

**Boomers: At the Heart of Your Library  
Transforming Life After 50  
OLA Conference 2012**

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**Transforming Life After 50 (TLA50) online resources:** <http://transforminglifeafter50.org/>

**Course Curriculum:** The TLA50 course materials and webinars are available online.  
<http://transforminglifeafter50.org/innovators/imls-fellowship/imls-fellowship-curriculum>

**Resources Database:** This database includes a variety of topics covered in TLA50. There are web links, presentation recordings and bibliographies of books to help you investigate a variety of topics. <http://www.transforminglifeafter50.org/resources>

**Tools and Ideas:** Quick links to tools and templates from the fellowship classes, plus funding and marketing tools as well.  
<http://www.transforminglifeafter50.org/tools-ideas>

**Innovators:** Links to specific programs created for boomers. Great place to brainstorm and get ideas. <http://transforminglifeafter50.org/innovators>

**Get Involved:** California statewide initiative to promote and connect volunteers with libraries.  
<http://www.library.ca.gov/lds/getinvolved.html>

**TLA50 YouTube Channel:** <http://www.youtube.com/user/tla50>

**TLA50 course highlights and handouts:**

Readings, templates, forms, webinars and presentations are available through the Course Curriculum page on the TLA50 website.

**Portland Institute:**

Podcasts and PowerPoint slides from presentations and panel discussions are available online. Presentations by Laura Carstensen, Paul Nussbaum, and Robert Atchley are especially informative and inspiring.

**#1 – Strategic Facilitation – Instructor: Mary Jane Naquin**

- Concepts and Philosophy - Intentional conversations, asking powerful questions and improving active listening skills.
- Practical Application - Forming a group and understanding group dynamics.
- Evaluation and Inspiration - Facilitation and evaluation tools.

**#2 – Community Assessment – Instructor: Cindy Mediavilla**

- Importance of Community Assessment - Environmental Scans (Internal and External forms available).
- Data Collection Methods and Techniques - Sample Surveys for focus groups and key informant interviews.
- Tabulating and Presenting the Data - Instructions and guides on how to code and present what you've found.

### **#5 – Evaluating Results (closely related to class #2) – Instructor: Cindy Mediavilla**

- Importance of evaluation - Developing objectives and outcomes for your programs.
- Evaluation Techniques - Sample evaluation methods form.
- Tabulating and Presenting Data - Sample data sheets.

### **#3 – Partnerships and Collaborations – Instructor: Stephen Ristau**

- Laying the Foundation - Defining partnerships using Continuum Handout.
- Internal and External Assessment - Library Readiness Scale, answer these questions to find out if your library is ready for a partnership.
- Targeting Partners and Collaborators - Identifying potential partners, including a master list of associations (to consider for partnerships).

### **#4 – Volunteer Engagement – Instructor: Carla Lehn**

- Attracting and engaging volunteers – Includes Volunteer Position Description template.
- Elements of a successful program - Finding and keeping volunteers, includes targeted Recruitment Plan template.
- Overcoming Barriers, Future Trends - Getting past barriers with Unions and Staff.

### **#6 – Engaging Adults Through Programming and Social Media – Instructors: Jane Salisbury and Analisa Svehaug**

- Opportunities for engagement - Sample Multnomah County Library program flyers plus Common Craft videos explaining social media topics such as blogging, photo sharing, social bookmarking, and twitter.
- Best Practices in programming and social media - Program template and sample program planning form.
- Listening, learning and improving - Promoting programming through partners, word of mouth and social media.

### **Select titles from the TLA50 Resource Database:**

- Atchley, Robert C. *Spirituality and aging*. Baltimore : Johns Hopkins University Press, 2009.
- Butler, Robert N., 1927-2010. *The longevity revolution : the benefits and challenges of living a long life*. New York : PublicAffairs, c2008.
- Carstensen, Laura L. *A long bright future : an action plan for a lifetime of happiness, health, and financial security*. New York : Broadway Books, c2009.
- Cohen, Gene D. *The mature mind : the positive power of the aging brain*. New York : Basic Books, c2005.
- Davidson, Sara. *Leap! : what will we do with the rest of our lives?*. New York : Random House, c2007.
- Freedman, Marc. *The Big Shift: Navigating the New Stage Beyond Midlife*. New York: Public Affairs, c2011.
- Freedman, Marc. *Encore : finding work that matters in the second half of life*. New York: Public Affairs, c2007.
- Lawrence-Lightfoot, Sara, 1944-. *The third chapter: passion, risk, and adventure in the 25 years after 50*. New York : Farrar, Straus and Giroux, 2010.
- Nussbaum, Paul David. *Save your brain : 5 things you must do to keep your mind young and sharp*. New York : McGraw-Hill, c2010.
- Smith, J. Walker. *Generation ageless : how baby boomers are changing the way we live today--and they're just getting started*. New York, NY : Collins, 2007.
- Strauch, Barbara. *The secret life of the grown-up brain : the surprising talents of the middle-aged mind*. New York : Viking, 2010.