

Get With The Program! Revamp & Refresh Your Adult Programming Lineup

Chat Transcript of a Webinar presented by Erin Shea, Darien Library (CT)

April 14, 2014

LibraryLinkNJ: <http://librarylinknj.org/content/get-program-revamp-refresh-your-adult-programming-lineup>

Joanne Roukens: (09:36) Good morning everyone! This is Joanne Roukens. I am providing tech support this morning. If you have any problems with your audio/video during the program, we find that exiting and re-entering the meeting room fixes most things. If your problem persists or you are having another tech issue, please call me at 201-874-6885.

Sophie Brookover: (09:40) Good morning, friends! We're going to get started in about 20 minutes.

Sophie Brookover: (09:40) In the meantime, please say a quick hello to our wonderful presenter, Erin Shea, and let us know what you're most looking forward to learning about today.

Lgebhard: (09:54) Good Morning! Thanks for this opportunity to learn how to enliven my adult programming. I am the director at Mount Olive Public Library and I am hoping to learn how to enhance our adult programming.

Sophie Brookover: (09:54) Well, I think you're in the right place, Lyn! (It's Lyn, right?)

Lgebhard: (09:54) It is Lyn!

Sophie Brookover: (09:54) Great, welcome!

Lgebhard: (09:54) Thank you!

Erin Shea: (09:55) I think I will have some fun ideas for you Lyn!

GUEST: (09:55) THAT'S ME! Vera Borum.

Erin Shea: (09:57) Hello everyone!

Vera Borum: (09:57) Good morning! I'm in Parsippany NJ with a large Indian population tht does not play board games!

Yolande Zealy: (09:57) Good Morning. This is Yolande Zealy with the Hickory Corner Branch of the Mercer County Library System located in East Windsor, NJ.

Christine O'Brien: (09:58) Hi, Chris O'Brien from Jefferson Township Library. Looking for tips to attract more attention to our programs, get better attendance, etc.

Marcela Dunham: (09:58) Hello everybody and today is Library Workers Day!! Congrats. This is Marcela Dunham from Warren Twp Library in Somerset County.

Cassidy C.: (09:58) Good morning! I am Cassidy Charles and I am at the Morristown-Morris Twp. Library and the Montclair Public Library.

Lisa Kelly: (09:58) Good morning, this is Lisa Kelly from the Long Branch Public Library.

Sophie Brookover: (09:58) Marcela, that's right!

Sophie Brookover: (09:58) Happy Library Workers' Day, Everyone!

Sophie Brookover: (09:59) Glad to be celebrating with you all.

Erin Shea: (09:59) Happy National Library Week everyone!

Lisa Kelly: (09:59) +

Lanora: (09:59) Hello - good morning!

Maribeth Fisher: (09:59) Hello! I'm Maribeth from Scotch Plains Public Library.

Lanora: (09:59) I did! Thank you!

Lisa Kelly: (09:59) Thank you! I didn't know that's what today is!

Jill Work: (09:59) I'm Jill Work of East Brunswick Public Library

Joanne Roukens: (10:00) I've been in the business a long time and I continue each day to be proud of my profession and think people in libraries are the absolute best!

Maribeth Fisher: (10:00) Thanks again to Joanne for helping me with the link!

Erin Shea: (10:00) Yay Joanne!

Sophie Brookover: (10:00) National Library Workers' Day: <http://ala-apa.org/nlwd/>

Lisa Kelly: (10:00) Okay - thanks!

Carol Newman: (10:00) Hi, I'm Carol from the Waterford Twp. Library

Joanne Roukens: (10:01) Always happy to answer and help with a question. It's the former reference librarian in me.

Katheryn Woodworth: (10:01) Hi! I'm Katheryn Woodworth, adult services at Evesham Library (BCLS) and I'm looking for new, interesting program ideas for my adults that don't cost an arm and a leg and are low maintenance.

Lisa Kelly: (10:01) I think we've had one or two stars nominated in recent years!

Kathryn Landis: (10:03) Kate Landis here

Joanne Roukens: (10:03) Good morning everyone! This is Joanne Roukens. I am providing tech support this morning. If you have any problems with your audio/video during the program, we find that exiting and re-entering the meeting room fixes most things. If your problem persists or you are having another tech issue, please call me at 201-874-6885.

Eleana Cordova: (10:04) HI everyone, Eleana from Wayne Public Library checking in.

Sophie Brookover: (10:05) #lnj_program

Eleana Cordova: (10:06) Question: I thought the webinar was for YA programming?

Sophie Brookover: (10:07) Hi, Eleana -- you may find what Erin talks about to apply to YA programming, but the focus this morning is on Adult programming.

Sophie Brookover: (10:07) I think a lot of what she'll discuss today should apply to programming for all ages.

Concetta Verderame: (10:08) I cannot hear you

Eleana Cordova: (10:08) Okay, I'll hang out here to see. Thanks.

Sophie Brookover: (10:08) Concetta, can you hear anything at all?

Concetta Verderame: (10:08) no

Sophie Brookover: (10:08) Ok, exit the room & re-enter.

