

“Outreach” to Seniors

Presented by

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**Texas State Library and Archives
Commission**

July 21, 2011

“Outreach” to Seniors

- Thank You, Denise
- TSLAC
- 4th and Last Program, “Outreach to Seniors”
- Essential component to your service to older adults (for all 3 generations of older adults: baby boomers, silent generation and the greatest generation)

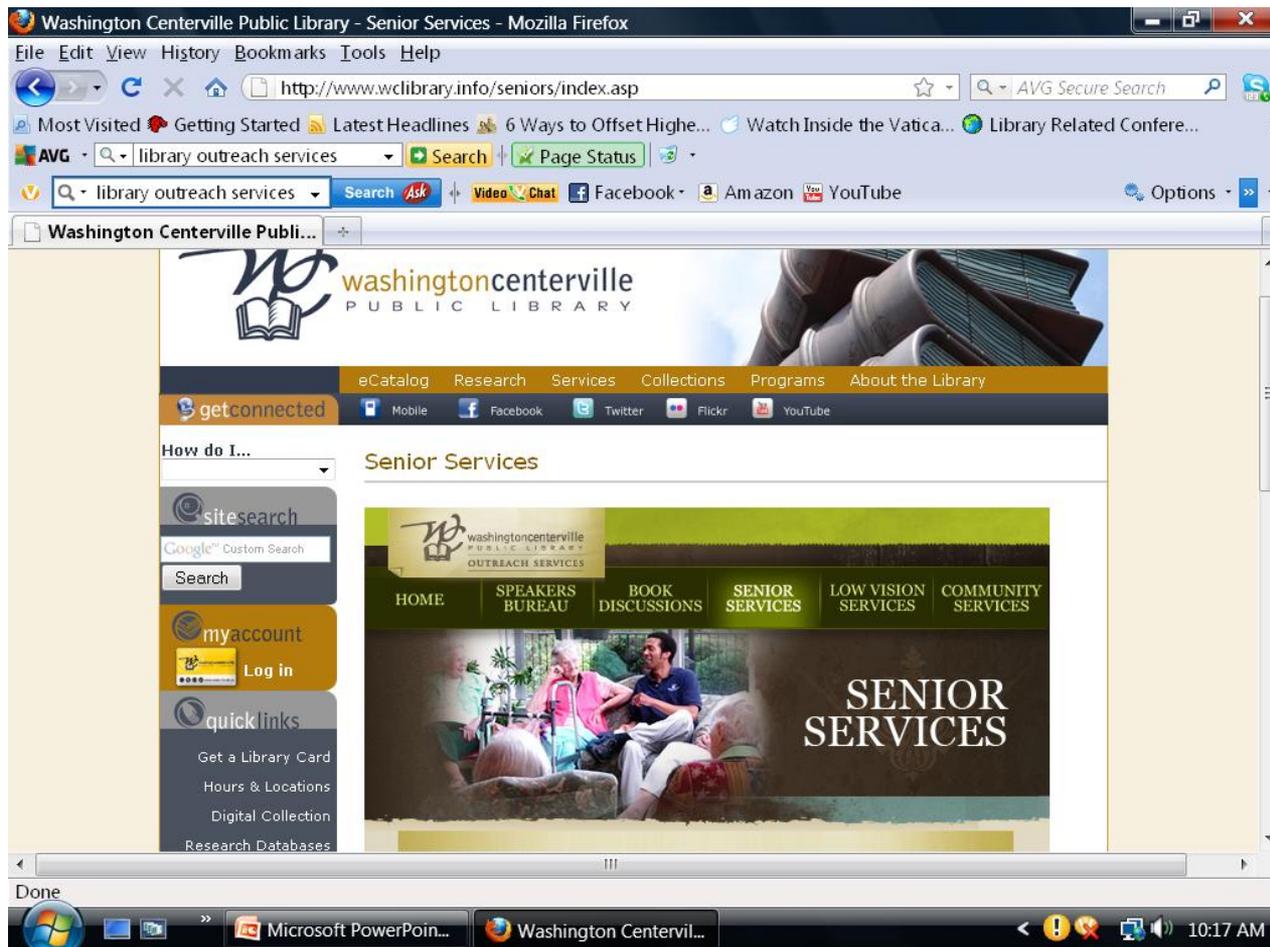
“Outreach” to Seniors

- “Outreach” to seniors can also take many shapes, sizes, forms
- **Definition of “Outreach”**
- Proving Library Service in the Community, “Out” of your physical building
- Marketing the Library to seniors
- Making connections with seniors groups

