Library After Dark: After-Hours Programming for Adults

May 22, 2019
Welcome and Announcements

- Today’s webinar is a presentation of ALA’s Public Programs Office, with support from ALA’s Cultural Communities Fund (www.ala.org/CCF)

- Visit www.programminglibrarian.org for more online learning sessions, programs ideas and grant announcements
About the Classroom

Microphones
Only our presenters have microphone access.

Questions?
Type them in the chat box! There will be time at the end for questions.

Tech Issues?
Send a message through Q&A.
Today’s Presenter

Amy Turgasen
Assistant Library Director
Altoona Public Library
Altoona, Iowa
Library After Dark: After-Hours Programming for Adults

How to plan from start to finish!
About Me

▪ Grew up in small-town Iowa
▪ Assistant Director at a public library
▪ Work on a little of everything:
  • Teen (4 years)
  • Adult (3 years)
About My Town

Altoona, Iowa:

- Outside Des Moines
- Population: 17,000
- “Entertainment Capital”
  - Racetrack & Casino
  - Adventureland (theme park)
  - Outlet Shopping Center
Our Library

- 19,400 square feet / built in 1998
- 1 meeting room
- 2 small study rooms
- 17 staff members:
  - 4 full-time
  - 13 part-time
Our Past Programs

Mostly focused on children...
Teens were here too!

But where were the adults?
So we asked... and listened!

Adults want to have fun too!
Let’s Focus on Fun, But Why?

- Community
- Thriving
- Discover
- Connect
- Engagement
- Play
- Learn
- Curiosity
Why After-Hours?

- Patron requests
  - Largely commuter community
- Ease overcrowding in meeting spaces
- Better utilize staff
- Behind-the-scenes feel
THE “SWITCH-UP”

Which programs are already popular?

Can we make them better?
Grownup Game Night
(Evening Version of Senior Night)

Supplies Needed:
- Board Games
- Snacks

Duration:
- 5:00 – 8:00 pm (3 hours)

Space Limit (with 2 staff):
- Max = 30/Min = 5

Registration Required

Popular Games for Seniors
- Mexican Train Dominoes
- Rummikub
- Sequence
- Apples to Apples

Popular at Game Night
- Travelers of Catan
- Exploding Kittens
- Apples to Apples
- Ticket to Ride
- Giant Jenga
THE “TAG-ALONG”

Outside vendors are expensive...

So share with other age groups!
Local business brings in laser guns and obstacles

Set up/Teardown: Once

Cost:
- 1st hour: $60 + $5 per person
- 2nd hour: $30 + $2 per person

Liability Waiver Required

Registration Required
Local robotics club provided Mindstorm sets

Create and program robot

Cost: $100 donation to club

Time:
- 2 hrs for teens
- 2 hrs for adults

Registration Required
Local business provides game truck on library lawn

6 total gaming stations

Time:
- 2 hrs for teens
- 2 hrs for adults
- 2 hrs for kids on later date

Pricing: $50 discount, per session (saved $150 on three programs)

Unlimited users
Break-In Box

Purchased box from breakoutedu.com

Teams compete in library scavenger hunt

Website contains ideas for all ages

Cost:
- $150 for breakout box/1 year of games
- $60 per year after to renew
THE “DO-IT-YOURSELF”

What are popular trends in the area?

Can we cater to that trend?
Trend = Social Painting

Instructed painting on canvas (usually with adult beverages)

- 20 – 25 minute drive to closest site
- Cost $28 – $45, per person (not including drinks)
- Advance registration is required
- Several sites very small, so space is limited
- Willing to come to library, cost per person still $35

GOAL: Create an inexpensive version
SPLAT Studio

All materials supplied, monthly theme, basic instruction

Supplies Needed:
- Canvases
- Acrylic Paint
- Brushes, Various Sizes
- Plastic Cups
- Large Paper Plates
- Table Coverings

Registration required
$5.00 donation

Duration:
- 6:00 – 8:30 pm (2.5 hours)

Set Up Time:
- 30-45 min.

