




Cara Romeo

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Library Programming for Adults From Start to Finish

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More? With Less?

- Does more mean quantity?
- Possibly more diverse/variety
- Less funding?
- Less time in planning?



Online Resources



VERY IMPORTANT TO REMEMBER: When looking at programming & events at other libraries, think about how it would work in your library. Make the changes to make it fit your community and on the scale your library can handle.

<http://www.programminglibrarian.org>

<https://www.postermywall.com>

<https://www.canva.com>

<https://piktochart.com/formats/posters>

<https://crello.com/create/posters>



Your state humanities or arts councils have great grant opportunities

Your Community, Your Patrons

- Understanding the people you serve is key to your success. Here are a few questions to get you thinking about your community.

- What type of events happen in your community?

The Arts

Award winning art & cultural center



Images: with permission from Aberdeen Area Arts Council



5 Art Galleries

Active Civic Symphony & Community Theatre



Images: with permission from Aberdeen Civic symphony & Community Theatre



- What type of events happen in your community?

Sports/Outdoor Activities



- What type of events happen in your community?

Cultural Activities

CHS Native American
Student Association



Farming & Ranching



21 South Main Street
Aberdeen, SD 57401

African & Middle Eastern
Restaurants



Celtic Faire & Highland Games



Powwows & Celebrations



What does your community look like?

- Who attends those events? Families, singles, 20-30's somethings, senior citizens, college students, etc.



Shortcut Program Template

Purpose for Program

- Something beyond book clubs
- Increase awareness of collection/library
- Community Connections

When

- After 5 pm and before 8 am, mornings/afternoons
- Not during season: football/theatre
- Enough time to publicize

Budget

- No Money-No Problem-Partnerships
- Grant \$
- Humanities Councils/Arts Councils

Program Plan

Questions to Answer

- What type of program you want to offer?
- Specific topic: What's popular or "hot" right now in your community or elsewhere?
- Format: Hands on class, demo, seminar
- What library goal does this satisfy?
- Who is your audience?
- What space is available?
- Date & Time?
- Budget
- Registration or fee
- Partnerships
- Marketing budget/avenues/timeline

Program Plan Example

- Health Related-Educational
- Essential Oils-Everyday Use & Cooking
- Demonstration
- Public Education goal on the strategic plan
- Adults/General Public
- Library Kitchen
- Evening/Samples provided/ 6:00 pm
- \$50-\$100=supplies \$250 advertising
- No registration and no fee
- Local EO Store/Distributor/Nutritionist (The Oil Room) Possibly local hospital
- Social & traditional media avenues



