

**Targeting the Ages:
Programming That Hits the Mark
A Workbook**

ABOUT THIS WORKBOOK

While searching for programs to highlight during this teleconference, it soon became apparent that there were many excellent programs that we would want to talk about. There were too many programs, in fact, for us to show on air. Rather than leave a program out, we decided to create this workbook. In it you will find information about the programs we talked about on air as well as information about programs time would not let us talk about during the broadcast. Programs are listed alphabetically by title. Each listing has the title of the program, the name of the library that sponsors it, contact information for that library, and a brief description of what the program entails. While many of these programs target a specific audience (youth, adult, senior), you will find that the majority of our highlighted programs can be tailored to fit many different audiences. The mark of a great program planner is someone who can take any idea and make it work at their library.

— Penny Mandziara and Kelly Watson

THE RULES OF PROGRAM PLANNING

Every program planner has their own strategy for developing and executing a successful program. But if you are new to planning a program you may find yourself a bit puzzled and not knowing where to start. Below are some general rules that have helped us over the years and might help you as well.

Understand their needs. Before you plan any program, determine the specific needs of your target audience. Having an idea for a program is great, but if it doesn't meet the needs of your audience or can't be adapted to meet those needs your program will likely not succeed.

Create a wish list. What would be the ultimate program for you? Consider who would attend, how long it would last, what activities would take place, what goals it would meet, etc. Once you have your wish list you will find yourself better prepared to make those wishes a reality.

Get creative. Having a hard time coming up with an idea? Look around you. Program inspiration can be found everywhere.

Develop a good plan. The more time you take to develop a good plan of action, the easier it will be for you to implement your program. A successful program is one that has been thought out.

Pay attention to details. When planning your program consider how you will handle any problems that may arise. For example, will registration be required to attend your program? If so, how will you handle unregistered patrons who show up for the program? Knowing the answer to questions before they come up will significantly reduce your stress come the day of your program.

Partner up. While some program planners prefer to work alone, a partner to bounce ideas off of and share the workload with can sometimes make the difference between a program failing and a program succeeding.

Consider recycling. An unsuccessful program, with a little tweaking, might be perfect for another audience. Feedback from past program attendees and staff is sometimes all it takes to take an unsuccessful program and make it a success. The same can be said of programs that have succeeded. With a little reworking you can get a lot of mileage out of just one program idea.

Evaluate your programs. Few programs are perfect the first time out. An honest evaluation of your programs successes and failure allows you to modify your program to be the most successful program it can be.

Persistence pays off. Some programs will not find an audience right away. Don't give up! Low attendance at your first program doesn't necessarily mean future programs will have poor attendance. Give your program time to grow an audience.

Title: Anti Valentine Chocolate Party
Sponsoring Library: St. Louis Public Library
Questions? Contact: (314) 241-2288

About the Program: For patrons that hate Valentine's Day but love chocolate, this is a program for them. No hearts, no flowers just chocolate and fun. A great program for teens and adults too.

Title: Anti Valentine's Party
Sponsoring Library: Dayton Metro Library
Questions? Contact: (937) 463-BOOK

About the Program: Another great anti-holiday program. Instead of hearts and flowers in varying shades of pink and red, participants create roses out of black duct tape in addition to other non-romantic things. Another novel idea to draw teens to the library.

Title: Art Attack
Sponsoring Library: Adams Memorial Library
Questions? Contact: (724) 539-1972

About the Program: During this program participants learn different art techniques by working with glass, paint, tie dye, mosaics, and clay.

Title: Art-on-a-Cart
Sponsoring Library: Albany Public Library
Questions? Contact: (518) 427-4300

About the Program: Loaded with art supplies, an art cart makes routine appearances at Albany Public Library's branch libraries. This program is one that can be done on a shoestring budget and can target a variety of audiences. Enterprising libraries may even want to consider taking their art cart on the road and have it appear out in the community.

Title: Babygarten

Sponsoring Library: B.F.Jones Memorial Library

Questions? Contact: (724) 375-2900

About the Program: Infants and their caregivers share nursery rhymes, songs and books and also get a chance to make fun projects that demonstrate the babies' developmental milestones. This is a program that has an emphasis on language enrichment and pre-literacy skills.

