TRANSFORMING LIFE AFTER 50:
PUBLIC LIBRARIES & BABY BOOMERS
PLA 2012 Conference
AGENDA

- Changing nature of aging
- Relevance of Boomers to public libraries
- IMLS Fellowship
  - Curriculum & Skill Development
  - Models of Service & Engagement
PANELISTS

• Suzanne Flint
  – California State Library, Fellowship Co-Director

• Stacey Aldrich
  – California State Librarian, Fellowship Steering Committee

• Jennifer Fenton
  – Washington State Library, Fellow

• Erica Compton & Sarah Kelley-Chase
  – Idaho Commission for Libraries & Boise Public Library (ID), Fellows

• Jennifer Downey
  – Rancho Cucamonga Public Library (CA), Fellow

• Abigail Elder
  – Tualatin Public Library (OR), Fellowship Advisory Committee

• Stephen Ristau
  – PurposeWork, Fellowship Co-Director
HOW OLD DO YOU THINK SHE IS?

Irene Ryan in 1962

Diane Sawyer in 2009
One out of every three adults in America is a Baby Boomer.

78 Million Americans: 1946-64
AGING IS CHANGING

Compared to previous generations, Boomers generally have:

• Longer, healthier lives
• Better education & skills
• More options for work, learning and leisure
• A desire for meaning and purpose
• A preference to “age in place” within multi-generational communities
CHANGING LIFE STAGES

New Trends
- Education
- Children
- Marriage
- Work
- Care giving
- Retirement

Traditional Tends
- Education
- Children
- Marriage
- Care giving
- Work
- Retirement

LIFE SPAN

0 20 30 40 50 60 70 80 90 100+
A NEW LIFE STAGE:
Not Your (Grand) Parents Retirement

• 30 more years in mid-life

• New opportunities and challenges

• Not just a Boomer issue
IMPLICATIONS

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- Avoid ‘one size fits all’ programs and strategies
- Rethink volunteer engagement strategies
- Promote **AGELESS CONCEPTS** for **all** adults
LIBRARIES & BOOMERS

Surveyed CA public libraries (230 responses):

• 65% saw Boomers as important to their library
• Only 6% had specific plans/programs for them
• Only 4 in 10 offered any type of adult programs
• Of these, most provided traditional senior services.
• Similar findings in other states.
What is TLA50?

Transforming Life After 50 (TLA50) is a statewide public library initiative launched by the California State Library to address the changing nature of aging. It has become a national model of innovation, not just for libraries, but all kinds of organizations that aim to serve and engage mid-life adults, ages 50+.

» More about TLA50
» Participating libraries

Boomers are a large and diverse group of people from all walks of life — not a single stereotype as commonly perceived.
www.library.ca.gov/lds/getinvolved.html
TLA50 FELLOWSHIP

• Introductory webinar
• Portland Institute
  – 90 Fellows/12 States
• Online Courses
  – Strategic Facilitation
  – Community Assessment
  – Partnerships & Collaborations
  – Volunteer Engagement
  – Evaluating Results
  – Engaging Adults Through Programming & Social Media
• Concluding webinar
  – 80 Fellows completed the year
Transforming Life after 50
A Resource for Libraries

Community of Library Innovators

IMLS Fellowship

Get Involved: Powered by Your Library

California Transforming Life Initiative

2007 2008 2009 2010 2011 2012
WASHINGTON STATE

- 19 Fellows from Washington
- 6 Grants for TLA50 Projects
- Multiple conference presentations
- Volunteer Engagement workshops
WA Fellows
GRANTS

- Programming and workshops
- Small Business Support
- Advisory boards/Community Coalitions
- Assessment of midlife adults in community
- Technology training
CONFERENCES
VOLUNTEER ENGAGEMENT WORKSHOPS
Idaho Commission for Libraries’ STATEWIDE COMMITMENT

- Mid-Life Adults webpage
- The Messenger e-newsletter
- Mid-Life Adults Advisory Committee
- Staff time, funds, & promotion
- VolunteerMatch pilot project
MID-LIFE ADULT ADVISORY COMMITTEE

- Nine Fellows
- Statewide representation
- One year commitment
- Actively promote initiative to library community
- Implement & share best practice

Our Goal: Implement a statewide initiative for designing, increasing, and/or enhancing services for mid-life adults in publicly funded public libraries throughout the state of Idaho.
Questions? Aha’s!
PROGRAMS

Books to Action
Learn, Talk, Do

Want to discuss a great book and give back to your local community? Join us for our very first Books to Action program!

