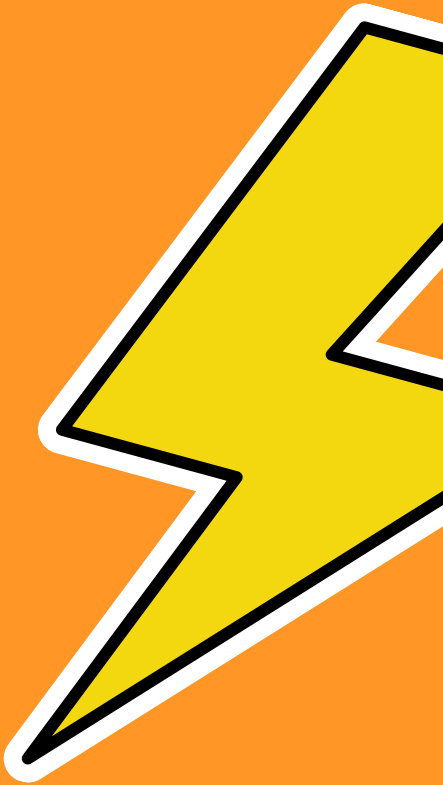
FALL SERIES 2024

BUDDY HANNAH
Playwright & Poet
In his over 30 years of theatre experience, Buddy Hannah has worked with numerous Kalamazoo theatrical societies, including the Black Arts & Cultural Center.
In addition to playwright, he has also published several books of poetry.
SEPTEMBER 11 @ 6 PM

GINA STEVENS
Children's Author
Artist Gina Stevens has written & illustrated two children's picture books, with her third to be published soon.
Gina is a Richland resident who has taught several watercolor classes right here at the Richland Community Library.
NOVEMBER 7 @ 7 PM

MAUREEN DUNPHY
Essayist & Writer
Michigan native Maureen Dunphy has always been inspired by nature. The Great Lakes especially have played a major role in her writing.
Maureen will be discussing her new memoir *Divining: A Memoir in Trees*.