Title: Big Guy Little Guy Pasta Night

Sponsoring Library: Brookfield Library

Questions? Contact: (203) 775-6241

About the Program: Attendees have fun creating pasta sculptures with their dad, grandpa, or uncle and then enjoy a pasta dinner buffet together. This can be easily tailored to fit any library.

Title: Books for Dessert

Sponsoring Library: Port Washington Public Library

Questions? Contact: (516) 883-4400

About the Program: A book club for adults over 21 with intellectual disabilities who have little or no reading ability. The book club meets to enjoy and discuss books – and life. The group reads books and stories of all kinds in their adapted versions.

Title: Brain Fitness

Sponsoring Library: Bensenville Community Public Library

Questions? Contact: (630) 766-4642

About the Program: Making use of Posit Science's Brain Fitness software, this program features six computer-based exercises. Designed to be easy to use, patrons can participate in the program at the library or in their own home. The Brain Fitness program is designed to speed up auditory processing, improve working memory, and encourage the brain to produce more of the chemicals that help it remember. By offering this program the library truly is helping their patrons improve their minds.

Title: CaddyStacks

Sponsoring Library: Mabee Library at Washburn University

Questions? Contact: (785) 670-2485

About the Program: With the assistance of an outside company the library was able to turn their stacks into a full 18-hole mini golf course. Although this was a fundraiser for the library, this event would be an excellent program as well that could work in almost any library type with any age group.

Title: CeLIBration

Sponsoring Library: Georgia Institute of Technology Library and Information Center

Questions? Contact: (404) 894-4529

About the Program: This celebration and welcoming event provides students the chance to have fun in the library as well as meet their fellow dorm mates and peers. A variety of events such as Dodgeball, Project Runway, Rock/Paper/Scissors, speed dating, and more take place during CeLIBration. Not only do students have fun in the library, they see that the library staff aren't serious all the time but instead are actually approachable.

Title: Explorers Club and Science Sleuths

Sponsoring Library: Urbandale Public Library

Questions? Contact: (515) 278-3945

About the Program: This program encourages children in grades 3 -5 to investigate science concepts with simple hands-on experiments. Children discover the joy of experimenting with science in their everyday lives.

Title: 52 Books, 52 Weeks

Sponsoring Library: Bensenville Community Public Library

Questions? Contact: (630) 766-4642

About the Program: 52 Books, 52 Weeks is a yearlong reading program developed by the Bensenville Community Public Library. Inspired by Sara Nelson's *So Many Books, So Little Time: A Year of Passionate Reading*, the concept is simple. The program challenges readers to read one book per week over the course of a year. Although the

program is called 52 Books, 52 Weeks the overall goal for the program is NOT to get participants to read 52 books in a year. Instead the program's goal is to get people to make reading part of their week, every week. Registered participants receive a log to track the books they read over the course of the program. Each week the reader records the title and author of what they are reading in their log. If it takes a reader more than one week to finish their book they continue to list the book until they have finished it. It is not the number of books finished that matters for this program – it is the fact that participants are reading each and every week.

Title: From the Heart

Sponsoring Library: Kalamazoo Public Library

Questions? Contact: (269) 342-9837

About the Program: This program gives kids a chance to have fun as well as spread some joy by making Valentines for residents of local nursing homes.

Title: genre X

Sponsoring Library: Oak Park Public Library

Questions? Contact: (708) 383-8200 or genre-x@oppl.org

About the Program: genre X is a book discussion group geared toward those in their twenties and thirties that offers intellectual stimulation as well as the opportunity for social networking. Recognizing that the library was not the most desirable location for their target demographic to meet in this fashion, organizers elected to hold their monthly meetings at a local Irish pub. While the book discussion group is a tried and true program for libraries of all types, tailoring the location and atmosphere to meet the needs of the target audience makes genre X a standout program.