Image used with permission from The Prairie Homestead

Publicity Materials

Cooking with Essential Oils
January 31st at 6:00-7:30 PM

Food Samples Available

**Demo style program
in Library Kitchen**

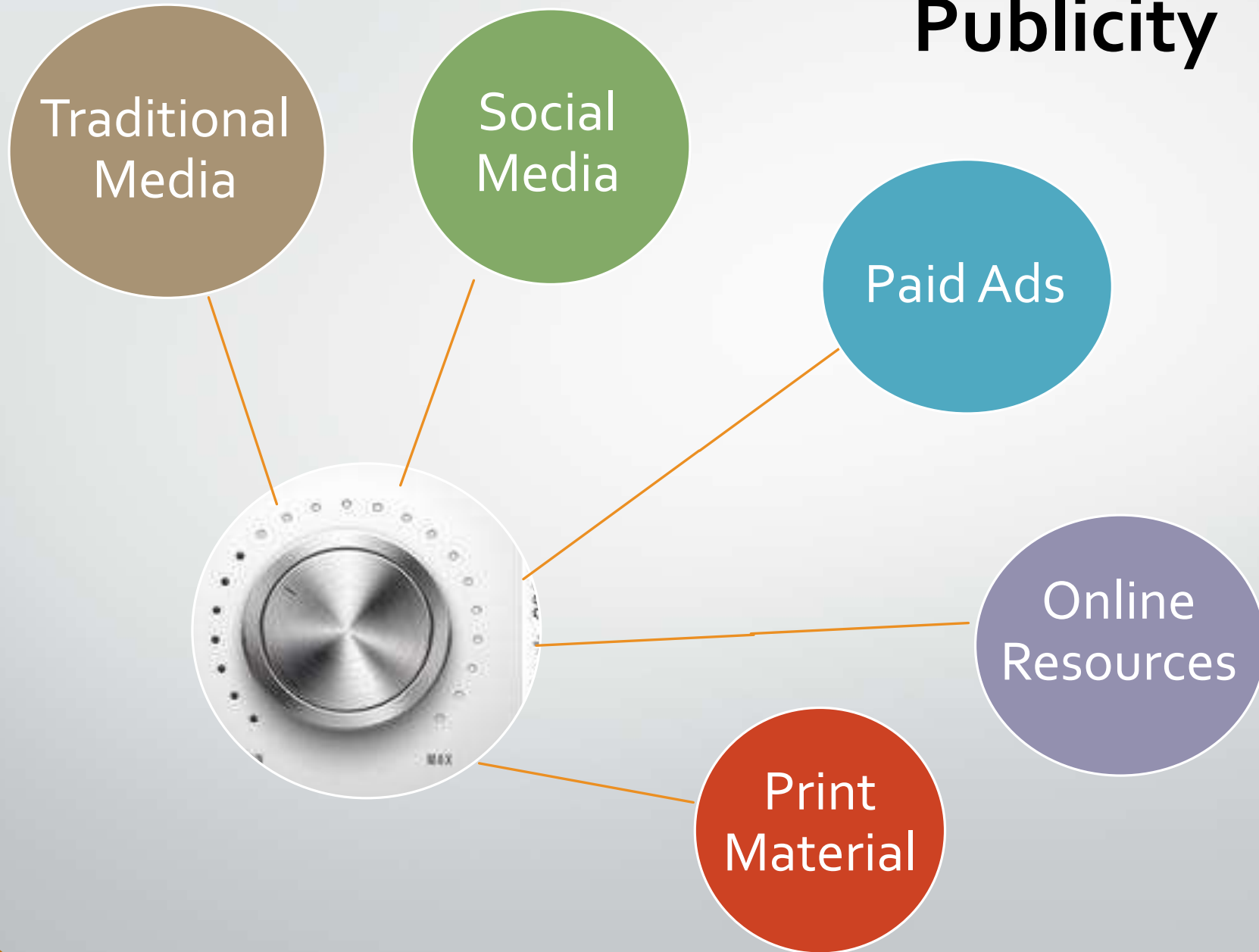
**Ruth Gough, The Oil Room, will demo
easy-everyday recipes using Essential Oils**

No registration but space is limited.

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PosterMyWall.com

- JPEG for all social media: FB, Instagram, Twitter, SnapChat, Pinterest, web
- Ads from Newspaper
- Email alerts/blasts

Publicity



Zero Funds Programs

Multi Cultural-Somali

Partners with funding:

- Local Diversity Coalition: \$ food & printing
- Police Department
- African Grocery Store
- African Restaurant
- Social Media-publicity
- Library provided the facility and staff time



Bulashada La kulan & Salaan

SATURDAY, AUGUST 25th

5:00PM TO 7:00PM

at the Laybareriga dad Weynaha Aberdeen

Lakulan dariskaaga Somalida ah. Baro dhaqankooda,
waxay aaminsanyihiin, cuntadooda iyo shaahooda.

Waxa Iska kaashaday: Waaxda Boliiska Aberdeen,
Isbahaysiga kaladuwananshaha Aberdeen, &
Laybarerigia dadweynaha Aberdeen
215 SE 4th Ave, Aberdeen, SD, 57401

FOR MORE INFORMATION PLEASE CALL (605) 626-7097



Community Meet & Greet

SATURDAY, AUGUST 25th

5:00PM TO 7:00PM

at the K.O. Lee Aberdeen Public Library

Featuring Somali Heritage

All are welcome! Family friendly event focusing on
Somali culture and meeting our Somali neighbors. Open house
atmosphere. Refreshments will be served while supplies last.