Sophie Brookover: (10:08) If that doesn't work, please give Joanne a call.

Concetta Verderame: (10:08) I had sound, but then it turned off

Joanne Roukens: (10:08) 201-874-6885

Maureen Norton: (10:11) Good morning everyone!

Sophie Brookover: (10:11) Hi, Maureen!

Sophie Brookover: (10:11) Thanks for joining us. We just got started.

Sophie Brookover: (10:15) I will need to dig that up, I apologize.

Sophie Brookover: (10:16) here it comes!

Sophie Brookover: (10:16) <http://www.housingworks.org/events/detail/i-like-your-glasses-literary-speed-dating-hosted-by-coverspy/>

Sophie Brookover: (10:17) Adulting: <http://adulthoodblog.com>

Sophie Brookover: (10:22) <http://meetup.com>

Joanne Roukens: (10:23) I just met some members from the NY Librarians Meetup - <http://www.meetup.com/NYLibrarians/>

Sophie Brookover: (10:30) type your answer right in the poll box!

Joanne Roukens: (10:32) Love the scarf tying!

Sophie Brookover: (10:32) I love that scarf tying program. Great for Fall!

Sophie Brookover: (10:32) ha!

Sophie Brookover: (10:32) So many great ideas!

Lgebhard: (10:33) The scarf tying program WAS very popular, and my adults ask when we are going to do it again!

Joanne Roukens: (10:34) I was reading some Dickens in Project Gutenberg last evening.

Joanne Roukens: (10:35) <http://www.gutenberg.org/>

Sophie Brookover: (10:37) Programs That Pop:

<http://lj.libraryjournal.com/category/opinion/programs-that-pop/>

Joanne Roukens: (10:39) Not a skill I ever acquired.

Sophie Brookover: (10:40) The kids at my daughter's school are hula hoop CRAZY.

Cassidy C.: (10:45) Quick lesson and good point about sometimes having youth and adult divisions with intergen. programming.

Lisa Kelly 2: (10:45) I've never been able to hula hoop, but my girls can do it for hours. They can literally stand there for hours and actually eat dinner while hooping!

Sophie Brookover: (10:45) ha! fantastic. :-)

Lisa Kelly 2: (10:50) We don't use email for our patrons at our library

Jill Work: (10:51) Why, Lisa? We use it, but opt-in only.

Joanne Roukens: (10:51) LOL!

Lisa Kelly 2: (10:52) I don't know really, our former director didn't want to go there and we've never pursued it.

Jennifer Sidie: (10:52) We only use email for bigger programs.

Joanne Roukens: (10:52) How wonderful about the dentist!!!

Jill Work: (10:53) We have an email newsletters once a month and one mid-month eblast that highlights 3-4 programs.

Lisa Kelly 2: (10:53) I just started using program evaluation forms and this is one of my questions, and the results have mostly been flyers in the library.

Jill Work: (10:53) Then the only people you get are those that already come to the library.

Lisa Kelly 2: (10:54) I do a lot of event posting to local online resources but not many patrons have ever indicated that they attended a program because of it.

Jill Work: (10:54) Do you get good audiences?

Sophie Brookover: (10:55) It definitely takes time, but is well worth it.

Sophie Brookover: (10:55) If you have questions about developing your library's presence on social media, please contact me for a phone consultation: sbrookover@librarylinknj.org

Lisa Kelly 2: (10:55) We get between 30 - 50 for our usual author or history programs, which is pretty good for our library size.

Jill Work: (10:56) That's an awesome amount!

Lisa Kelly 2: (10:56) Thank you! We have a staff member who does an excellent job with our social media publicity and we doubled our Twitter followers last year to over 800!

Sophie Brookover: (10:57) Nice!

Sophie Brookover: (10:58) speaking of...<http://darienlibrary.tumblr.com>

Sophie Brookover: (10:59) It IS really good!

Sophie Brookover: (10:59) As is, cough cough, ours: <http://librarylinknj.tumblr.com>

Jill Work: (10:59) Is there a NJ programming librarian tumbler?

Lisa Kelly 2: (10:59) We are partnering with our Historical Association for several programs a year.

Sophie Brookover: (10:59) Jill, I don't think so.

Jill Work: (10:59) Just saw your answer.

Sophie Brookover: (10:59) There are a number of NJ libraries & librarians on tumblr, though.

Sophie Brookover: (11:00) There's also <http://www.programminglibrarian.org>

Sophie Brookover: (11:01) And Erin will point to a new special interest group on programming through ALA, as well.

Sophie Brookover: (11:02) Galley Chat info: <http://www.earlyword.com/galleychat/>

Lisa Kelly 2: (11:02) I have no problem with local authors wanting to do programs, but its hard to know who will do a GOOD program.

Lisa Kelly 2: (11:03) Its a fine line for an author to present an entertaining program about their book topic, yet still leave enough mystery for attendees to want to BUY the book to read more about it after the program.

Jill Work: (11:03) References from other libraries helps a lot on those decisions, which is why I wish we had a common resource for listing and recommending programs.

Lisa Kelly 2: (11:04) Yes, Jill, that would be very useful.

