Not Just for Kids: After Hours Programming for Adults

How to plan from start to finish!

Presented by Amy Turgasen
Altoona Public Library

Wild Wisconsin Winter Web Conference – January 24, 2018

About me:

- Grew up in small town Iowa
- Assistant Director
- Work on a little of everything
  - Teen (4 years)
  - Adult (1.5 years)

Altoona, IA:

- Outside Des Moines
- Population : 17,000
- "Entertainment Capital"
  - Racetrack & Casino
  - Adventureland (theme park)

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 Programs

Lots of kids…

Teens are here too!

But where are the adults?

So we asked…

and listened!

Adults want to have fun too!

Let's focus on fun, but why?

And why after-hours?

- **Patron requests**
  - **Largely commuter community**
- **Ease overcrowding in meeting spaces**
- **Better utilize staff**
- **Behind the scenes feel**

How to get started

Look at your resources

- **What's your budget?**
- **Community partners/community feedback**
- **Find inspiration from online/other libraries**

Know your limitations

- **City Code & Regulations**
- **City Employee Handbook**
- **Library Policies & Procedures**

Start Planning

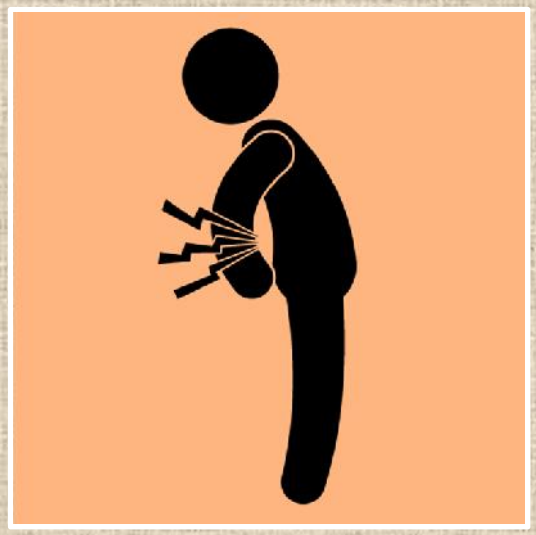
- Staffing
- Volunteers
- Budgeting/acquiring materials
- Liability
- Registration

Staffing

- Minimum number of staff needed
  - Are there volunteers available?
  - Will the doors be locked?
- Plan for emergencies
- Plan for staff illness/emergency

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?



ALTOONA
Public Library

PROGRAM TITLE

Program Date

Participant Name:_____

Participant Address:_____

Participant Phone Number:_____

Emergency Contact:_____

Phone Number_____ Alternate Phone Number_____

Relationship_____

LIABILITY RELEASE FORM

On this _____ day of _____, 2017, intending to be legally bound hereby, the undersigned agrees and does hereby release from liability and to indemnify and hold harmless the City of Altoona and Altoona Public Library, and any of its employees or agents representing or related to the City or the Committee as regards to the _____. This release is for any and all liability for personal injuries (including death), attorney fees and property losses or damage occasioned by, or in connection with any activity or accommodations for this event. The undersigned further agrees to abide by all the rules and regulations promulgated by the City of Altoona and/or Altoona Public Library and/or its affiliate groups and vendors throughout the event.

_____ _____

Participant Name (please print) **Date Signed**

_____

Signature of Participant

700 8th Street SW Altoona, IA 50009
(515) 967-3881 www.altoona.lib.ia.us

Budgeting/Materials

- Can you accept donations?
- Are there organizations willing to donate?
  - Services
  - Supplies
  - Money (sponsorships)
- Are you allowed to charge a fee?