Event Partners: Aberdeen Police Department,
Aberdeen Area Diversity Coalition, &
K.O. Lee Aberdeen Public Library
215 SE 4th Ave, Aberdeen, SD, 57401

FOR MORE INFORMATION PLEASE CALL (605) 626-7097

PrintedMyWall.com www.aberdeen.sd.us/library www.aberdeen.sd.us/21/Police www.aberdeendiversity.org



Images: K. O. Lee Aberdeen Public Library, used with permission

Zero Funds Programs

Financial Literacy

Partners with funding & expertise

- Local banks-financial literacy experts
- Real Estate Agents-everyone or no one
(no favorites)
- Nonprofit Housing Agencies
- Social Media-publicity
- Library provided the facility and staff time

Ready to buy your first home,
but not sure where to start?



First-Time Homebuyer Class

When: Thursday, April 5 at 6:30 PM

Where: K.O. Lee Aberdeen Public Library
Located at 215 SE 4th Avenue in Aberdeen

Cost: Free with Registration

Presentations by:
Breanne Holzer (Homebuyer Educator)
First-time Homebuyer Information

Julie Brownell (Mortgage Banker – NMLS #473244)
Home Mortgage Options

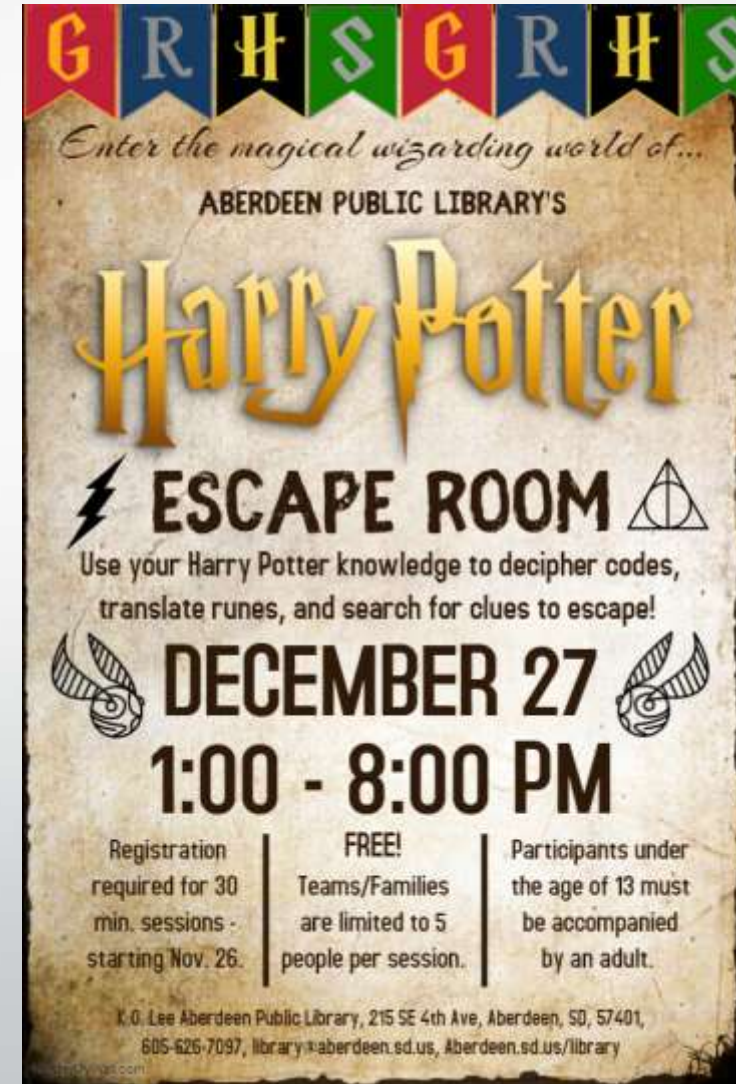
Jeff Mitchell (Director of HAPI)
Homes Are Possible, Inc. Opportunities

Brenda Waage (Housing Loan Officer)
GrowSD Finance Options



To register, visit www.aberdeen.sd.us/library
or call the public library at 605.626.7097.