Title: Heart Healthy Saturdays

Sponsoring Library: CC Mellor Memorial Library

Questions? Contact: (412) 731-0909

About the Program: During this weekly program various seminars and educational sessions are offered. Topics from the Ten Keys for Healthy Aging to CPR Basics have been highlighted. While many library programs provide educational opportunities for their patrons, this particular program helps a patron's mind and body.

Title: Helping your Child Love to Learn
Sponsoring Library: Ramsey County Library
Questions? Contact: (651) 628-6831

About the Program: During this program participants build important learning attitudes and behaviors that influence student success. In addition parents learn how to build these skills with their child at home.

Title: Leonardo da Vinci & the Renaissance
Sponsoring Library: Delphi Public Library
Questions? Contact: (765) 564-2929

About the Program: This program takes kids in grades 2-5 into the world of Leonardo da Vinci, his inventions, and his art. Each week kids make an invention and learn what it was like to be an apprentice during the Renaissance.

Title: Learning at Home
Sponsoring Library: Ramsey County Library
Questions? Contact: (651) 628-6831

About the Program: Targeting parents, this program helps participants discover a variety of strategies to successfully help their child with homework. Tips on how to help with learning, even when you don't know the subject matter, are also included.

Title: Learning Express
Sponsoring Library: Alexandria Public Library
Questions? Contact: (740) 924-3561

About the Program: As high school students prepare to take ACT and Sat tests, the library offers practice tests that are available through the Learning Express program on the library's web site. Statistics prove that tasking practice tests can decrease test anxiety and improve their scores on these important tests. This is a great free program, available to students as they prepare for college.

Title: Little Chefs – Learn about George Washington Carver

Sponsoring Library: Chesapeake Library

Questions? Contact: (757) 410-7034

About the Program: To help celebrate Black History month, program attendees learn about George Washington Carver and all his inventions with peanut butter. Children make peanut butter and hear stories as well.

Title: Love Bites

Sponsoring Library: Nashua Public Library

Questions? Contact: (603) 589-4631

About the Program: This program is for teens 7th through 12th grade encourages them to start a new Valentine's tradition and celebrate being independent, confident and single. The activities do NOT include making chocolate, making valentines, or red roses. A great twist on a holiday favorite that could work as an adult program too.

Title: Lunchbox Tales

Sponsoring Library: Brookfield Library

Questions? Contact: (203) 775-6241

About the Program: Parents bring their preschooler and a picnic lunch to this program where they hear stories and watch movies based on their child's favorite characters. This program can be done a small budget and can be adapted for use with older kids too.

Title: Mini Movers

Sponsoring Library: Foothills Ranch Library

Questions? Contact: (412) 882-5694

About the Program: This is a lively aerobics/dance exercise program for 3 to 5-year-olds that could easily be adapted for younger or older kids.

Title: Monday Moms
Sponsoring Library: Manitowoc Public Library
Questions? Contact: (920) 683-4863

About the Program: For moms suffering from stay-at-home burnout, this program brings local moms and other caregivers together while their children enjoy unstructured play time. Kids play with toys from the library's Toy Library while the adults mingle, converse, and browse the library's parenting and magazine collections. This program is a great example of meeting a need in the community that is a bit outside a library's traditional role.

Title: Mountain of Mittens
Sponsoring Library: Brentwood Public Library
Questions? Contact: (412) 882-5694

About the Program: For this winter reading program children pick a mitten when visiting the library to hang in the library's window. Every time they read five books they can add a decorative snowflake. During the program the library collects winter mittens for a local charity, encouraging participants to READ and give to those in NEED. What a great spin on a winter reading program.

Title: National Bubble Gum Game Day
Sponsoring Library: Bridgeport Public Library
Questions? Contact: (203) 576-7828

About the Program: This program celebrates National Bubble Gum Day with a variety of fun competitions, stories, and gum. What an easy inexpensive program for all ages.

