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
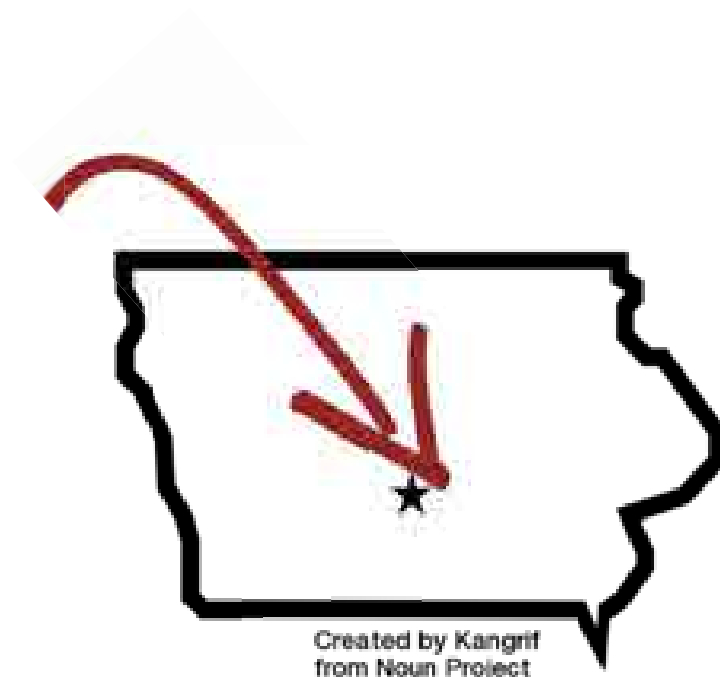
How to plan from start to finish!

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

Created by Kangrif
from Noun Project

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!
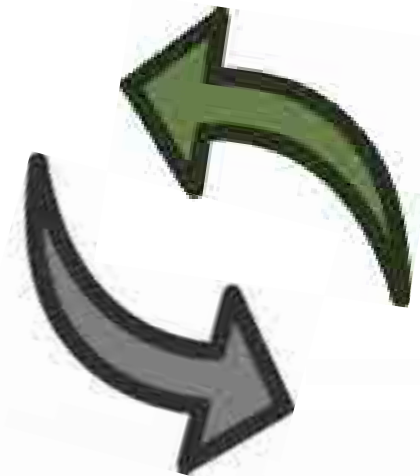
Let's Focus on Fun, But Why?

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!

$$

Library Laser Tag

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

Picture by Merle Laswell

Robotics

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

Game Truck

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

Registration required

$5.00 donation or old jewelry donation

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

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!

2015
20 programs

185

2016
37 programs

372

2017
65 programs

462

2018
62 programs

685
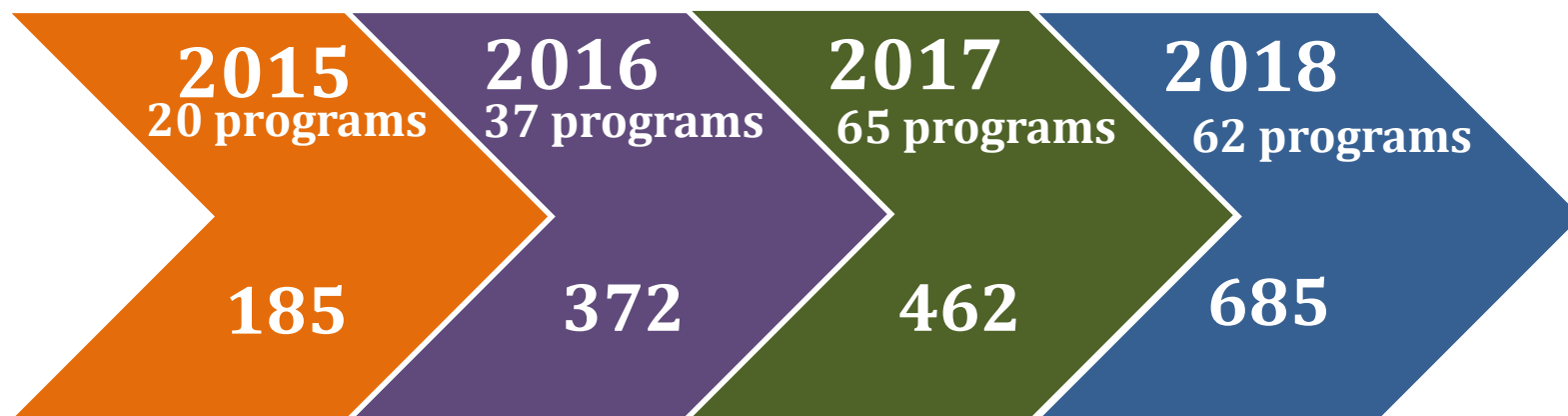
Increase in # of adult programs = Increase in participation
New people attending programs & positive feedback