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

Calendar embedded on main page of website

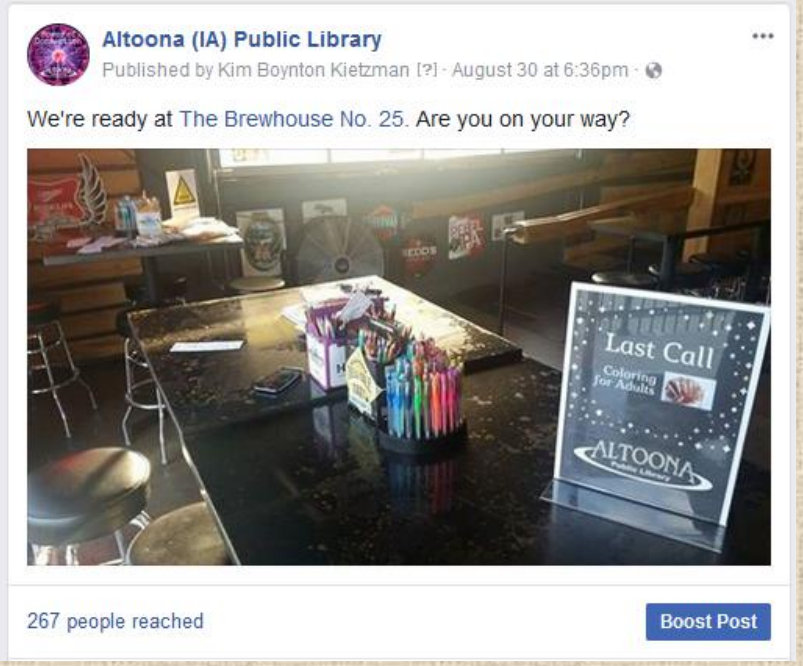
Libcal.com

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

Where to advertise?

Everywhere you can!

- Social Media (Facebook, Twitter)
- Library digital display
- Outdoor sign
- Bulletin boards
- Email lists



Planning worksheet

Program Planning

Program:_____

Coordinator:_____

Presenter(s):_____

Date/Time/Location:_____

	Meeting room reservation made or offsite location confirmed (date):	
	Presenter(s) contract return date and method	
	Event entered in meeting room book, personal calendar, online calendar Books/materials to use: Activities	
	PR created and emailed in jpg. Name of person creating:	
	FB, Twitter & website posts scheduled for:	
	Other Social Media posts (type and date): Supplies needed:	
	Supplies needed by date:	
	Supplies ordered or put on shopping list	
	Invoice for presenter(s) submitted on	
	Room set up date/time	
	Room cleaned up	

Attach any supporting information and copy of a contract or confirmation email if applicable.

Things happen!

Writing down plans helps prepare for when they do!

The “Switch-up”

What programs are already popular?

Can we make them better?

Grownup Game Night

(Evening version of Senior Set)

Supplies Needed:

Board games

Snacks

Duration:

5-8pm (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 Games at Lock-in

Apples to Apples

Exploding Kittens

Oregon Trail

Ticket to Ride

Travelers of Catan

The “Tag-a-long”

Outside vendors are expensive….

so share with other age groups!

Library Laser Tag

Local business brings in laser guns and obstacles

Setup/teardown = once

1st hour: $60 + $5 per person
2nd hour: $30 + $2 per person

Liability Waiver Required
Registration Required

Picture by Merle Laswell

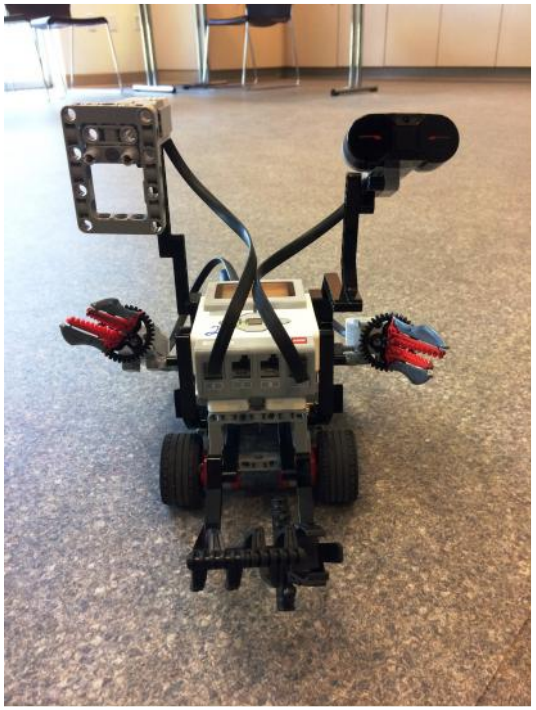
Robotics

Local robotics club
provided Mindstorm sets

Create and program robot

$100 donation to club
2hrs for teens / 2 hrs for adults

Registration Required



Game Truck

Local business provides game truck on library lawn

6 total gaming stations

2hrs for teens / 2 hrs for adults
2hrs for kids on later date
Unlimited users

$50 discount per session
Saved $150 on three programs

Break-In Box

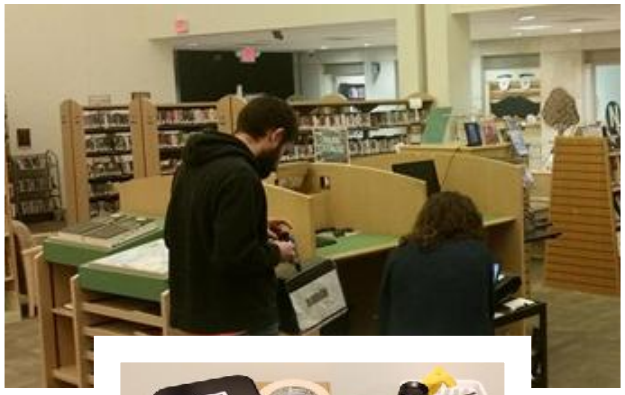
Purchased box from
breakoutedu.com

Teams compete in library scavenger hunt

Website contains games/ideas for all ages

$150 for breakout box and access to games for the year

$60 per year after to renew



The "Do-it-yourself"