Title: Night of Writing Dangerously
Sponsoring Library: Craighead County Jonesboro Public Library
Questions? Contact: (870) 935-5133

About the Program: For any patron who has ever said, "One day, I'd like to write a novel," this program is for them. November is National Novel Writing Month (NaNoWriMo). NaNoWriMo is a worldwide event where everyday people strive to write a 175-page (50,000-word) novel in 30 days. *Night of Writing Dangerously* is an official

NaNoWriMo sponsored event. During this event writers gather at a specific location and you write for twelve hours straight. For those who find an overnight program to be a bit daunting, this event can be modified. Rather than have one big writing session you could sponsor several shorter writing sessions.

Title: 90's Night
Sponsoring Library: Brentwood Public Library
Questions? Contact: (412) 882-5694

About the Program: If they were born in the 90's, know the Macarena, and remember what Teen Spirit smells like then this is a program for your patrons. 90's Night celebrates the decade they were born. This program could be easily adapted to any decade.

Title: Open Mic Soirée
Sponsoring Library: Henry S. Olcott Memorial Library
Questions? Contact: (630) 668-1571 x304

About the Program: Held the last Saturday of the month, this event provides a fun, inviting atmosphere for patrons to gather to play games, listen to music, put on skits, and more. Hosted by the library for the Theosophical Society in America, this program demonstrates the value in providing outside the box programming to your particular segment of patrons.

Title: Parenting Book Group
Sponsoring Library: Durham Public Library
Questions? Contacts: (603) 868-6699

About the Program: For this parenting book group participants read one chapter a month from *How to Negotiate with Kids- Even When you Think You Shouldn't*. While parents meet, children attend the library's story time. This program could be easily adapted to include a book of interest that your library's parents can choose.

Title: Prime Time Adults

Sponsoring Library: Bryant Library

Questions? Contact: (516) 621-2240

About the Program: This monthly program targeting those 55 years of age and older features informational seminars and workshops geared towards helping those in the prime of their life live the best possible life. Anything from making meals on a budget to safe driving skills has fallen under this program banner.

Title: Read for Wells

Sponsoring Library: Lake Villa Public Library

Questions? Contact: (847) 356-7711

About the Program: Children ages 3 through 6th grade read for charity, with the library donating up to \$5 per charity. This year the charity was Charity Water, a non-profit organization that brings clean, safe drinking water to people in developing nations. One hundred percent of the money raised went directly to fund freshwater wells and basic sanitation projects in some of the poorest communities in the world. This could be an annual event tied to one charity or sponsoring libraries could designate a different charity every year. In addition this program could easily be tailored to fit almost any library type or size and include any demographic.

Title: Read Together

Sponsoring Library: West Chicago Public Library District, Warrenville Public Library District, and Winfield Public Library

Questions? Contact: (630) 231-1552

About the Program: Three libraries decided to expand their reading programs by collaborating with one another on this community reading initiative, a six-week celebration of reading. Three books were featured that centered around the theme of Spanish culture. Each library selected one of the featured books. Copies of the books were made available for check out at each library. The libraries encouraged the entire family to participate in the book discussions as well as other jointly sponsored programs that were held at each of the libraries.

Title: Recycle Art

Sponsoring Library: Pawtucket Public Library

Questions? Contact: (401) 725-3714

About the Program: Kids visit the library for an afternoon of fun making art from recycled material. What a great opportunity to have your library go green!

Title: Re-Fashion It

Sponsoring Library: Harford County Public Library

Questions? Contact: (410) 638-315

About the Program: During this program teens learn how to recycle clothes. Attendees bring an old item of clothing to the event and are shown how to turn that into a fashion statement. This unique spin on a green program is one that teens will love.

Title: Right on the Money

Sponsoring Library: Brentwood Public Library

Questions? Contact: (412) 882-5694

About the Program: During this program children learn lessons about money using popular children's books. This program is a great opportunity for parents to reinforce their own financial knowledge and learn creative ways to teach positive management skills to their children.

Title: Sewing Circle

Sponsoring Library: Stillwater Public Library

Questions? Contact: (405) 372-3633

About the Program: Inspired by a scene from *Gone With the Wind* where the characters sew while one reads from a book, this monthly sewing circle allows participants to bring a project from home to work on while a librarian reads aloud. The choice of reading material is sometimes random, other times thematic. While called a "sewing circle," participants bring a variety of projects to work on. Sewers, knitters, and beaders have all found a home in this circle.