“Outreach” to Seniors

- Forming partnerships with other government or NGO’s that serve seniors
- Really, getting actively involved in the community, in the services that are provided by the Library and other organizations
- In other words, “Outreach” is the way to keep “seniors” connected to the Library

“Outreach” to Seniors



“Outreach” to Seniors

- How do you begin?
- **What are your goals?**
- ? Do you want to serve seniors who cannot get to the Library?
- ? Increase community involvement?
- ? Do you have a list of senior facilities, organizations, clubs, etc?

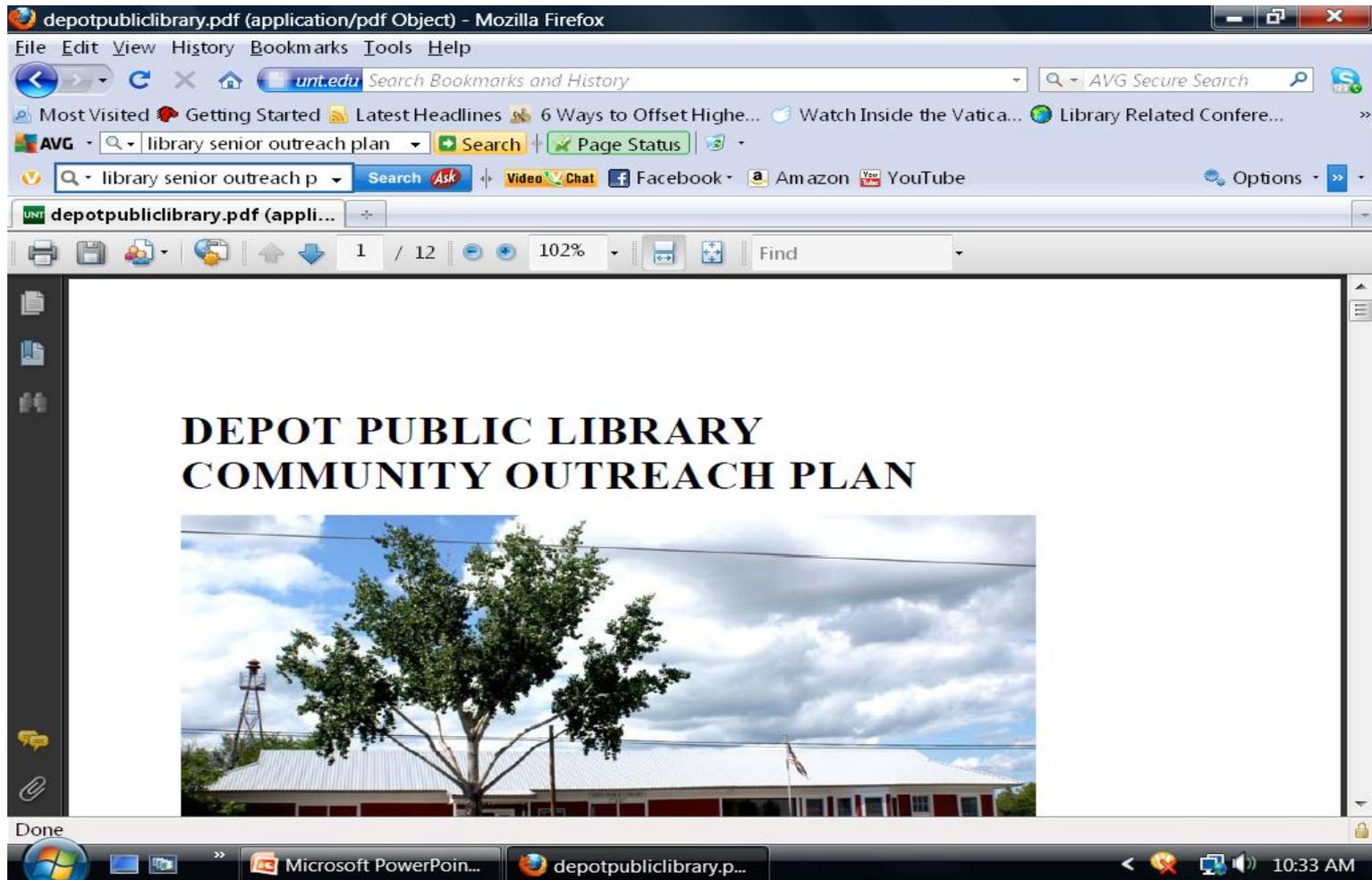
“Outreach” to Seniors

- ?What are you already doing in the community?
- ?What Library resources can you allocate to this project? (staff, finances, materials)
- ?What are other Libraries in the area doing?
- **DEVELOP A PLAN (GOALS & OBJECTIVES)**

“Outreach” to Seniors

- Plan needs to include answers to all of the questions mentioned above
- Needs to Have:
- Staff Input
- Library Administration/Trustee Input
- Community Organizations Input
- Senior Input (What do the “seniors” want?)

<https://pearl.unt.edu/sites/default/files/depotpubliclibrary.pdf>



Essential Resources/Background

- <http://www.ala.org/ala/mgrps/divs/rusa/resources/guidelines/libraryservices.cfm>
- <http://olos.ala.org/columns/?cat=10>
- <http://www.ala.org/ala/aboutala/offices/olos/toolkits/olderadults.cfm>

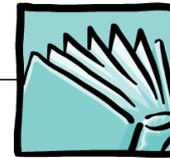
“Outreach” to Seniors

- **Delivery of Materials**
- Homebound
- Books-by-Mail
- Meals-on-Wheels
- Book Deposit Collections
- Van Delivery
- Bookmobile Service

“Outreach” to Seniors

HouseCalls

A library materials delivery service
to homebound patrons



Archibald Library
7368 Archibald Ave.
Rancho Cucamonga, CA 91730

**Paul A. Biane Library
Victoria Gardens**
