

The Boomers are Coming!

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The Boomers are Coming!

- Thank You
- Outreach Committee, Missouri Library Assoc.
- Presentations, Personal Observations & Experience

- Who in this Room is a Boomer?
- What does being a Boomer mean to you?

The Boomers are Coming!

- Who are they? (I Mean Me!)
- Adults Aged 45 years to 62 years
born 1946-1964
- 76,957,164
- Represent 26.75% of the population

The Boomers are Coming!

- 49% male
- 51% female
- Over 32 million baby boomers are over age 50
- By the year 2030, the baby boomers will be aged 66-84, and make up about 20+% of the 300,000,000 US Population

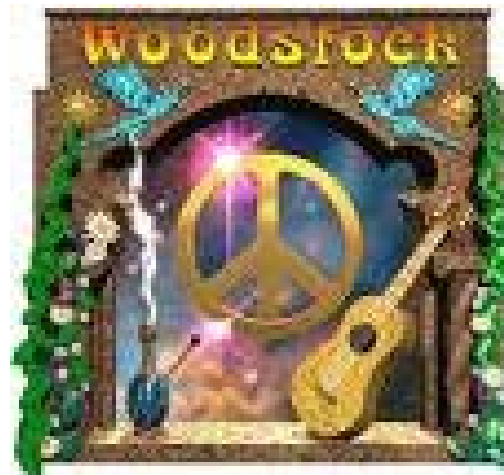
The Boomers are Coming!



The Boomers are Coming!

- 1st BB Became 60 on Jan 1, 2006
- 7,918 People Turn 60 each day
- 12% of Boomers are African-American/Black
- 4% are Asian
- 1% Native American
- 9.8% Hispanic/Latino

The Boomers are Coming!



The Boomers are Coming!

- Boomers have always thought that they can change the world
- Shift of what it means to grow older
- Change in what retirement means
- Change in almost all facets of American Life

The Boomers are Coming!

- What the Boomers are going to do is create a New Life Stage Between Careers and Old Age
- Something that really has not previously happened!
- And everyone in this room is going to be an active participant in the process

The Boomers are Coming!

- ‘the baby boomers will turn their golden years into an intense time of social activism, volunteerism, and lifelong learning.’
- “In retirement, the Woodstock generation will still be trying to change the world.”
-(Prime Time by Marc Freedman, Civic Ventures)

The Boomers are Coming!

- How will this effect our libraries?
- The Boomers allow us to look at Library Services to Adults and Older Adults in a different way
- 3 Groups of Older Adults
- 40-60, 60-80, 80-100
- Active vs. Inactive

The Boomers are Coming!

- The Boomers give us an opportunity to change the library from a passive entity to one which is a catalyst
- The library will become the center of town in every community--
- to be the place for public debate and discussion
- to allow for individual instruction
- allow for group learning and discovery

The Boomers are Coming!

- We want to HOOK the Boomers in Now!
- Many have not used the Library in years
- Re-introduce the Library/Services
- Why is the local Library a better bet than a Barnes and Noble
- Boomers are going to redefine retirement and we want to be a part of that

The Boomers are Coming!

- Will NOT be Senior Center Participants
- Boomers will be looking for Places for
- Information
- Recreation
- Education
- Socialization
- **So, the Question is????? Where Have the Boomers Been?**

The Boomers are Coming!

- Most difficult Boomer to attract?
- Men or Women?
- Have not used the library very much
- Rarely took the kids to the library
- Bought paperbacks at B&N
- Library collections are women oriented
- Men's Books are Fewer

The Boomers are Coming!

- What do the Boomers want?
- Want it NOW!
- Don't Want to Wait!
- Expect Good Customer Service!
- Can go Elsewhere!
- Are Internet savvy!
- Don't really need libraries!!!!!!

The Boomers are Coming!

- LJ Series “Patrons Speak”: What Boomers Want
- They’re Changing Old Age and Library Service With It
- *Library Journal*, July 15, 2007
- By Beth Demsky

The Boomers are Coming!

-this post-World War II generation, healthier than their parents, will expect the 21st century library to be a cross between the traditional library, a 24/7 learning center and a community college.
- Allan M. Kleiman

The Boomers are Coming!

- “Boomers won’t be content with a collection of large-print books, and all the library staff will have to be involved in providing services, not just the Outreach Staff. There will be a new kind of adult and older adults services created to lure the Boomers into Libraries.”
Allan M. Kleiman

The Boomers are Coming!

- “Boomers will expect creative, exciting and stimulating programming and exhibits, enhanced technology, small meeting rooms and large spaces for discussions.” Allan M. Kleiman
- Libraries need to acknowledge this new exciting challenge that’s coming and get ready and plan for it.....
- If not, these 78 million Americans will go elsewhere!

The Boomers are Coming!

- ALA RUSA Guidelines for Library and Information Services for Older Adults (4th edition, 2008)

The Boomers are Coming!