Richland Community Library **Rotary** Gull Lake Area Rotary Club District 6360



Chat

BINGO BEYOND BARRIERS

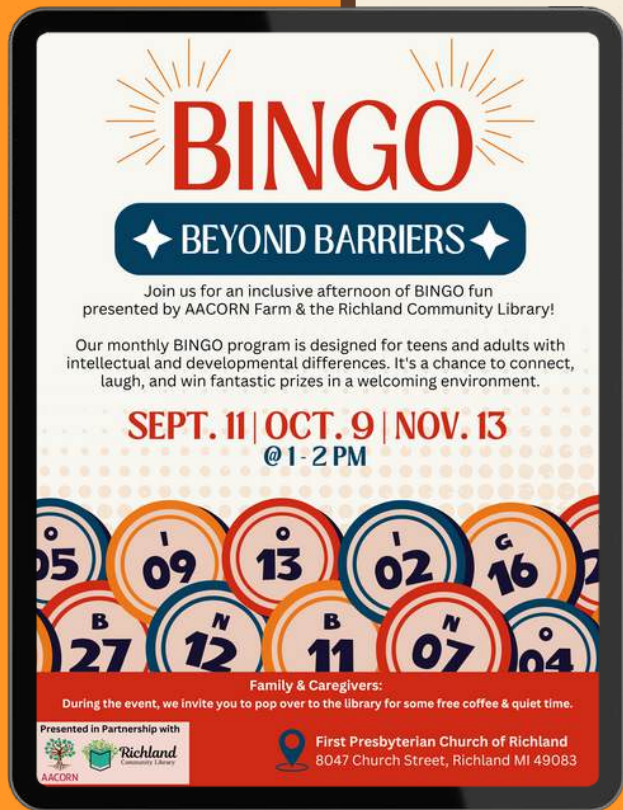
Partnership with local care facility

Targets an audience that may normally not come to traditional programs

Cost: Prizes & snacks



Send



Chat

ADULT D&D

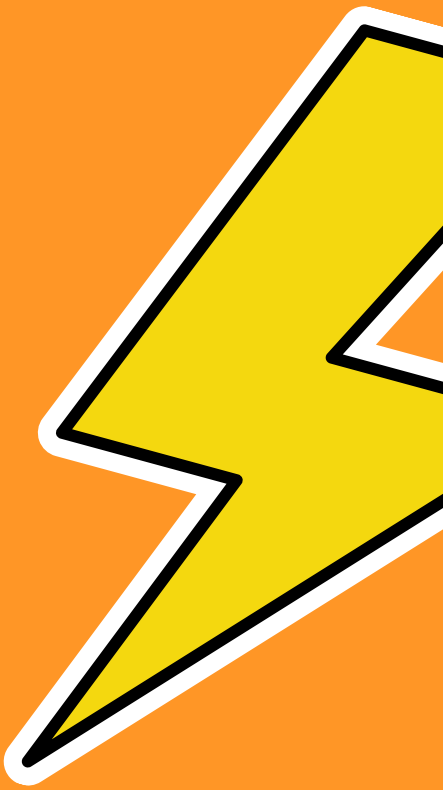
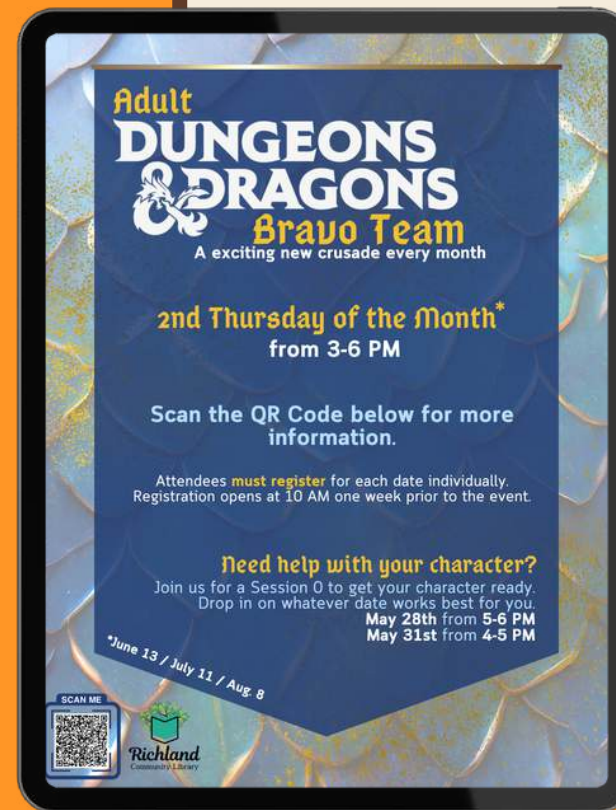
Staff member who already loved Dungeons & Dragons

Targeted parents whose kids come to our Teen D&D

Cost: No cost (time off the desk for the staff member)



Send



Chat

FINANCE & RETIREMENT

Free informational program from local banks, financial firms, & investment companies

They are encouraged to offer outreach/community programs

Can cross promote their services

Be aware of not allowing them to 'sell'

Cost: \$0 (coffee)



Send



Sign up online or by calling the library. **SIGN UP**

ESTATE PLANNING 101

JANUARY 23RD @ 6 PM

JOIN US FOR A PRESENTATION ON THE BASICS OF ESTATE PLANNING.

- Discover the types of situations where estate planning and grant peace of mind for the future.
- Learn the common excuses for not having an estate plan and how to overcome them.
- Delve deeper into what happens when a person dies with a Will and explore other documents that assist with probate for incapacity and after death.

Hosted by Jessica Brandow, a solo attorney with experience spanning estate planning, probate estate administration, elder law, trust administration, and small business law.

Richland Community Library



RCL SOUTHWEST MICHIGAN FINANCIAL, LLC

PRESENTED BY CHUCK HENRICH, REGISTERED INVESTMENT ADVISOR

RETIREMENT 101

FREE ADULT EDUCATIONAL CLASS

WEDNESDAY, SEPT. 20 6-8 PM

RICHLAND LIBRARY
8951 PARK STREET
RICHLAND, MI

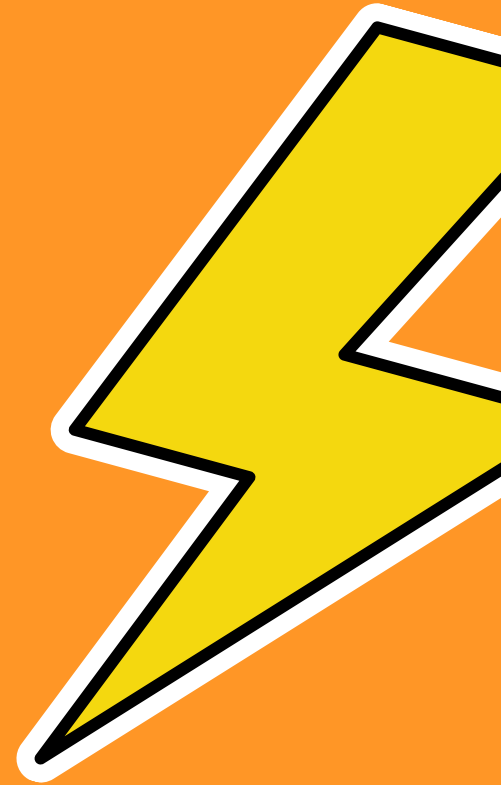
THIS CLASS WILL COVER:

- INVESTMENT PITFALLS
- HOW TO MAXIMIZE SOCIAL SECURITY BENEFITS
- DEVELOPING AN INCOME PLAN
- MORE!

PLEASE NOTE:

THIS CLASS WILL LAST FOR 2 HOURS. IF YOU HAVE A SPOUSE, PLEASE CONSIDER BRINGING THEM ALONG. REFRESHMENTS WILL BE PROVIDED.

TO REGISTER, CALL 269.629.9085



Chat

GUEST PRESENTERS

- Baseball Museum
- Local actor & his mother **FREE!**
- Importance of Humor **FREE!**
- Disability Network of SWMI
- Local Tea Shop
- Estate Planning **FREE!**
- Lavender Farm
- Food Waste Collection **FREE!**
- Railway History **FREE!**
- Bike Repair **FREE!**
- League of Women Voters **FREE!**
- Canning/Preserving **FREE!**
- Forage Walk **FREE!**
- How to Play the Ukulele
- Green Burial
- Mending & Quilting Class **FREE!**
- Live Dance Troupe
- Local Lore & Myths
- Gilmore Car Museum **FREE!**
- Zero Waste Cooking
- Seasonal Gardening



Send

RCL'S SUSTAINABLE KITCHEN SERIES
Freezing, Canning, & Preserving

RCL welcomes Kellie Jordan to show us the proper methods of freezing, canning, & preserving seasonal food items.

Please note that, although this event is hosted by the Richland Community Library, it will take place at the **Richland Area Community Center**.

Thursday, July 11 @ 6-7 PM

Hosted by **Kellie Jordan**

R.A.C.C.
9400 E CD Ave,
Richland, MI 49083

SCAN ME

MICHIGAN'S INTERURBAN RAILWAY
A HISTORY

Presented by Mark Tomlinson of the KMRHS

JULY 27 @ 7PM

BIGGEST LITTLE Baseball MUSEUM

AGES 9 TO 99 WELCOME!

RCL welcomes Garry Lange of the Biggest Little Baseball Museum in Three Oaks, MI.

From local teams to SWMI are big leaguers to card collecting and more, there will be fun for all ages.

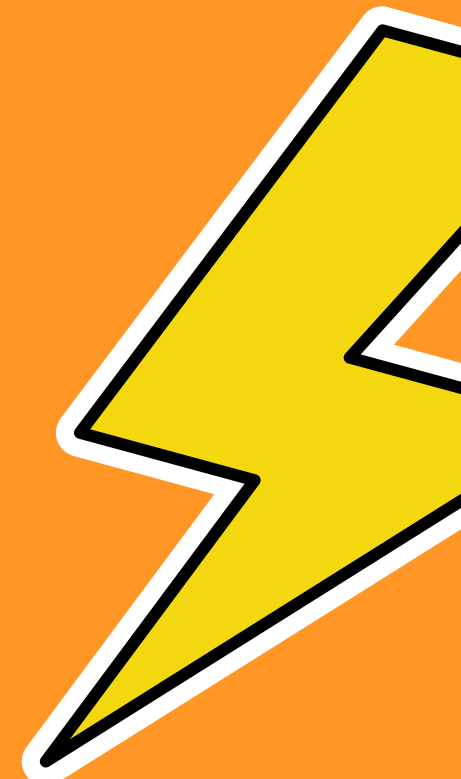
SEPTEMBER 4 AT 6 PM

RCL Presents **from HOMETOWN to HOLLYWOOD**

Thursday, May 23rd @ 7PM

Richland's own Charlie Avink recently completed his first Major Motion Picture, *The Seeding*.

RCL welcomes Charlie and his mom Sarah to tell us all about their experience making the film, how he got into acting and what it's like having a child in 'the biz'.



Chat

PASSIVE PROGRAMS

Ask a question

- Why did you come to the library today?
- Would you rather have more money or time?
- Soda or Pop?