12505 Cultural Center Drive
Rancho Cucamonga, CA 91739

(909) 477-2720
<http://www.rcpl.lib.ca.us>

Rancho Cucamonga Public Library Services

APPLICATION FOR HOUSECALLS

Return to:

Rancho Cucamonga Public Library Services
7368 Archibald Ave.
Rancho Cucamonga, CA 91730
(909) 477-2720 ext. 5029

Today's Date _____

Name _____ Contact person (if applicable) _____
Name of Retirement home (if applicable) _____
Street Address _____ Apt. _____
City _____ State _____ Zip code _____
Birthdate _____ Phone number _____ Best time to call _____
Reason for requesting service _____
Do you already have a library card? Yes ___ No ___
Your Signature _____

For library use:

In case we are ever unable to reach you, is there a friend, relative or neighbor we may contact in case of emergency:

Name _____ Phone _____ Staff interview date _____ Staff initials _____
Best time/day for HouseCalls deliveries _____

Books by Mail

*Bringing the Library
to your home!*



***Books
By Mail***

The Pinellas Public Library Cooperative offers a Books-by-Mail Service to homebound Pinellas County residents.

- *For Homebound Pinellas County Residents*
- *Adults and Children*
- *Large Print Books*
- *Regular Print Books*

ELIGIBILITY

- Pinellas County resident
- Library card holder of any Pinellas Public Library Cooperative library
- Unable to access local library collection due to a temporary or long-term physical or medical disability

Large print and regular print books are available to those Pinellas County residents with a library card who are not able to travel to their local public library. Materials are provided by the 14 member Pinellas Public Library Cooperative libraries and are sent via the U.S. Postal Service free of charge. Applications for children and adults are available through the Pinellas Public Library Cooperative.