- Look at Components of the Library From the Baby Boomer Point-of-View
- “Fresh” Eye
- Think “Out of the Box”
- No Screaming or Yelling, Please.....You’ll Wake Those Sleeping in the Next Room
- “Open Mind” and Think of the Future Library

The Boomers are Coming!

- Ideas for the Physical Library
- Ideas for Marketing
- Ideas for Civic Engagement
- Ideas for “Collection” Building
- Library as Community Information Center
- Technology
- Programming

Ideas--The Physical Library

- Layout
- Circulation/Self-Check Out
- Coffee/Food/Prune Juice Bar/Teas
- Conversation Areas
- “Senior Spaces” Concept (More Later)
- Drive-thru window
- Policies....are they Boomer Friendly

Ideas—The Physical Library (2)

- Universal Design Concepts
- Lighting
- Barnes and Noble, Starbuck Model
- Dewey-less Library (Maricopa County)
- Bold Design, Use of Color
- Good Customer Services, Competent Customer Service, Friendly Customer Service
- First Impressions

Ideas--Marketing

- Traditional plus--
- Web based marketing
- E-Mail (not text message)
- RSS Feeds
- Podcasts
- Cell Phones
- Other Technology....we don't know

Ideas—Marketing (2)

- Begin Now-----Reaching Out to People at their Workplace
- Begin to borrow ideas from the Boomer Gurus-----
- Ken Dychwald, www.agewave.com
- Mary Furlong, www.maryfurlong.com

Ideas--Civic Engagement

- What is Civic Engagement?
- Volunteering
- Fundraising
- Boomers working with Seniors
- Develop a Boomer Advisory Board
- Develop a Talent/Exchange Pool
- Develop a Volunteer/Exchange Pool

Ideas--Collections

- Collections: How will they Change?
- Traditional plus
- 24/7 Library
- E-Books (According to Overdrive, Readers are 44 Years old and 70% Women)
- E-Music, E-Video

Ideas—Collections (2)

- Retirement
- Financial Security
- Travel, Leisure, Hobbies
- Caring for Aging Parents
- 2nd Career Information, New Business
- Volunteer Opportunities
- Course/School Opportunities

Ideas--The Library Becomes a Community Info Center

- Community Information Board
- Volunteer Opportunities
- Employment for Seniors (Boomers)
- Center for Transitioning from Full time work to part-time work or plain retirement (New Haven Public Library)

Ideas--Technology

- What's Next?
- Boomers will want the latest gadget
- Use the library for training
- Implications, Library Staff stay abreast of latest technology and train

Ideas--Programming

- Traditional plus?
- Not your grandma's BiFolkal kit
- Reflect Culture, History, Times of the 60's, 70's, 80's and 90's (Nostalgia)
- The Rolling Stones vs. Big Bands

Ideas—Programming (2)

- Start Now to Hook (40-60 Year Olds)
- Retirement
- Investing
- Humanities Based Programming
- National Issues Forums, Socrates Café, World Cafe
- Gaming

Ideas-Programming Structures

- Look at Models:
- Successful Educational Models:
- Elderhostel
- Centers for Creative Retirement (NC)
- Osher Institutes
- Community Colleges
- Joint-Courses (Partnerships)

The Boomers are Coming!

- Case Studies:
- New Haven Public Library, CT
- Phoenix Public Library, AZ (LFF Models)
- Allegheny County Library Association, PA
- Old Bridge Public Library, NJ “Senior Spaces”
- California State Library, Transition 50+ Initiative

The Boomers are Coming!

- Now, for a moment we are a “Think Tank”
- What would your “baby boomer” library look like?
- What Should it Include?
- How Will it “Fit” Into Your Current Library
- What Will be Your “Key” Focus”
- What are the “Steps” You Need to Make This Happen!

Resources

- Baby Boomer Headquarters (www.bbhq.com)
- Reinventing Aging: Baby Boomers and Civic Engagement (Harvard School of Public Health)
www.reinventingaging.org
- Civic Ventures (www.civicventures.org)
- Libraries for the Future (www.lff.org)
“CLOSED”

Resources

- Boomer Project, Matt Thornhill)
(www.boomerproject.com)
- WHCOA 2005 (www.whcoa.gov)
- ALA WHCOA Site (<http://cs.ala.org/ra/whitehouse>)
- John Beck, Got Game (How the Gamer Generation is Reshaping Business Forever) and look at OCLC Newsletter No. 267
- The Boomer Blog <http://www.theboomerblog.com/>

Resources

-article The Big Bang, discusses how to create environments for the Boomers and the Gamers (Jan-Feb-March 2005)
- ala.org/olos
- Libraryolderadults.blogspot.com
- Infolink.org/seniorspaces
- Slideshare.net/allanmkleiman

The Boomers are Coming!

- In conclusion: Libraries need to acknowledge this new exciting challenge that's coming and get ready and plan for it.....
- So, I presented some ideas--I hope that you begin to think about the Boomers are Coming!--and how to serve them--otherwise these 78 million Americans will go elsewhere!!!!

The Boomers are Coming!

- Thank you:
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