**Meeting Purpose:** To plan adult programming activities for FY2014

**Desired outcomes:** By the end of the meeting, participants will:
1. Set FY2014 committee goals
2. Outline structure for PNLA Mid-life Adult presentation
3. Share programming ideas, barriers, and successes
4. Outline structure for ILA Volunteering pre-conference
5. Work on components volunteer program
6. Schedule next meeting

**Meeting leaders:** Erica Compton and Sue Walker

<table>
<thead>
<tr>
<th>AGENDA</th>
<th>Erica</th>
<th>10 minutes</th>
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<tbody>
<tr>
<td>Meeting set-up, agenda review, introductions</td>
<td>Erica</td>
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<tr>
<td>FY2014 goals</td>
<td>Sue/all</td>
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<td>• Brainstorm</td>
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<td>• Clarify</td>
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<td>• Select</td>
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<td>Boise, August 15 or 16th</td>
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<td>• Brainstorm</td>
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<tr>
<td>Break</td>
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<td>Programming ideas, barriers, successes</td>
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<td>FY2014 activities:</td>
<td>Sue&gt;All</td>
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<tr>
<td>• <em>The Messenger</em> newsletter</td>
<td>Sue&gt;All</td>
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<td>• Next Avenue</td>
<td>Sue&gt;All</td>
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<td>• Brain Health initiative</td>
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<td>• MoneySmart Week</td>
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<td>• Additional suggestions</td>
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<td>Lunch</td>
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<td>Volunteering workshop:</td>
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<td>• Webinar with Kevin Johnson</td>
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<td>• Hands-on work</td>
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<tr>
<td>• Develop structure for October pre-conference</td>
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<td>• Ideas for promoting volunteering statewide</td>
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<td>180 minutes</td>
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<td>Schedule next meeting – ILA?</td>
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<td>10 minutes</td>
<td>Sue/all</td>
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<tr>
<td>Next steps: Plus/delta</td>
<td>Sue/all</td>
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Attendees: Amy Campbell, Ann Nichols, Cathy Stanton, Diane Rice, Holly Jackson, Rebecca Melton, Sarah Kelley-Chase, Twylla Rehder, Erica Compton, Sue Walker

FY 2014 Committee Goals: Brainstorm list and those with most immediate interest. Others will be retained for future consideration:

1. (1 Dot) Rebranding library: More than just books; Widen the concept Info; fun; technology; community; Create/collaborate. Vibrant-varied; extensive open to all relevant to all.
2. (2 Dots) Sustainability: Legacy, continuity, living heritage, sharing knowledge.
4. (0 Dots) MLAAC: Keep each other inspired and motivated to take this on and keep moving forward.
5. *(5 Dots) 30% of PL using VM account and buying into volunteering concept
6. (2 Dots) Global awareness/citizenship; address biases.
7. *(6 Dots) Increase number of libraries with volunteer handbooks.
8. (3 Dots) Bridging generational gaps; programming & events.
9. (2 Dots) Libraries partner with community members with skills to offer variety of programs/events: Continuing Education, courses, etc.
10. (1 Dot) Increase outreach for MLA
11. * (9 Dots) Develop effective ways to communicate and buy in for the concept of brain health center, and that the library is natural Brain Health Center.
12. (0 Dots) Life coach/motivational speaker.
13. *(7 Dots) Method for sharing, collaborating and exchanging knowledge on serving mid-life adults: Google drive, emails with ideas from all.
14. (0 Dots) Develop and share elevated speech with resources and web-sites and ask what they want to see in library.

PNLA presentation-FRIDAY PM 08/16/2013, 45 min.

PNLA Attendees: Erica, Sue, Rebecca, Sue, Twylla, Sarah Kelley-Chase
Mid Life Adult Initiative: Focus on at least one take-away for participants, Flash drives with content
Format: Interactive discussion
Context: Why mid-life adults initiative, mission, Mid-Life Adult Advisory Committee?
Concrete Examples:
• Programs, events, volunteers
• Impact/antidotes
How does this benefit individual libraries?
Lessons learned/challenges

Programming ideas, barriers, successes:
• Books to Action (Boise Public Library)
  o Promoted book at 6 health fairs and held a health fair at library.
  o 2 book discussions and information on dementia support group.