Zero Funds & Zero Partners



Program Ideas

Health Literacy: Seasonal Health Fairs

FAMILY HEALTH FAIR 11/9 @ 2pm!
at Public Library

Door Prizes  **All Ages Welcome**

FREE HEALTH SCREENINGS
WINTER SAFETY
ESSENTIAL OILS
LIBRARY CARD GIVE-AWAYS
BOOK SALE

Friday
2:00-5:30 PM
November 9th 2018

Session Schedule:
2-2:45 PM mental health & emotional wellness
3-3:45 PM nutrition & optimal health
4-4:45 PM yoga & oils pain management & immune support
5-5:30 essential oil basics



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Co-Sponsored by SDSU Accelerated Nursing Program


- Health Fair for ENTIRE family
- Not just the winter but summer safety too
- Focus on overall health-yoga, cooking, mental health, etc.
- Partners: Hospitals/clinics, colleges, Fire & Rescue, social services

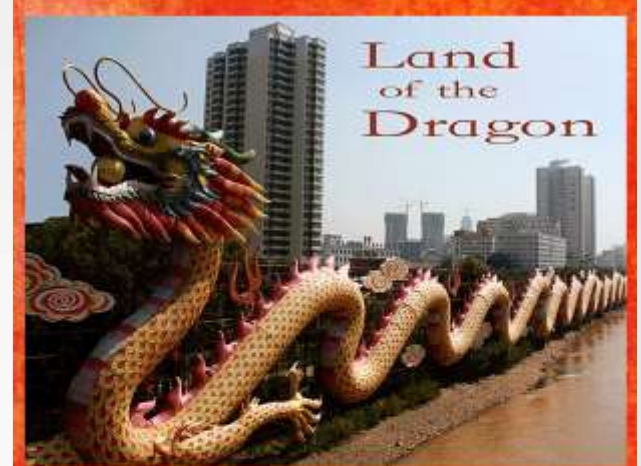
Program Ideas

South Dakota Humanities Speakers Bureau
Libraries pay a \$50 grant application fee; SD
Humanities pay presenters & their expenses.



Image used with permission from Bruce & Tess

Find your state's Humanities Council:
<http://www.statehumanities.org/the-state-humanities-councils/find-a-state-council/>



Land
of the
Dragon

Images of the World
Presents
Land of the Dragon

Wednesday, 01/17, 7:00 PM
at the Public Library

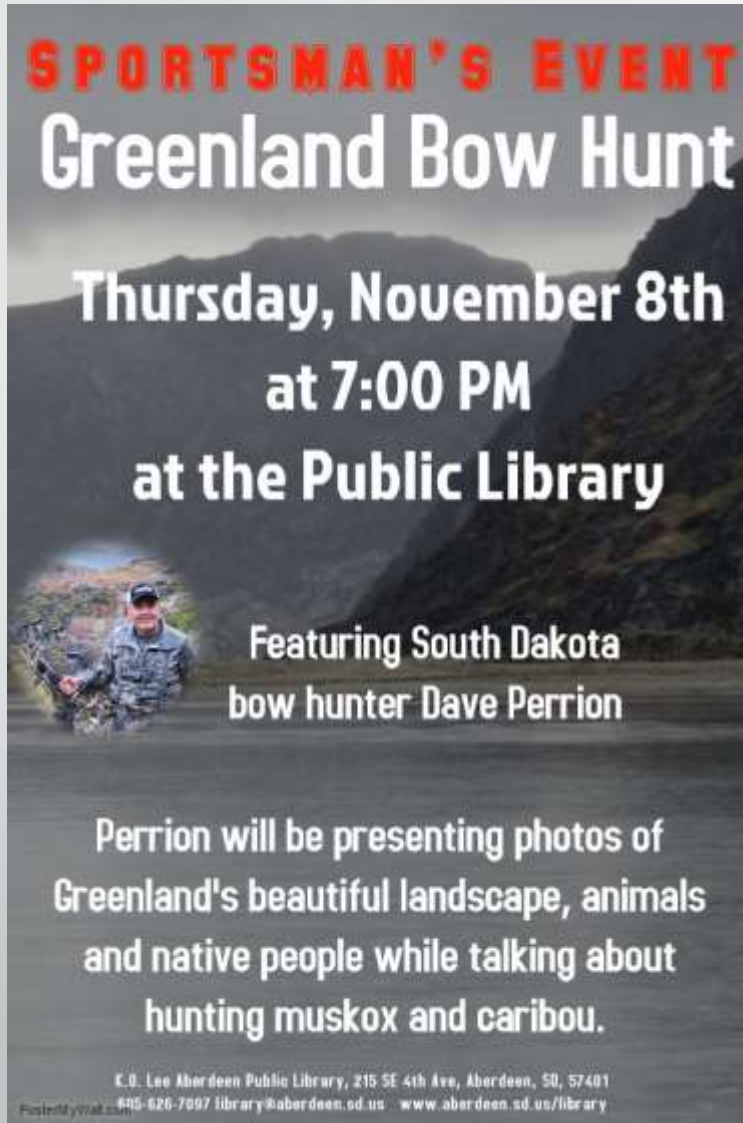
Bruce & Tess will share their
experiences bicycling through
China for 3 months. Learn about
China's past and present culture.