Swap some puzzles

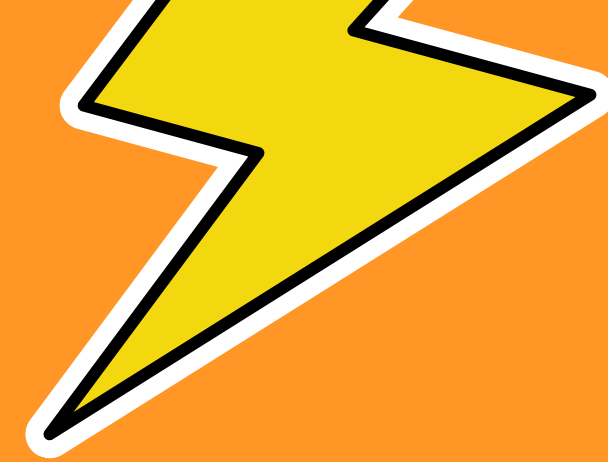
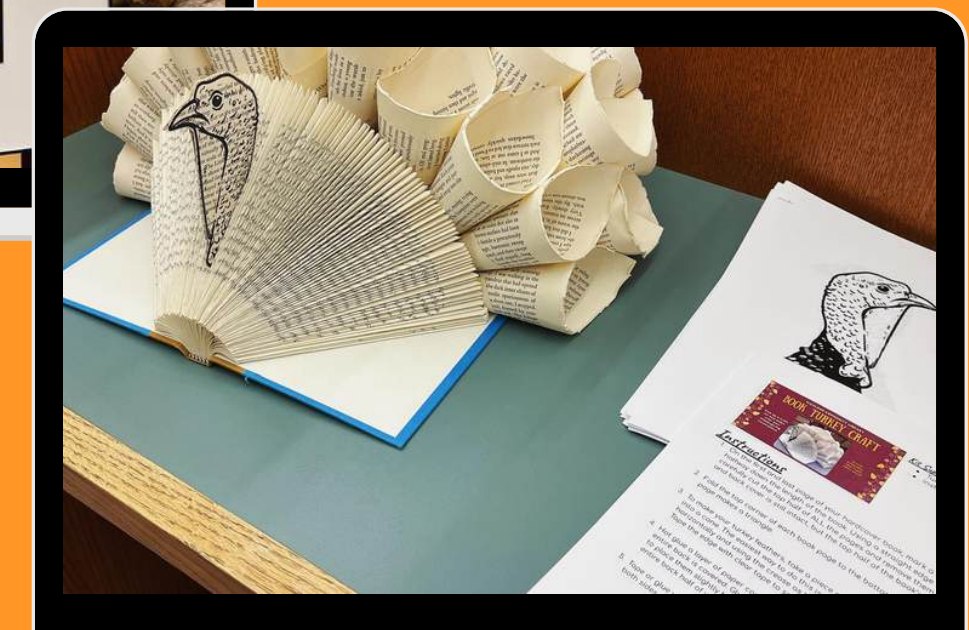
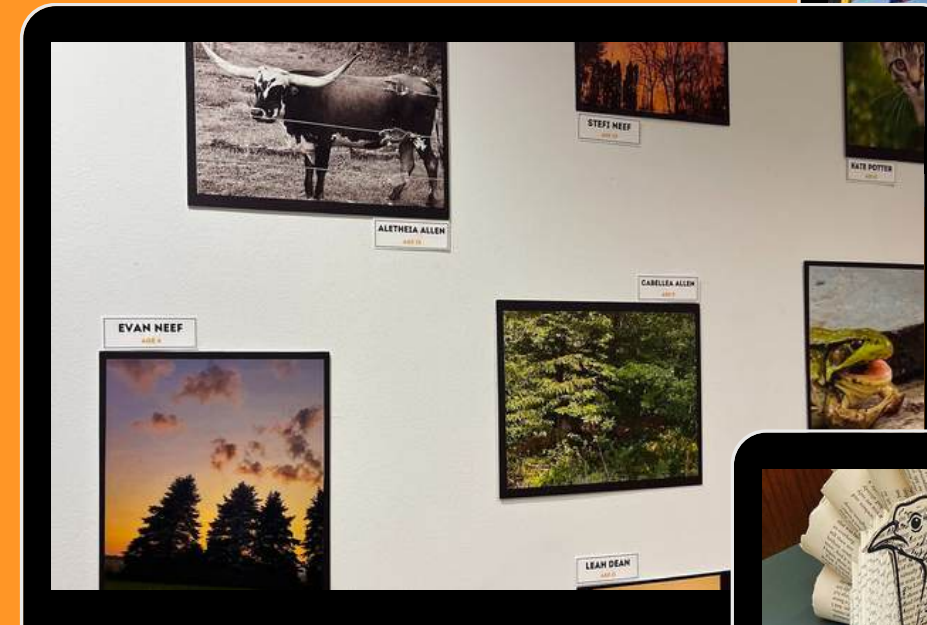
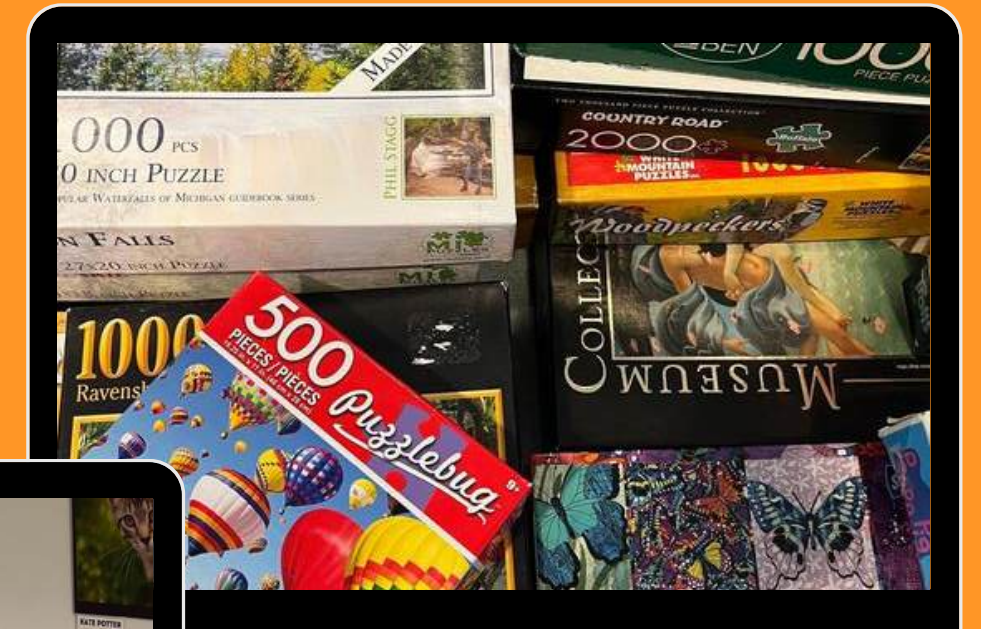
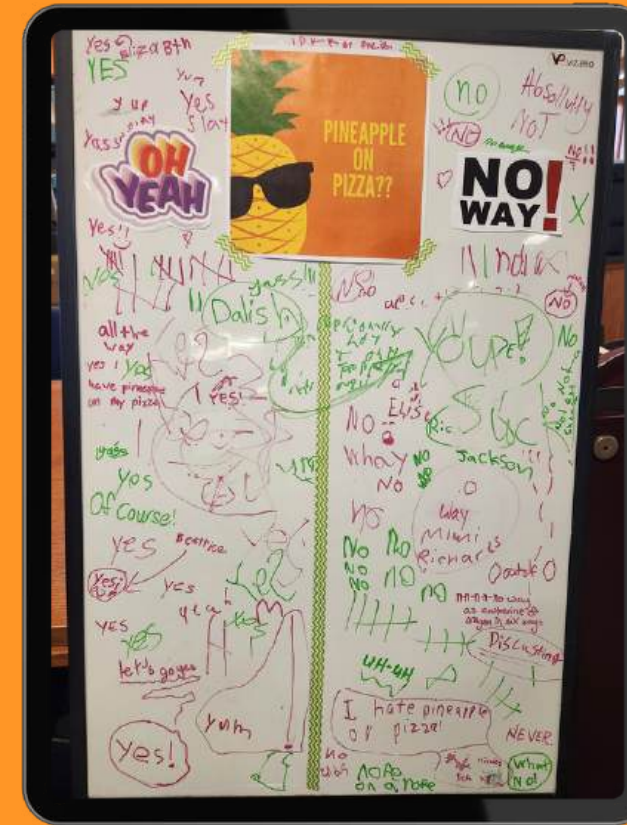
Hold a contest

- Photography
- Writing
- Art

Put out some 'easy' crafts



Send





ANNA MERRITT

Chat

**THANK YOU FOR
ATTENDING!**

PP Slides/Handouts are available on the app



Richland Community Library
Richland MI 49083



amerritterichlandlibrary.org



(269) 629-9085

Send