Learn
We will be discussing Kristof & WuDunn's *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*. This book is available for check out at the Library.

Talk
We are offering 2 book discussion opportunities. One will be at the Library, and the other will be at the Library at Cole & Ustick. Both book discussions are free and available for those who would like to join the discussion but have not read the book.

Do
What is the Action part? Participate in a companion service project with Women and Children's Alliance.

Questions?
Call Sarah 670-600 (Cole & Ustick Branch) or Becca 384-0766 (Main Library).

Dynamic Customer Service to Mid-life Adults

Topic:
Learn how customer service to mid-life adults is changing due to their desire to create content, engage in experiences (instead of passive interactions), and to be part of a community.

Date:
- Wednesday December 14th, 9:00-10:00 a.m.
Main Library, Hayes Auditorium

e-Reader Intro:
More info coming soon

Learn More/Register:
Click the Training Opportunities link on the library's intranet homepage.
PARTNERSHIPS
Books to Action, **Half the Sky** by Kristof & WuDunn

**Location:** Main ☐ Cole & Ustick ☐

**Birth Year**
- 1909-1945 ☐
- 1946-1964 ☒
- 1965-1978 ☐
- 1979-1990 ☐
- 1991-2011 ☐

Comments or suggestions about today’s experience:
- Valuable... probably more valuable if I had finished book beforehand. Great outreach! Congrats to Bill for taking the initiative and being thoroughly prepared with handouts, questions, etc.

Do you have any suggestions for future books or topics? Use back if necessary.

Would you like to be contacted about future Books to Action Programs?

Name:

Email:
RANCHO CUCAMONGA
LIBRARY SERVICES

Who are we?
What do we do?
What could we do better?
TLA50 FELLOWSHIP EXPERIENCE

Portland Institute
Online Learning Courses
Ning Community
COMMUNITY ASSESSMENT

Opportunity to apply for LSTA grant

- Hired consultant for community assessment
  - Review of demographic data
  - Focus groups
  - Interviews
  - Survey
ASSESSMENT RESULTS

What do Boomers want from our library?

• Maintain mental and physical fitness
• Maintain social and community connections
• Continue learning and growing
WHAT’S NEXT?

Programming beginning Spring 2012
Healthy Mind, Healthy Body, Healthy Earth

• Meditation
• Stress management
• Brain games
• Gardening series
• Healthy cooking series
LIFE BY DESIGN PARTNERS

- AARP
  The power to make it better.
- NW Natural
  www.nwnatural.com
- Portland State University
- Express Employment Professionals
- OPB
- Multnomah County Library
- Hands on Greater Portland
  Be The Change. Volunteer.
- Portland Community College
  We're all about your future.
a new approach to your life and work after 40

Wed., May 6
6 p.m.
Hayward Main Library

WORKSHOP with CRAIG NATHANSON
vocational coach and author of
don’t just retire and die

Refresh Your Life

BOOKS-TO-ACTION

Read A Whole New Mind: Why Right-Brainers Will Rule the Future by Daniel Pink. In this insightful and entertaining book, Pink offers a fresh look at what it takes to excel. The book reveals the six essential aptitudes on which professional success and personal fulfillment now depend, and includes a series of hands-on exercises to help readers sharpen the necessary abilities. This book will change how we see and experience the world.

Discuss the book at a neighborhood library:

Sunday, May 17
1:30-3 p.m.
Hollywood Library
4040 NE Tillamook

or

Tuesday, May 19
6-7:30 p.m.
Hillsdale Library
1525 SW Sunset Blvd.

What’s It All About, Alfie? Spirituality and the Ageless Questions

Perspectives on Positive Aging*
with Dr. Fritz Fraunfelder

connections
PURPOSE PROGRAMS PARTICIPATION BREWED IN ONE PLACE
The rest of your life begins with a cup of coffee

76 million of us are looking at the next chapters of our lives in ways that are completely different than our parents. We no longer look forward to a traditional “retirement” phase, but seek activities that involve purpose, passion and programs for improving life.

This is just what Tempe Connections is all about. It is our mission to provide adults with opportunities to discover new purpose through access to a wide range of:

- Learning programs for ongoing intellectual stimulation
- Supportive planning for a variety of life changes
- Encore work options for continued meaningful engagement
- Volunteer participation to effect positive community change

Contribute to the experience of Tempe
Invest locally and enrich the community for ages.