- Look for trends in your community and online
- Cater a program to fit that trend
- Try it out first -- Always

Trend = Social Painting

Instructed painting on canvas (usually with adult beverages)

- **20-25 minute drive to closest site**
- **Costs $28-45 dollars per person, not including drinks**
- **Advance registration is required**
- **Several sites very small, so space was limited**
- **Willing to come to library, cost per person still $35.00**

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

Duration:

6-8:30pm (2.5 hours)

Set-up time: 30-45 min.

Clean-up time: 30-45 min.

Space limit (with 2 staff)**:**

Max = 25 / Min = 4

Registration required / $5.00 fee

Create

Let's Paint

Splat Studio Expanded

We use 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 necklace/earrings

- **20-25 minute drive to closest site**
- **Costs $35-45 dollars per person**
- **Willing to come to library, cost per person still $35.00**

GOALS:

Offer inexpensive class & 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

Duration:

6:30-8pm (1.5 hours)

Set-up time: 30 min.

Clean-up time: 15 min.

Space limit (with 2 staff)**:**

Max = 20 / Min = 4

Registration required / $5.00 fee or old jewelry donation

The "Movin' Out"

- **Meet at other locations in the community**
- **Choose slower business times**
- **Co-host the event**
- **Advertise other services**

Looking For A Spot

- Ask the Chamber
- Stop by local businesses
- Ask your patrons

Last Call Coloring @ Brewhouse 25

Supplies Needed:

Colored pencils

Gel pens

Tear-out coloring sheets

Duration:

6:30-8:30pm (2 hours)

Registration not required

Reader's Meetup @ Spectators B&G

A chance to talk about the book (or not)!

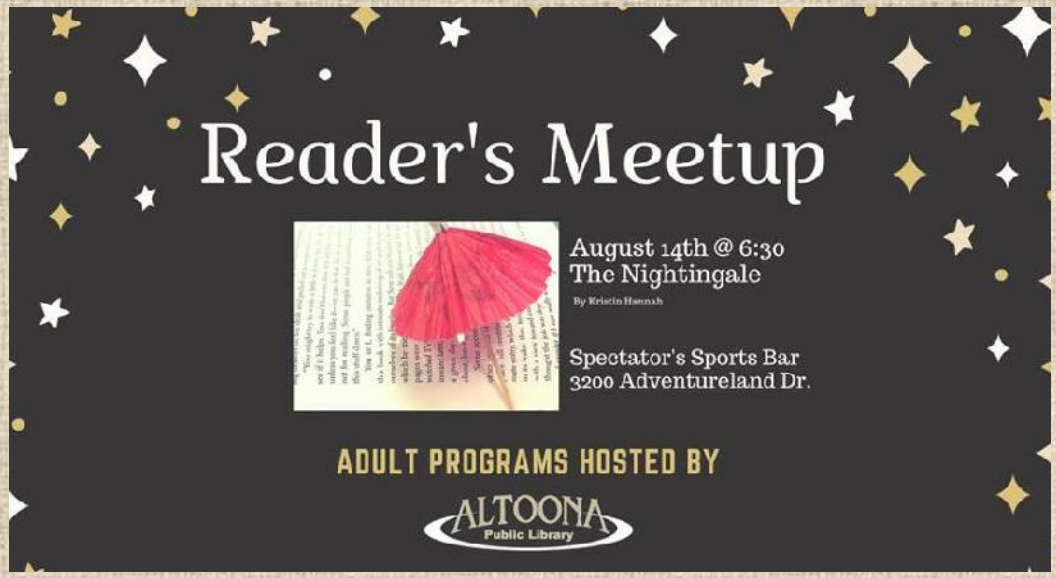
Expense:

Library purchases appetizers

Duration:

6:30-8:00pm
(2 hours)

Registration not required



Show me the numbers!

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

Take more pictures – help tell your story!

Questions or suggestions?

Thank you!

Email me:
aturgasen@altoona.lib.ia.us

Library website:
www.altoona.lib.ia.us