K.O. Lee Aberdeen Public Library, 215 SE 4th Ave.,

Aberdeen, SD, 57401, 605-626-7097

www.aberdeen.sd.us/library

Community Experts



SPORTSMAN'S EVENT
Greenland Bow Hunt
Thursday, November 8th
at 7:00 PM
at the Public Library

Featuring South Dakota
bow hunter Dave Perrion

Perrion will be presenting photos of
Greenland's beautiful landscape, animals
and native people while talking about
hunting muskox and caribou.

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PosterMyWall.com

This poster features a background image of a person in outdoor gear standing in a snowy, mountainous landscape. The text is overlaid in white and red, providing details about a Greenland bow hunt event.



K.O. Lee Aberdeen
Public Library Presents
**Pretzel
Making
Demo**
Wednesday, November 7th
at 6:00 PM
Join Marci Sveen as she demos the art
and ease of pretzel making!
Free & No Registration

K.O. Lee Aberdeen Public Library, 215 SE 4th Ave, Aberdeen, SD, 57401
605-626-7097, library@aberndeen.sd.us, aberdeen.sd.us/library

PosterMyWall.com

This poster has a rustic wooden background decorated with pretzels and autumn leaves. The text is in white and black, announcing a pretzel making demonstration.

Community Artists & Musicians

Live Music!

MUSIC & MOCKTAILS!
END OF SUMMER
READING CONCERT!

THURSDAY, AUGUST 2ND
6:00-8:00 PM
K.O. LEE ABERDEEN PUBLIC LIBRARY

MUSIC BY
55 STRINGS!

Refreshments will be served.



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605-626-7097, LIBRARY@ABERDEEN.SD.US/LIBRARY

PosterMyWall.com

Pumpkin Painting

Wednesday, October 17th 6:30 PM

Gold, Cream or Rose Gold Pumpkins with
a fall or halloween design of your choice!
All materials provided!