Donate
Is It In Your Future To Attend A Library Program?
Submitted by Becker on January 30, 2012 - 3:54pm
in Fresh City Life Blog  arts and crafts  crafts  crochet  Events  free  Fresh City Life My Branch  fused glass  Sewing

Write your own fortune this week, and predict that you will attend a Fresh City Life My Branch program on Saturday, February 4!

There are numerous options for all the crafters out there who want to exercise their creativity before watching the big game this weekend! All of these events are happening on Saturday, February 4 as part of our Make & Take Studio Series:

10 a.m.: Felt Fortune Cookies at Schlessman. Write your own creative fortunes and swap prophetic one-liners with your fellow crafters as you make...
SIX P’s OF LIBRARY INNOVATION

- Philosophy
- Partnerships
- Programs
- Place
- Promotion
- Position
Great Expectations:

*Boomers and the Future of Volunteering*

VolunteerMatch User Research Study

Presented by: **MetLife Foundation**
Encore Career Choices: Purpose, Passion and a Paycheck in a Tough Economy

Tens of millions of Americans in their 40s, 50s and 60s are making decisions about their next stage of work — and life. A 2011 MetLife Foundation/Civic Ventures study found that financial insecurity and the economic downturn are shaping boomers' choices in ways that could affect our communities and the nation for years to come. Here is a sampling of the results.

1 Abundant talent. Millions of people already in encore careers make a positive difference in their communities, and tens of millions more want to join them.

- As many as 9 million people, or 9 percent of all people ages 44 to 70, are currently in encore careers, having made a major career change after age 40 or come out of retirement to do work that combines personal meaning, continued income and social purpose. The number of people in encore careers has increased slightly through the economic downturn; the 2008 MetLife Foundation/Civic Ventures Encore Career Survey estimated the number of people in encore careers at 8.4 million.

- People in encore careers perform an estimated 16.7 billion hours of labor each year in education (50 percent), health care (25 percent), government (25 percent) and nonprofit organizations (11 percent). For

2 Financial insecurity. The shortage of jobs and concerns about income and savings threaten the supply of experienced talent for social needs.

- Among those interested in encore careers, two in five (41 percent) say their financial situations have worsened in the past three years. Nearly three in four (73 percent) are concerned they will not have enough income in retirement.

- More than half of those interested in encore careers (51 percent) say they are very concerned that the state of the economy makes this a difficult time to make a change to an encore career. Still, one in four (27 percent) of those interested in encore careers say they are very likely to make the switch in the next five years.

- The economic downturn has dampened the intensi-
TLA50 ACTIVITIES: OTHER STATES

The Boomer Generation

2011 Conference

Adult Services for the 21st Century: Living Longer, Living Better Summit
August 4-5, 2011 Carnegie Center

Arizona public and academic librarians are invited to attend this two-day summit where they will learn how libraries can engage adults in new programs and services and will network with potential partner organizations throughout Arizona communities. The sessions will focus on brain health as a model for planning library programs/services in health, finances, information literacy, and storytelling/book discussion for adults.

A total of 75 slots are available, and up to 40 public librarians coming from more than 50 miles are eligible to receive reimbursement for travel costs.

Event Registration

Watch Douglas Lord's Library: Go Beyond Library Service to Older Adults and Baby Boomers webinar.

Learn about Dr. Paul Harrison and his Brain Health Model.

Read Public Libraries article, Thinking Tanks: How to Do an Adult Storytime at Your Library, and Why, about adult storytelling.

Listen to Queen Creek Branch Library's Bookback, a radio book show for adults.

Contact Sharron Muckenthaler for more information.

About Us

Norweld: Serving Northwest Ohio Libraries for 56 Years

About Us

Services & Programs

Continuing Education

Vendor Discounts

YOUTH SERVICES

ABOUT US
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Participating libraries

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WHAT CAN YOU DO NEXT?

- Join the conversation on:
  - [Facebook](https://www.facebook.com)
  - [YouTube](https://www.youtube.com)

- Take Fellowship courses at:

- Replicate the Fellowship in whole or part

- Support and implement Fellowship-inspired ideas and models
Questions? Aha’s!
Lead.

Inspire.

Change the World. Again.

www.transforminglifeafter50.org

THANK YOU!
PANELISTS’ CONTACT INFO

- Suzanne Flint: sflint@library.ca.gov
- Stacey Aldrich: saldrich@library.ca.gov
- Jennifer Fenton: jennifer.fenton@sos.wa.gov
- Erica Compton: erica.compton@libraries.idaho.gov
- Sarah Kelley-Chase: schase@cityofboise.org
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- Abigail Elder: aelder@ci.tualatin.or.us
- Stephen Ristau: stephenristau@gmail.com