For more information, contact the Talking Book Library
Monday - Friday, 9:00 am - 4:30 pm
727-441-9958
or visit our website at <http://www.pplc.us/tbl>



A Suncoast Metropolitan Library Cooperative

Meals on Wheels



Des Plaines IL Deposit Collection



Van Delivery



Bookmobile Services



Resources

- <http://www.abos-outreach.org/>
- <http://www.santacruzpl.org/outreach/seniors/>
- <http://www.volunteermatch.org/search/opp828893.jsp>

Talking Book Services



Talking Book Service/Resources

- <http://www.tsl.state.tx.us/tbp/>
- <http://www.loc.gov/nls/>
- <http://www.rfbd.org/>
- http://en.wikipedia.org/wiki/Radio_reading_service

“Outreach” to Seniors

- Individual Service
- Group Service
- Senior Centers, Nursing Homes, Senior Residences, Hospitals

“Outreach” to Seniors

- Large Print
- Books on Tape/CD
- Music
- Videos/DVDs
- Coffee Table/Picture Books
- Local History
- Nostalgia, etc. etc.
- Materials in Languages Other Than English

“Outreach” to Seniors

- **Programming:**
- **Where? When? By Whom?**
- **Senior Centers**
- Nursing Homes
- Senior Facilities
- Senior Groups, Organizations (AARP)

