

# Adult Services

This class is presented by the Public Library Academy and sponsored through a grant from IMLS.



# Class Objectives

- Design an interest survey
- Conduct a reference interview
- Conduct a Reader's Advisory interview
- Plan an adult program

# Why Adult Services?

- Attracts people to the library
- Encourages people to become regular library users
- May serve specialized needs or groups in the community
- Adults vote
- Promotes cultural and educational interests in the community
- Provides forum for community to come together

# Why aren't they already here?

- They perceive the library as a place for children
- They have access to internet at home
- They can afford to purchase their own books/other entertainment resources
- They simply don't know what the library has to offer
- They may not have transportation
- They might have a disability



# Who are we serving?

- Young/New adults (approximately 18 – 30)
- Adults (approximately 30 – 55)
- Older adults (approximately 55+)

# A Pew study from 2016 found:

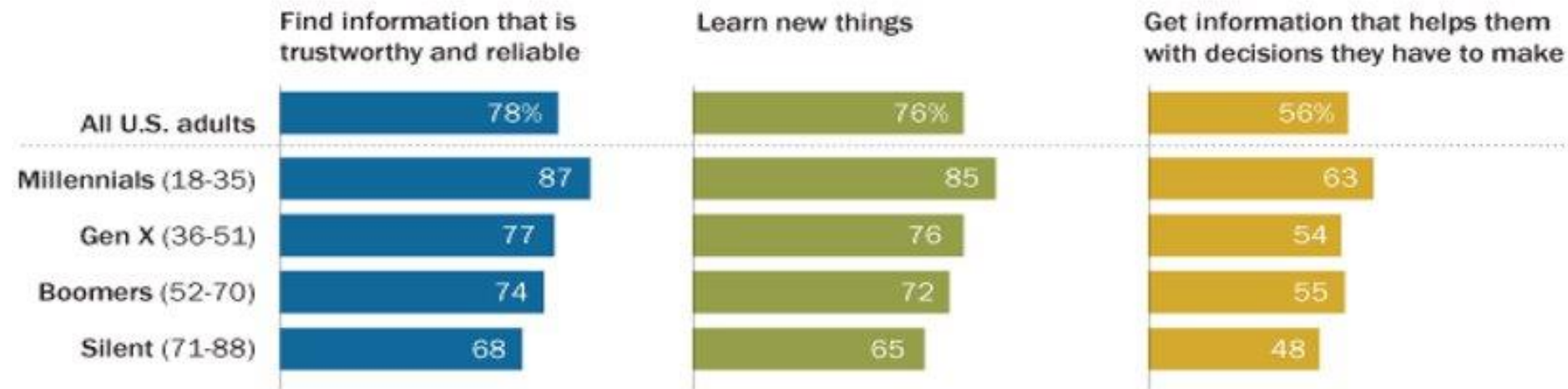
- 46% of adults 18 and over said they had used a public library during the previous year
- 53% of millennials (1981 – 2000)
- 45% of GenX (1965 – 1980)
- 43% of Baby Boomers (1946 – 1964)
- 36% of the Silent Generation (1937 – 1945)



# What are their interests?

**Millennials more likely than older generations to say libraries help them find trustworthy information, learn new things and make informed decisions**

*% of adults who say they think the public library helps them ...*



Source: Survey conducted Sept. 29-Nov. 6, 2016.

PEW RESEARCH CENTER



# Pew, Census, and ARP

- 66% of programming is for kids
- 39.4% of population is 45+
- Fastest growing demographic is 85+





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# A millennial's perspective...





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And our seniors...





# How do we serve adults?

## Information Services

- Reference Services
- Reader's advisory
- Genealogy
- Business, health, legal resources
- Local and government information, taxes

## Technology Services

- Computer basics
- Specialized classes
- Database and internet searching
- eReaders and other devices
- Downloadable resources

## Events and Programs

- Book clubs
- Lectures
- Current events
- Lifelong Learning
- Popular culture
- Hobbies and crafts
- Outreach



## want?

	Excellent	Good	Fair	Poor	Don't know/Not applicable
Customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Collection (books, DVDs, music, newspapers, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programs (classes, storytimes, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online services (website, catalog, research databases, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ILL (Inter-library loan)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Library policies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Computers and printers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet access	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hours of operation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall, how would you rate the library?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# Asking different questions

- Our customers probably don't know what would make the library "better"
- Our job is to figure out what problems our libraries can solve for our communities, and we can do this without asking them directly
- Instead of asking people about libraries, we need to ask people about their lives

# Some new questions

- What did you do this weekend?
- What is a hobby you wish you had more time for?
- Where do you like to travel?
- What would you do if you had more time?
- What would you eliminate from your daily schedule if you could?
- Tell me about a time when you were so focused you lost track of time

# And the survey says...

- How can adult services make a lasting impact on the community?
- How do we offer services the community wants and will use?
- How do we get adults to use the library more?
- How to establish community partnerships
- How to market adult services
- When to have adult programs



# Group Work







# Reference (aka Information)

- Before anything else, your library should have a policy.