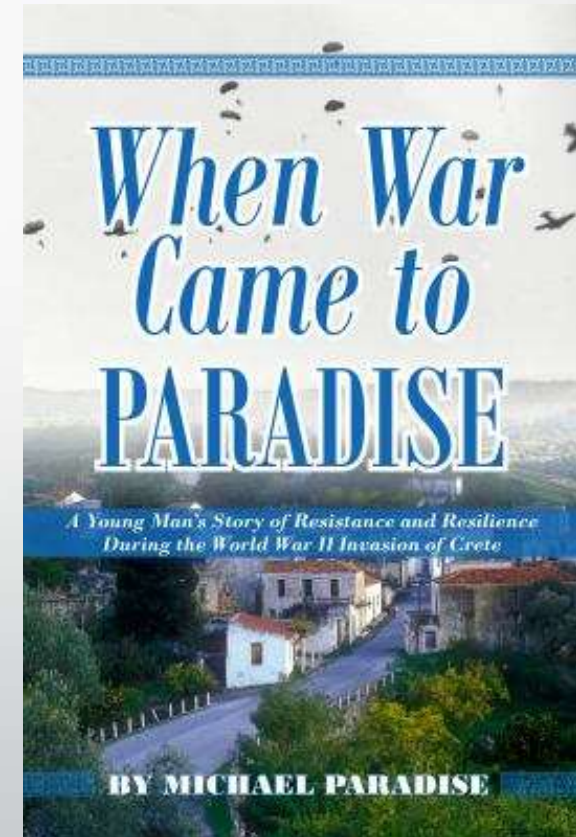
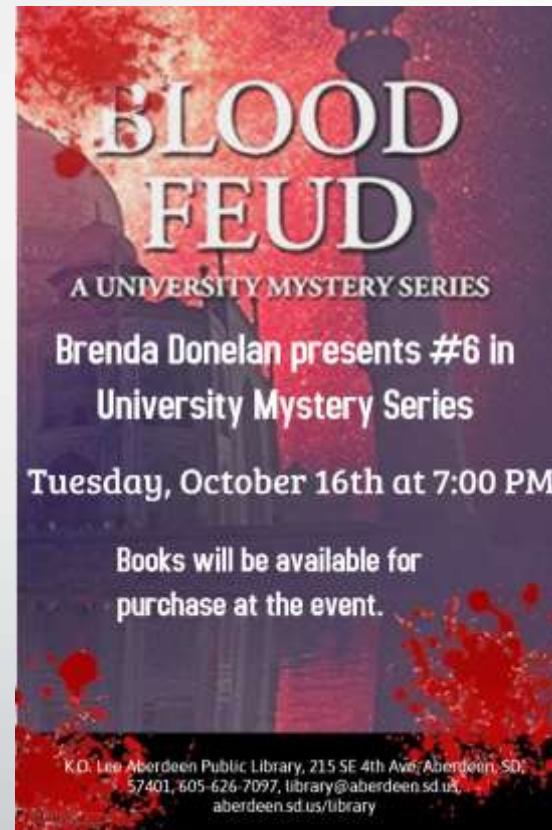
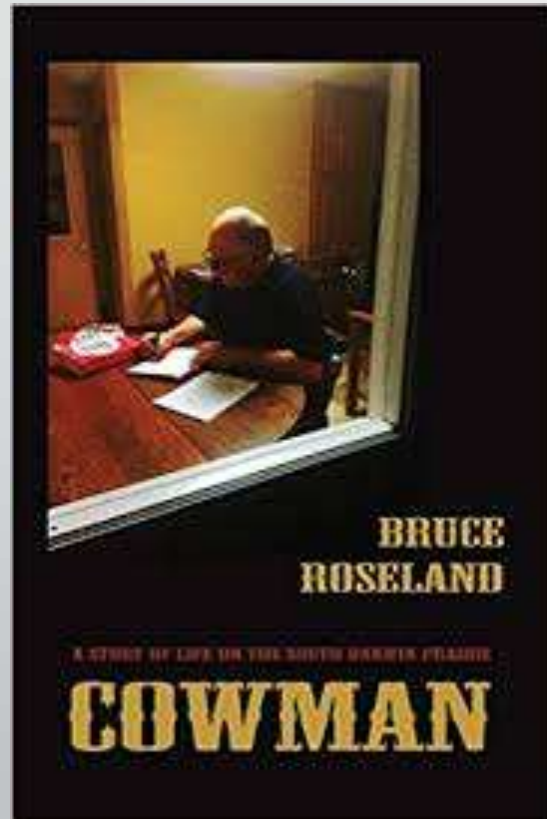
\$8 Ticket! Fall
themed
refreshments
served.



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PosterMyWall.com

Local Author Fair



Statistics

Attendance

- More or less than anticipated

Cost

- Publicity, materials, contracts, budgets

Partnerships

- Did they follow through? Good? Bad?

After the Event

Pictures

Master Gardeners Seed Starting



Image with permission from the K.O. Lee Aberdeen Public Library

Attendance

35 adults

8 elementary aged children

17 people had never been to our library before

20 people first time to attend a program at the public library

Cost \$

- Free - Press release to newspaper & radio
- Free - Social Media
- Created posters in house. \$25 printing
- Gardeners brought their supplies. Gave away seed plantings for door prizes.

Survey Questions

Demographics

- Age: 18-24, 25-39, 40-55, 56-70+
- City residents, county
- Do you have a library card?

Previous Experience

- Is this your first time visiting our library?
- Have you attended a program before? If so, which one?
- Are you interested in providing a program/demo for the library?

About the Program

- Was the topic/program interesting or entertaining?
- Did it start and end promptly
- Was it "as advertised?"
- What other topics would you attend?

Wrap Up Notes & Survey

- Strike while you have them onsite
- Take a quick verbal survey
- Have paper surveys available when they leave
- Make your notes before you leave the building
- Refresh and add to your notes the next day



Thank you!

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