Clean Up Time:
- 30-45 min.

Space Limit (with 2 staff):
- Max = 25/ Min = 4
LET'S PAINT
SPLOT Studio Expanded

We used the money collected to purchase better supplies!

Bonus Supplies:
- Different Sizes of Canvas
- Bulk Acrylic Paint
- Higher Quality Brushes
- Paint Palettes
- Aprons
- Easels
- Painters Plastic Covering
Trend = Jewelry Making

Step-by-step instructional class to make necklaces/earrings

- 20 – 25 minute drive to closest site
- Cost $35 – $45, per person
- Willing to come to library, cost per person still $35

GOAL: Offer inexpensive class and create jewelry kit
Jewelry Making

All materials supplied, step-by-step instruction

Supplies Needed:
- Pliers (Jewelry Tools)
- Chain
- Ear Wires
- Jump Rings
- Clasps
- Pins
- Various Beads
- Earring Cards/Pouches

Duration:
- 6:30 – 8:00 pm (1.5 hours)

Set Up Time:
- 30 min.

Clean Up Time:
- 15 min.

Space Limit (with 2 staff):
- Max = 20/ Min = 4

Registration required

$5.00 donation or old jewelry donation
THE “MOVIN’ OUT”

Out of space and need a change?

Are there alternative locations we can use?
But Where Will We Go?

- Meet at other locations in the community
- Choose slower business times
- Cohost the event
- Advertise other services

Looking For A Spot
Ask the Chamber
Stop by local businesses
Ask your patrons
Coloring for Adults @ Brightside Aleworks

Supplies Needed:
- Colored Pencils
- Gel Pens
- Tear-Out Coloring Sheets

Duration:
- 6:30 – 8:30 pm (2 hours)

Set Up Time:
- 5 min.

Clean Up Time:
- 5 min.

No registration required
Reader’s Meetup @ Spectators B&G

Expense:
- Library purchases appetizers

Duration:
- 6:30 – 8:30 pm (2 hours)

Set Up Time:
- 5 min.

Clean Up Time:
- 5 min.

No registration required

A chance to talk about the book (or not)!
Show Me the Numbers!

Increase in # of adult programs = Increase in participation
New people attending programs & positive feedback
We did it...

and you can too!

Here’s how to get started.
What Do You Already Have?

Look at Your Resources

▪ What’s your budget?
▪ Community partners and community feedback
▪ Find inspiration from online or other libraries

Know Your Limitations

▪ City code and regulations
▪ City employee handbook
▪ Library policies and procedures
Start Planning

- Staffing
- Volunteers
- Budgeting/Acquiring Materials
- Liability
- Registration
Staffing

- Minimum number of staff needed
  - Are there volunteers available?
  - Will the doors be locked?

- Plan for emergencies

- Plan for staff illness/emergency
Budgeting/Materials

- Can you accept donations?
- Are there organizations willing to donate?
  - Services
  - Supplies
  - Money (Sponsorships)
- Are you allowed to charge a fee?
Liability Release

- Protects from lawsuit due to property damage or injury
  - Is this activity something regularly done at the library?
  - Is there a higher risk of injury?
- Name
- Address
- Emergency Contact
- Signature & Date
Registration Required?

**Required**
- Limited space
- Set-up takes a lot of time
- Limited number of seats
- Cancellation due to weather
- Cancellation from no signups

**Not required**
- Unlimited space
- Come and go event
- Won’t be cancelled
Registration

Clicking on the program title brings up the program description box and registration form.

Libcal.com
Where Do We Advertise?

- Social Media (Facebook, Twitter)
- Library digital display
- Outdoor sign
- Bulletin boards
- Email lists
Facebook

- Create an event for all programs
- Share and reshare at target times
- Schedule posts
- Boost event/post if needed
Planning Worksheet

Writing down plans helps prepare for when things happen!

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Things happen!

Writing down plans helps prepare for when they do!
QUESTIONS OR SUGGESTIONS?

Email Me: aturgasen@Altoona.lib.ia.us

Library Website: www.altoonalibrary.com