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
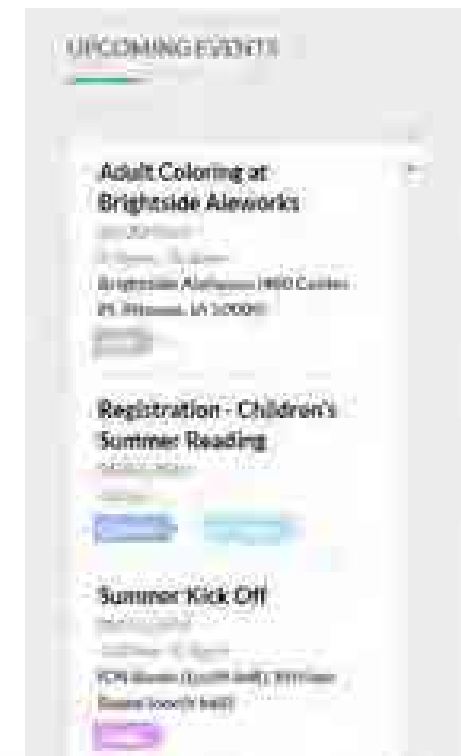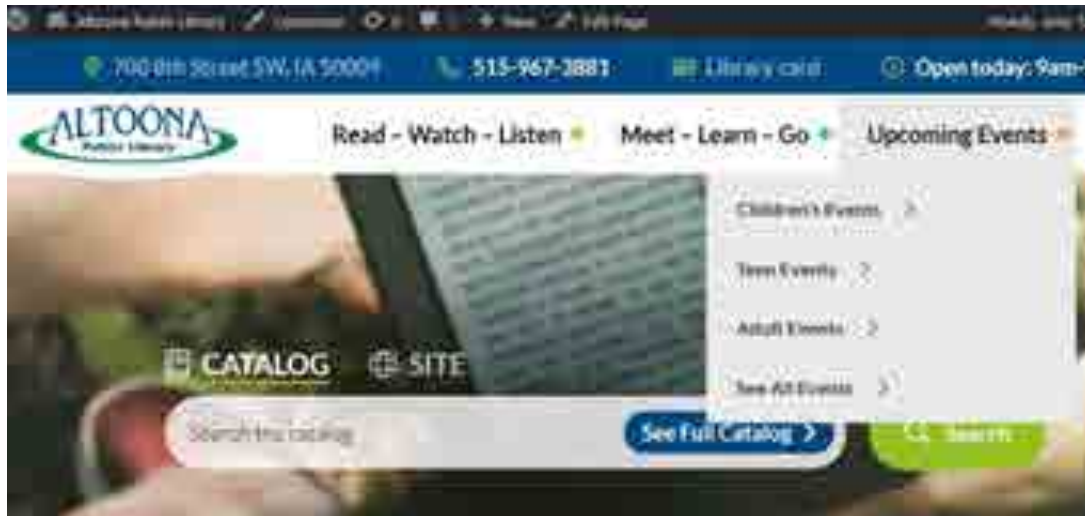
Libcal.com

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

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

Things happen!

Writing down plans helps prepare for when they do!

QUESTIONS OR SUGGESTIONS?

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Library Website:

www.altoonalibrary.com