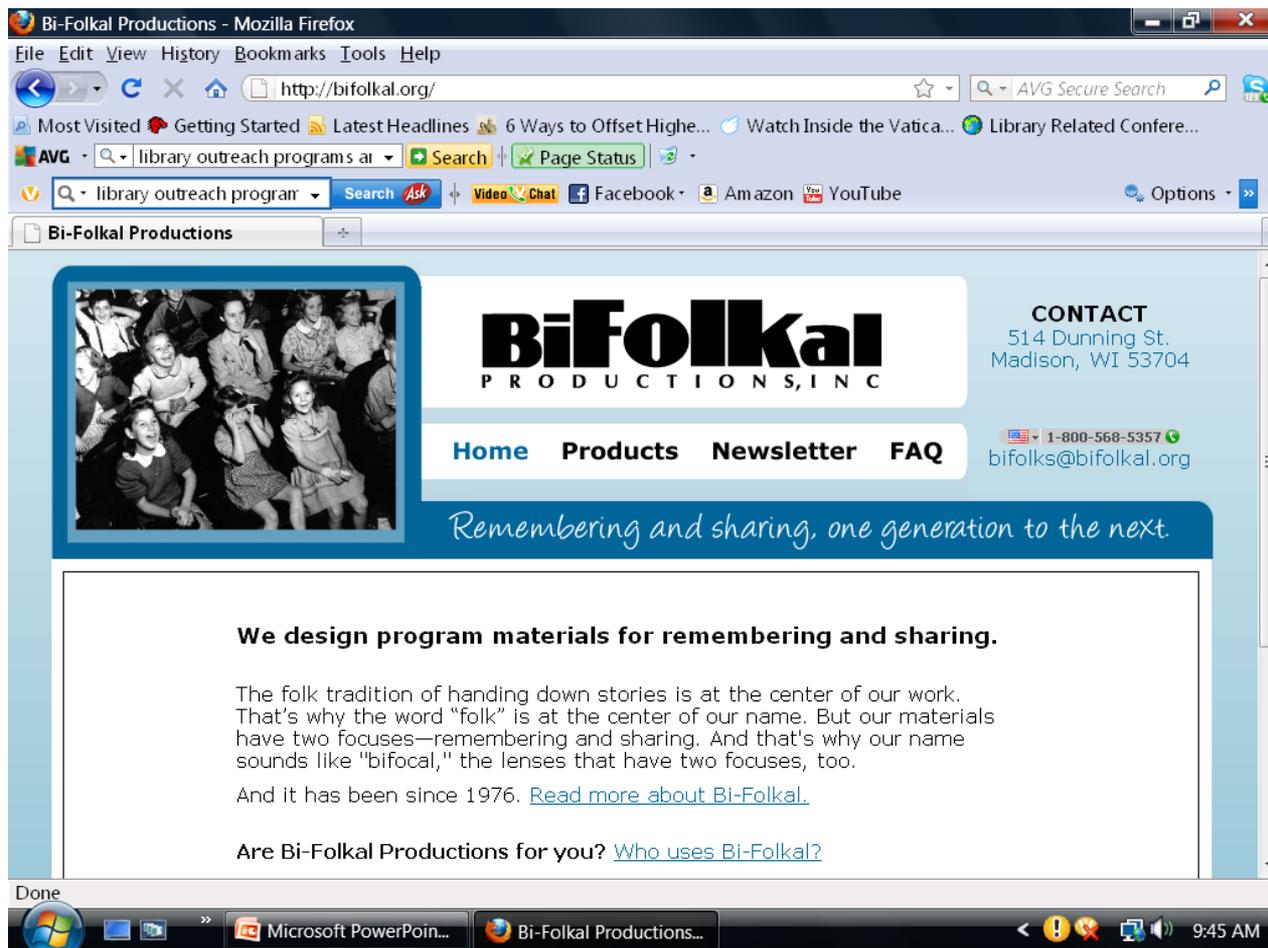
“Outreach” to Seniors

- **Programming:**
- Portable
- Complimentary, How do you fit?
- Library “Twist” but PLEASE no Library Tour!
- Engaging, Inviting, Stimulating, Exciting
- Age and Group Appropriate

“Outreach” to Seniors

- **Outreach Programming:**
- Art, Skill (Can Be Learned)
- Look at Children’s Services for Ideas!
- Requires Creativity, Don’t Bring Reader’s Digest with you to read!
- Rewarding to You!
- Leave them wanting more, more, more!

“Outreach” to Seniors



The screenshot shows a Mozilla Firefox browser window displaying the Bi-Folkal Productions website. The browser's address bar shows the URL <http://bifolkal.org/>. The website features a navigation menu with links for Home, Products, Newsletter, and FAQ. A contact section provides the address 514 Dunning St., Madison, WI 53704, and the phone number 1-800-568-5357. The main content area includes a photograph of a group of children and the tagline "Remembering and sharing, one generation to the next." Below this, a text box states: "We design program materials for remembering and sharing. The folk tradition of handing down stories is at the center of our work. That's why the word 'folk' is at the center of our name. But our materials have two focuses—remembering and sharing. And that's why our name sounds like 'bifocal,' the lenses that have two focuses, too. And it has been since 1976. [Read more about Bi-Folkal.](#) Are Bi-Folkal Productions for you? [Who uses Bi-Folkal?](#)"

“Outreach” to Seniors

- Nostalgia
- Hit the Five Senses
- Bring back memories
- Create discussion
- Involvement, Get seniors to think
- Pre-packaged ready to-go
- Limited to your Imagination as a Programmer

“Outreach” to Seniors



“Outreach” to Seniors

- Utilize the Library’s Resources
- Develop Programs Around a Theme or Month
- September:
 - Back to School
 - Baseball, Read Casey at the Bat
- Fall

“Outreach” to Seniors

- Utilize the Library’s Resources
- Events or People
- Famous Persons Birthdays, Tell their Bios
- Play a Song that They Have Sung
- Ask Questions? Do You Remember
- Mix, Poetry, Questions, Song, Story, etc.

“Outreach” to Seniors



“Outreach” to Seniors

- What’s New @ the Library (lends itself more to group presentation, 10-15 minutes) AARP
- Children’s Librarian do a Storytime
- YA Advisory Board, Pen Pal and Once a Year Meeting
- Summer Reading Club (Outreach Version)
- <http://www.ala.org/ala/aboutala/offices/olos/toolkits/olderadults.cfm>

“Outreach” to Seniors



“Outreach” to Seniors

Get “Out” in the Community

- AARP (Does the AARP meet in your Library)
- Senior Councils
- Inter-agency Meetings (Do You Attend)
- Local/County Head of Department on Aging
- Developing Partnerships for Grants, Programs

“Outreach” to Seniors

Publicity: Do You Have Anything in Print?