• How to measure/demonstrate impact?
  o Track anecdotes
Muslim Journeys bookshelf grant (Ada Community Library)
  o Collaborated/Osher institute
  o Identified new presenter
  o LTAI: Continued to develop programs on Muslim culture/working with other library branches

Fit & Fall program- participants had problems remembering to attend

Programs focusing on chocolate, tea (Community Library Network, Rebecca)

How to attract men to programs?
  o Model R Roads (Ada Community)
  o Fly tying (East Bonner)
  o Idaho folksongs/Gary Ellers followed by jam session (Community Library Network-Hayden)
  o Science Cafes: all scientific topics for people-lunch followed by discussion (East Bonner)
  o Coffee/tea tasting
  o Beer making
  o Chamber meeting on data bases
  o Wiis at assisted living centers
  o Gaming in general

How to get people to attend programs?
  o Outreach
  o Target audience (mid-life adults) is busy
  o Suggestion to try requiring a minimal “deposit” to enroll in activities
  o Make programs applicable to more than “boomers”
  o Mix-up type of programs-smaller, larger
  o Family oriented programs-partner/others (Porotneuf)

Internal barriers:
  o Should public funds be used for refreshments at activities?
  o Staff not interested in programming
  o How to select best day/time of day?
  o When to repeat programs?
  o How to develop adult programs in a youth oriented community?

Internal barrier suggestions:
  o Simultaneous programs for adults & youth

Additional comments/programming ideas:
  o Grandparents or parents/caregivers: ID has highest % in country
  o Report any programs or ideas
- **FY2014 activities:**
  - **Messenger**
    - Make easier to find on website
    - Publicize again via LibIdaho
    - Blog sign up for remainder of the year

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<thead>
<tr>
<th>Month</th>
<th>Name</th>
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<tr>
<td>June 2013</td>
<td>Twylla Rehder</td>
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<tr>
<td>July 2013</td>
<td>Diane Rice</td>
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<td>August 2013</td>
<td>Sarah Kelley-Chase</td>
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<td>September 2013</td>
<td>Ann Nichols</td>
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<td>October 2013</td>
<td>Amy Campbell</td>
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<tr>
<td>November 2013</td>
<td>Rebecca Melton</td>
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<td>December 2013</td>
<td>Cathy Stuart</td>
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  - **Next Avenue web-site**
    - Post on library websites if possible
    - Share library programs with us to promote via Next Avenue (Contact Sue)
  - **Brain Health Initiative**
    - Brain Health Conference archive on ICfL site (http://libraries.idaho.gov/page/brain-health)
    - Pilot Project with Paul Nussbaum: Developing with Community Library Network, Marshall Public and Rocky Mountain High School
  - **MoneySmart Week**
    - Initiative with ALA and FINRA held the 3rd week of April (Also Financial Literacy month)
    - This year 12 Idaho libraries participated for the first time
    - Programming for audiences of all ages
    - Plan to continue next year

- **ILA Volunteering Pre-Conference:**
  - Nampa: Wednesday, Oct 2nd, 2013, 8:30-noon and 1.5 hours in pm
  - Morning session will focus on Volunteering and using VolunteerMatch presented by Jennifer Bennett from VM
  - Afternoon session will focus on working individually with Jennifer to address specific ideas, challenges, etc.
  - Participants: Diane, local folks
  - Include-work jointly on job desc.
  - Ask participants to bring idea for volunteer job descriptions to work on
  - Retaining volunteers/help to move to other orgs

- **Promoting volunteering statewide:**
  - Share how much & how volunteers are being used
  - ICFL gather data
  - Address staff concerns about volunteer roles
  - Re-survey libraries re their use of volunteers
  - Create PSA promoting volunteering

- **Next Meeting:** Tuesday, October 1st, 2013 1pm to 5 pm, location to be determined
Next Steps:
- Create form for members to submit info for PNLA conf - Erica and Sue By 06/15 (DONE)
- Meeting notes/webinar URL/messenger blog schedule/widget instructions – Erica and Sue
- Post at least one volunteer job description - All by 06/30
- Post widget on website - All if possible by 07/15
- Participants submit info for PNLA presentation by 7/15
- Brain Health - Contact Paul Nussbaum - Status update 06/15
- Place Oct 1st meeting on schedules - All

Plus
- Hands on computers
- Food
- Length of meeting

Delta