Title: Sign Language for Little Hands
Sponsoring Library: Bethel Park Public Library
Questions? Contact: (412) 835-2207

About the Program: During this weekly program children learn sign language basics by playing games and signing songs.

Title: Socrates Café
Sponsoring Library: Abington Free Library
Questions? Contact: (215) 885-5180, ext. 15.

About the Program: Offered twice a month, this program provides an opportunity for patrons to participate in a philosophical discussion and debate about a pre-selected topic. It is important to note that one event is held in the morning while another is held in the evening, allowing the library to build not one but two core audiences.

Title: Speed Book Sharing
Sponsoring Library: St. Charles Public Library
Questions? Contact: (630) 584-0076

About the Program: Part of the St. Charles Public Library's innovative *TnT: Twenties and Thirties* series of programs. Putting a library spin on speed dating, participants are invited to bring something they've enjoyed reading to quickly share in brief one-on-one conversations.

Title: Story Dance
Sponsoring Library: Cherry Hill Public Library
Questions? Contact: (856) 667-0300

About The Program: Story Dance is unique creative movement experience incorporating stories with movement, games and dance. The movement and games help build coordination and motor skills with the use of instruments and song. A themed picture book becomes the inspiration for a follow-up craft activity. This is a program appropriate for girls and boys ages 3-6.

Title: Teen Drivers – The First 6 Months
Sponsoring Library: Franklin Square Public Library
Questions? Contact: (516) 488-3444

About the Program: This program is geared towards parents and focuses on providing them with information that can help them with their teen drivers. This program is an excellent opportunity to meet with other parents, as well as provide tips on helping teens become responsible drivers.

Title: Tips for Talking with Teachers
Sponsoring Library: Ramsey County Library
Questions? Contact: (651) 628-6831

About the Program: Communicating with a child's teacher is the foundation for successful parent involvement. During this program parents discover which school communications are most important, build their advocacy skills, and learn new communication ideas for a successful relationship with their child's teacher.

Title: The Tooth Fairy Has Landed
Sponsoring Library: Kalamazoo Public Library
Questions? Contact: (269) 342-9837

About the Program: During this program kids celebrate National Children's Dental Month with the tooth fairy. In addition to enjoying tooth fairy stories kids learn about "tooth" customs around the world.

Title: Toy and Book Swap
Sponsoring Library: Baxter Memorial Library
Questions? Contact: (207) 829-5031

About the Program: During this event parents bring their child's outgrown books and toys to trade with others. This green event not only helps save the environment, but it helps save money too.

Title: Uno, Dos, Tres

Sponsoring Library: Brockton Public Library

Questions? Contact: (508) 580-7890

About the Program: At this program children are introduced to Spanish in a fun and entertaining way through bilingual stories, music and movement, puppets, and a craft.

Title: Wii Bowl with Grandma and Grandpa

Sponsoring Library: Green Tree Public Library

Questions? Contact: (412) 921-9292

About the Program: In this intergenerational program, students in grades 2 through 5 team up with a grandparent and enjoy an afternoon of Wii Sports Bowling. While it is common to see mother/daughter or father/son programs, the grandparent/grandchild angle freshens an old (but popular) idea.

Title: Will Read for Chocolate

Sponsoring Library: Annville Free Library

Questions? Contact: (717) 867-1802

About the Program: For this program patrons read and discuss books such as *The True History of Chocolate* by Sophie & Michael Coe, *Like Water for Chocolate* by Laura Esquivel, and *Blood and Chocolate* by Mark Zero. While book discussion programs are nothing new, centering a book discussion on a very specific theme can breath new life into this tried and true program.

Title: Yarn Swap

Sponsoring Library: Bacon Free Library

Questions? Contact: (508) 653-6730

About the Program: Done as an annual program (but could easily be monthly, bi-monthly, or quarterly), patrons are invited to bring their unused yarn, patterns, and other craft materials, to swap with others. During the swap attendees see project demonstrations and pick up handy tips for their next project.