Sophie Brookover: (11:04) To get an idea of how to advise an author to talk about their book while maintainig mystery, I recommend listening to Live fFrom Politics & Prose, a podcast from Slate Magazine.

Sophie Brookover: (11:04) I'll post a link in a moment.

Lisa Kelly 2: (11:04) Yes, that link would be great. Thanks.

Sophie Brookover: (11:04) The authors all do a great job of talking about their books without spoilers and it's a real mix of presentation and lively Q&A.

Eleana Cordova: (11:05) We're not allowed 9in our policy) to promoe any specific business/product. Exception: any author-signing/talk here they'd have to donate part of the proceeds to the library. Is this the usual process at other libraries?

Eleana Cordova: (11:05) *sorry, typos*

Sophie Brookover: (11:05) Recent really good authors on that podcast: Reza Aslan, Anna Quindlen, danah boyd.

Sophie Brookover: (11:06) http://www.slate.com/articles/podcasts/live_at_politics.html

Sophie Brookover: (11:07) Yay, Janie!

Sophie Brookover: (11:07) Erin, do you have to be a member of ALA to join & make use of the ALA Connect group?

Lisa Kelly 2: (11:07) We have not requested this, but some authors have volunteered it. Because we don't pay authors for their programs, I consider whatever they make from book sales to be their incentive for doing the program.

Jill Work: (11:08) Authors can sell books, musicians can sell CDs/DVDs, and they keep all proceeds. No one else is allowed to sell or to collect contact info. They can put out fliers and business cards so that people can opt in to contact them.

Yolande Zealy: (11:09) Our Friends sell the books for us.

Joanne Roukens: (11:10) You can listen to many Slate podcasts through the Sticher Radio app.

Eleana Cordova: (11:10) Thanks for the feedback.

Lisa Kelly 2: (11:11) how do you handle photo releases at your programs?

Marcela Dunham: (11:11) South Jersey performers showcase is on April 30.

Lisa Kelly 2: (11:12) Do many of your call other libraries who have hosted an interesting program and request presenter info? Or to see how the program went, was it well attended and worthwhile?

Jill Work: (11:13) Yes, Lisa, when time permits.

Marcela Dunham: (11:13) Lisa, I think it is very important to get feedback from other colleagues. It saves time and money!

Christine O'Brien: (11:13) I have done that occasionally in the past.

Sophie Brookover: (11:13) Lisa, I see lots of calls for feedback of this type on NJLA section listservs (YA & Children's). You could put out a call on the Reference Section listserv, for sure.

Lisa Kelly 2: (11:13) Erin, can you please share the guidelines that you've prepared? that would be really helpfu.

Sophie Brookover: (11:13) Definitely ask for references!

Joanne Roukens: (11:14) <http://librarylinknj.org/content/free-south-jersey-performers-showcase#new>

Lisa Kelly 2: (11:15) Ha! Thanks, Erin!

Eleana Cordova: (11:15) Oh, I'd like a copy of those guidelines too please.

Sophie Brookover: (11:15) <http://librarylinknj.org/content/fresh-lit-2014-new-forthcoming-literary-fiction-readers-book-groups>

Lisa Kelly 2: (11:17) Erin, how do request permission from program attendees to take photos, possibly for publication in local papers or on Facebook, etc.

Vera Borum: (11:17) Has anyone done programming for single parents?

Jill Work: (11:17) Would others be interested in putting together a google drive spreadsheets that has presenters/performers/authors, with contact info and library endorsements?

Lisa Kelly 2: (11:18) I would be willing to provide a couple of performers/authors that I thought did good programs.

Jill Work: (11:18) What forums?

Jill Work: (11:19) Thanks

Sophie Brookover: (11:19) LLNJ Forums: <http://librarylinknj.org/forum>

Christine O'Brien: (11:19) Would this be a NJ list?

Joanne Roukens: (11:19) Erin -see questions above from Lisa Kelly about photos

Sophie Brookover: (11:19) You need to be logged in to contribute to the forums.

Joanne Roukens: (11:19) you can scroll up

Sophie Brookover: (11:20) Christine, re: listserv, I referred to the NJLA Reference Section listserv -- is that what you meant?

Sophie Brookover: (11:20) I don't think you need photo release forms for adults.

Sophie Brookover: (11:20) They're in a public place.

Lisa Kelly 2: (11:20) Thank you, that is pretty much exactly what I've been doing.

Christine O'Brien: (11:20) I meant if we created a spreadsheet, would we focus mainly on NJ presenters/authors, etc.

Jill Work: (11:21) Christine, I agree.

Cassidy C.: (11:22) Thank you!

Sophie Brookover: (11:22) Oh, I see!

Ellen: (11:23) Thank you very much from Ramsey!

Erin Blatt: (11:23) thank you

Jill Work: (11:23) Thank you, Erin.

Katheryn Woodworth: (11:23) Thank you so much!

Vera Borum: (11:23) thank you, I've got a lot f work to get to!

David Marks: (11:23) Thank you for a wonderful webinar!

Vera Borum: (11:24) Great ideas!>

Maureen Norton: (11:24) Thanks so much!