Transforming Life After 50: Public Libraries and Baby Boomers

Project Overview

In the summer of 2007, the California State Library announced the launch of the statewide *Transforming Life After 50: Public Libraries and Baby Boomers* initiative. The purpose of this LSTA funded initiative is to assist public libraries in redefining, creating and delivering new and innovative services to our state's growing population of active, older adults – a population expected to grow more than twice as fast as California's total population, increasing 112% from 1990 to 2020, or 8.5 million people. As early as 2010, one in five Californians will be 60 years of age or older. And yet, research has shown that the current paradigm of library services for "seniors" does not match the characteristics and/or interests of the baby boomer generation.

The three-day *Transforming Life After 50* training institute represents a partnership between the California State Library, Libraries for the Future, whose *Lifelong Access Libraries* national initiative has inspired library innovation on this issue, and the California Library Association. Forty-five public library jurisdictions have been accepted to attend this Institute.

The Institute aims to promote an understanding of older adults as resources for their communities and offers an alternative to the predominant deficit-based model of aging. It will introduce participants to a new framework for working with active, older adults that promotes productive aging through learning and civic engagement with presentations from leaders in the fields of health, education, social science, spirituality and aging. The Institute will also provide training in community assessment and in the utilization of customized assessment tools designed for this project and its target population.

After the Institute, participating libraries will be invited to undertake a local assessment of their own community, and then to submit targeted grant proposals that would address the opportunities and needs identified in their assessments. A State Library consulting team, LTG Associates, will provide technical assistance through this process. Each library that conducts a community assessment will receive up to $1,000 reimbursement for staffing costs associated with this activity.

Targeted proposals submitted by May 30, 2008 (specific guidelines to follow in early 2008) will be reviewed and accepted on a competitive basis with the most innovative and compelling being funded for the 2008/09 LSTA grant cycle. These targeted grants are intended to enable library jurisdictions to implement promising practices, test and refine models, help disseminate models, train or mentor other librarians, and participate in evaluation of innovative practices implemented to date.

Questions regarding this new initiative can be directed to Suzanne Flint, Library Programs Consultant, at the California State Library at **916-651-9796** or **sflint@library.ca.gov**.

TRANSFORMING LIFE AFTER 50 INSTITUTE
Agenda
November 27-29, 2007
Pasadena, CA

DAY 1
Redefining Aging: Who Are The Boomers?

7:30 AM	**REGISTRATION & BREAKFAST**
8:30 AM	*Welcome And Opening Remarks* – **Susan Hildreth**, State Librarian of California and **Diantha Schull**, President, Libraries for the Future
9:00 AM	*Institute Overview* – **Suzanne Flint**, California State Library and **Stephen Ristau**, Libraries for the Future
10:00 AM	*Understanding Boomers: A Psycho-Demographic Overview* **Matt Thornhill**, Founder and President, Boomer Project
11:00 AM	**BREAK**
11:15 AM	*Redefining Aging: Physiological Evolution* **Walter Bortz, MD**, Clinical Associate Professor of Medicine, Stanford University School of Medicine
12:00 PM	**LUNCH**
1:00 PM	*Redefining Aging: Brain Research* **Paul Nussbaum, PhD**, Clinical Neuropsychologist and Adjunct Associate Professorship in Neurological Surgery, University of Pittsburgh School of Medicine.
2:30 PM	**BREAK**
2:45 PM	*Interactive Exercise* **LTG Associates**
4:00 PM	*Panel Roundtable***:** *Dialogue with the Day's Presenters* Facilitated by **LTG Associates**
5:00 PM	**ADJOURN UNTIL DINNER**
7:00 PM	**GROUP DINNER** – *PF Chang's Restaurant*

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DAY 2
Visioning the Future: Boomer Issues and Opportunities