In-Library Events

Books-by-Mail

Computer Classes

Print, Online, Facebook

Monthly Mailings to Community Organizations

“Outreach” to Seniors

- Posters in Nursing Homes, Senior Centers, etc.
- Next Library Program (Advertise it)!
- Increase: Books-by-Mail, Van Delivery, Bookmobile service
- Senior Fairs, Community Events to Promote Outreach

Resources

- <http://star61451.tripod.com/marketingthelibrary/id5.html>
- <http://www.mdpls.org/services/outreach/connections.asp>
- <http://www.sos.mo.gov/library/development/services/seniors/manual/ch10.pdf>

Resources

- <http://www.webjunction.org/older-adults>
- <http://www.nypl.org/voices/blogs/blog-channels/next-chapter>
- http://www.aclalibraries.org/general/best_practices_older_adults.html

Resources

- [http://www.in.gov/library/files/Chapter 26 Rev08.pdf](http://www.in.gov/library/files/Chapter_26_Rev08.pdf)
- <http://www.maine.gov/msl/mrls/resources/seniors.pdf>
- http://www.suffolklibrarysystem.org/index.php?option=com_content&view=article&id=71&Itemid=82

Resources

- [http://www.libsuccess.org/index.php?title=Services for Older Adults](http://www.libsuccess.org/index.php?title=Services%20for%20Older%20Adults)
- [www.abos-outreach.org/Conference Presentations/Aged .doc](http://www.abos-outreach.org/Conference%20Presentations/Aged.doc)
- [http://pearl.unt.edu/sites/default/files/bowie public library outreach plan.pdf](http://pearl.unt.edu/sites/default/files/bowie_public_library_outreach_plan.pdf)

Resources

- <http://www.farmlib.org/library/seniorservices.html>
- http://www.statelibrary.tas.gov.au/data/assets/pdf_file/0007/172159/50-partnership.pdf
- <http://librarygamingtoolkit.org/plcmcsmary.html>
- <http://www.sos.mo.gov/library/development/services/seniors/manual/>

“Outreach” to Seniors

- Providing Outreach to Seniors
- Exciting
- Stimulating
- Challenging
- Hard Work
- Creative
- Exhausting
- Rewarding for the Library, the Community and Senior

“Outreach” to Seniors

- Opportunity to Discover For Yourself
- Basics
- Do-able Programs, Ideas
- Different Levels
- Discover what your community needs
- Make the connection with Seniors
- Library will truly be the place that people think of “lifelong learning”

Additional Resources Developed by Allan M. Kleiman

- <http://www.libraryolderadults.blogspot.com/>
- <http://www.tsl.state.tx.us/ld/workshops/webinars/Seniors/GamingwithSeniors.pdf>
- <http://www.slideshare.net/allanmkleiman/programming-not-for-the-boomers-presentation>

Additional Resources Developed by Allan M. Kleiman

- http://lisradio.missouri.edu/view.php?id=226&type=summary&title=Library+Service+to+Older+Adults+and+the+Baby+Boomers&cast_date=March+7%2C+2006&pageBefore=archive
- <http://www.tsl.state.tx.us/ld/workshops/webinars/SeniorSpaces/SeniorSpaces.pdf>

Additional Resources Developed by Allan M. Kleiman

- http://www.libraryjournal.com/lj/home/885338-264/collection_development_the_new_golden.html.csp
- <http://www.librarybeat.org/read/show/192>
- <http://www.infolink.org/seniorspaces/diy/25ideas.pdf>

“Outreach” to Seniors

- Thank you
- Allan M. Kleiman, MLS
- Library Consultant(s)-on-Call
- kleiman@aol.com