# Confidentiality & Objectivity

- We provide the highest level of service to all library users
- We uphold the principles of intellectual freedom and resist all efforts to censor library resources
- We protect each library user's right to privacy and confidentiality
- We distinguish between our personal convictions and professional duties and do not allow our beliefs to interfere with fair representation

# The Reference Interview

- Listen
- Repeat the information
- Ask which resources they have tried
- Ask open ended questions
- Assist the customer in finding the information
- Instruct in the use of resources
- Ask if you have met the needs of the customer
- Tell customer to return for additional help

# Be approachable

- Make eye contact with customers
- Smile
- Come out from behind the desk and roam the floor
- Don't let work distract you
- Don't let personal conversations prevent or disrupt helping a customer

# How much is too much?

- Time spent on in-person, phone, or email and virtual reference requests
- Technical help – to touch or not to touch devices
- Helping the customer who is technologically challenged
- When to pass the buck
- Helping people with unique needs



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# Putting it all together



# Reader's Advisory



# Librarians as matchmakers

- Be approachable, smile, and maintain good eye contact
- Be nonjudgmental, courteous, and helpful
- Have a basic understanding of the collection including a variety of formats
- Know popular authors and titles
- Be familiar with current culture and trends
- Have a toolbox of resources to help make suggestions





# Five Book Challenge

The Five Book Challenge									
Fantasy		Gentle Reads		Historical Fiction		Horror			
1		1		1		1			
2		2		2		2			
3		3		3		3			
4		4		4		4			
5		5		5		5			
Hard Nonfiction		Psychological Suspense		Romance		Sci Fi			
1		1		1		1			
2		2		2		2			
3		3		3		3			
4		4		4		4			
5		5		5		5			
Thrillers		Literary Fiction		Mystery		Narrative Nonfiction			
1		1		1		1			
2		2		2		2			
3		3		3		3			
4		4		4		4			
5		5		5		5			
Westerns		Women's Lives & Relationships							
1		1							
2		2							
3		3							
4		4							
5		5							

5 Book Challenge

5 Subgenre Challenge

Diverse Voices Challenge

+



# Where are your gaps?

- Fantasy
- Gentle Reads
- Historical Fiction
- Horror
- Literary Fiction
- Mystery
- Narrative Non-fiction
- Hard Nonfiction
- Psychological Suspense
- Scifi
- Romance
- Thrillers
- Westerns
- Women's Lives and Relationships

# Deconstructing Genres

## Adrenaline Genres

- Elements of Danger
- Quick pacing
- Outrageous Storylines
- Adventure
- Romantic Suspense
- Suspense
- Thrillers

# Deconstructing Genres

## Emotions Genres

- Emotional resonance and catharsis
- Characters we hold dear
- Reader's total investment in the story
- Gentle Reads
- Horror
- Romance
- Relationship fiction



# Deconstructing Genres

## Intellect Genres

- Mining the psychology of a character
- Spotting a subtle clue
- Pondering life's big questions
- Literary fiction
- Mystery
- Psychological suspense



# Deconstructing Genres

## Landscape Genres

- Worldbuilding
- Rich detail
- Total immersion
- Fantasy
- Historical Fiction
- Westerns

# Taking a Closer Look: Romance

- These books celebrate love in all its glory
- An emotionally satisfying ending
- Two or more characters falling in love and progressing toward a committed relationships
- Incredibly relatable characters the reader lives vicariously through
- Sex



# Romance readers want

- To be taken seriously
- An understanding of subgenres
- Knowledge of authors outside the classics



# Discussing Romance

- Rating systems
- Chili peppers: Mild, Hot, Spicy, Habanero
- Fire: Embers, a Lit Match, a Bonfire



# Popular romance subgenres

- Super Alpha Male
- Nerds
- Paranormal
- Professions
- Taboos



# Taking a Closer Look: Science Fiction

- Settings in outer space
- Futuristic technology
- Characters that are non-human (aliens, robots, etc.)
- Dystopian society OR post-apocalyptic social-political systems



# SciFi readers want

- No magic, fantasy is a whole separate genre
- Scientific accuracy
- Sense of 'otherness' in the setting
- Whole runs of long series



# Popular SciFi subgenres

- Alternate Histories
- Space Opera
- Military SciFi
- Apocalyptic
- Cyberpunk

# Reading a Book in 10 Minutes

- Start with the cover
- Read jacket blurb or back cover
- Read the first chapter
- Read the last chapter
- Read a random sample from the middle

# Reader's Advisory

Asking Better RA Questions

Instead of asking...

- Are you interested in today?
- Do you love about a story?
- What are you interested in?
- Are you interested in a stand alone or a book in a series

Try asking....