7:30 AM	**BREAKFAST**
8:15 AM	*Lifelong Access: A Vision for Public Libraries* **Diantha Schull**, President, Libraries for the Future
8:45 AM	*Boomers Health Care and Economic Security: It Isn't One Size Fits All* **Ernie Powell**, Associate State Director for Advocacy, AARP California
9:30 AM	**BREAK**
9:45 AM	*Work, Civic Engagement, and Lifelong Learning* **Judy Goggin,** Senior Vice President, Civic Ventures and **Carla Lehn**, California State Library
11:00 AM	*Interactive Exercise* **LTG Associates**
12:00 PM	**LUNCH**
1:00 PM	*Spirituality and the Second Half of Life* **Angeles Arrien,** Cultural Anthropologist, Author and Educator
1:45 PM	*Building Health in Our Communities* **Richard Jackson**, MD, MPH, Adjunct Professor, School of Public Health, UC Berkeley
2:30 PM	*Immigrants and Boomers: Building a New Social Contract* **Dowell Myers**, PhD, Professor, School of Policy, Planning and Development, University of Southern California
3:15 PM	**BREAK**
3:30 PM	*How Libraries Can Respond* **Matt Thornhill**, Founder and President, Boomer Project
4:30 PM	*Panel Roundtable***:** *Dialogue with the Day's Presenters* Facilitated by **LTG Associates**
5:30 PM	**ADJOURN FOR THE DAY: DINNER ON YOUR OWN**

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DAY 3
Beyond Senior Services: Launching Local Efforts

7:30 AM **BREAKFAST**

8:15 AM *Panel: Innovative Library Responses across the U.S.*
Abigail Elder & Jane Salisbury, Multnomah County Library, Portland, OR
Rebecca Bond, *Tempe Connections*, Tempe Public Library, Tempe, AZ
Sabrina Waldron, *Lifelong Access Libraries*, Libraries for the Future, New York, NY

9:45 AM **BREAK**

10:00 AM *Investing in Community Change: A Funder's Experience*
Carol Kratz, Program Director, Virginia Piper Trust, Scottsdale, AZ

10:30 AM *Community Assessment*
LTG Associates and **Cindy Mediavilla**, California State Library

12:00 PM **LUNCH**

1:00 PM *Community Assessment* – Continued

3:00 PM **BREAK**

3:15 PM *Closing Remarks and Summary*
Suzanne Flint, California State Library; **Stephen Ristau**, Libraries for the Future; and **LTG Associates**

4:00 PM **ADJOURN**

Portions of the *Transforming Life After 50 Institute*
will be videotaped and archived for online viewing.

Goals and Objectives

Goal 1: Expand understanding of the Boomer population and its importance. *(Who are the Boomers and why do they matter to libraries?)*
Objectives:
   a. Develop a shared definition of the Boomer population
   b. Acquire an overview of the Boomer population and its significance
   c. Learn how aging is changing and how this is shaping the Boomer population

Goal 2: Deepen understanding of the diversity within the Boomer population and the relevance to the role of libraries. *(Is there a "typical" Boomer?)*
Objectives:
   a. Learn to question stereotypes and common assumptions about Boomers
   b. Identify vital economic, cultural, and ethnic differences within the Boomer population

Goal 3: Explore a new model for library relationships with Boomers. *(How can libraries engage with, not just serve Boomers?)*
Objectives:
   a. Rethink the one-way service flow model of library-community relationships
   b. Develop an interactive model for library-Boomer engagement

Goal 4: Learn how to develop an understanding of your local Boomer population. *(Who are your Boomers?)*
Objectives:
   a. Learn how to find data to describe your local Boomer population
   b. Learn how to identify the major segments of your local Boomer population
   c. Learn how to engage with major segments of the Boomer population to collect more in-depth data

Goal 5: Learn how to identify ways in which your library can engage more effectively with your local Boomer population. *(What can the library and Boomers offer each other?)*
Objectives:
   a. Learn how to engage with the Boomer population to identify and develop potential areas of service and collaboration
   b. Learn how to identify opportunities and new collaborations necessary to expand Boomer engagement
   c. Learn about promising practices being implemented by other libraries