- If you could design the perfect book, what would it be like?
- Tell me about the last book/movie/tv show you hated.
- What are you currently obsessed with/dreaming about/wishing you were?
- How do you want to feel at the end of this book?

# Outrageous but effective

- How do you want to experience your next read?
- What are your goals for this read?
- How do you evaluate the quality of your read?
- What are the characteristics of a story that suck you in like a black hole?
- Do you want me to keep digging for suitable titles after we part ways today?



# Passive Reader's Advisory

- Displays
- Booklists
- Bookmarks
- Read-a-likes
- Subdividing by genre



# Examples



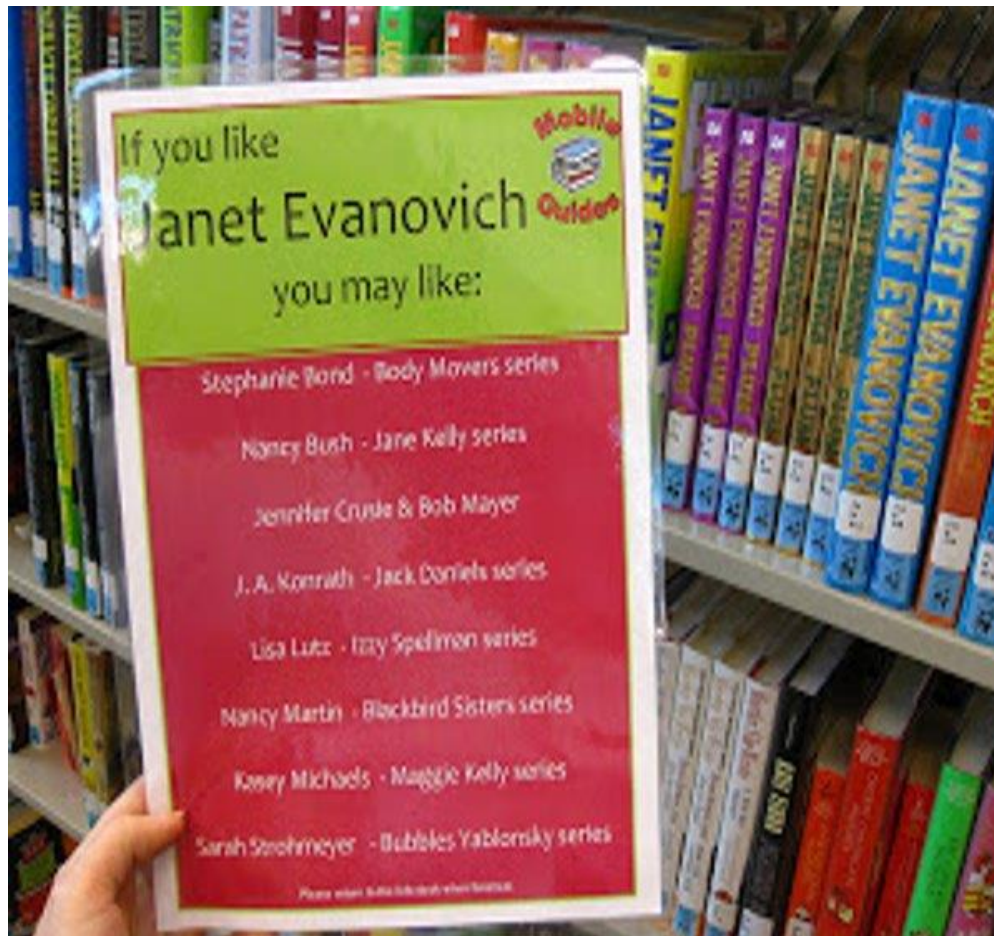


# Examples





# Examples



# Staying Ahead

## ARCs, Blogs, and Podcasts

### Suppliers of ARCS

- Net Galley
- Edelweiss

### Suppliers of Insider info

- Booklist
- Publisher's websites
- Author websites/social media

### Bookish Blogs

- Book Riot
- Epic Reads

### Podcasts

- Books on the Nightstand
- Literary Disco
- Guardian Books
- The New Yorker Fiction
- Slate's Audio Book Club
- Two Book Minimum
- Dear Book Nerd



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# Adult Programs

- Professional Networking groups
- Book Clubs
- Computer Classes
- Gardening
- Canning/Preserving
- Film discussions
- Local history lectures
- Travel
- Computer programs
- Social Media
- Raising chickens
- Disaster preparedness
- Speed friending
- Local ghost hunters
- Small business help
- Conversational language group
- Job hunting
- Tai chi or yoga or meditation
- Music performances
- Dance demonstrations
- Cooking demonstrations
- Art and photography
- Money management
- Pet first aid





# OKLAHOMA LIBRARIES

## EXAMPLE





# Planning Adult Programming

- [Program Planning Form](#)
- [Event Planning Checklist](#)
- [Program Evaluation Form](#)





# Group Work



# Thank you!

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