

## Slide 1 Title

## Slide 2 General Intro

## Slide 3 Meg intro

- I'm Meg, and I've been with SLCL for almost six years. I'm currently the manager at the Cliff Cave branch in South County STL.

## Slide 4 Keir intro

- I'm Keir and I've been at SLCL for over 8 years. I currently manage the Prairie Commons Branch in north section of St. Louis County. I have been there for about a year

## Slide 5 Why?

- KEIR - Let's be honest, DIY is trendy. Just like Adult Coloring was trendy a few years ago (it died at my branch and was discontinued), DIY is golden right now. We max out on attendance for almost every program we present.
- KEIR- It seems to be a trend with staying power, though, since both of us have been presenting on DIY topics for over two years. There are endless possibilities.
- KEIR - If done wisely, this can be an inexpensive way to bring in new patrons and circulate more materials.
- MEG - Depending on who you are targeting, you can attract different age groups. Some programs are clearly geared towards adults (laundry detergent), but others are can bring in the elusive teenage group if the topic/time slot appeals to them. Slime is a good example here. Some programs can also attract multiple age groups. Keir's pie crust class had some teens as well as adults.
- MEG- There is an abundance of resources available at your disposal for these kinds of programs. There are tons of books on DIY topics, and the internet is full of ideas and recipes for inspiration and direction.
- MEG - And, let's not forget, this is something both of us are interested in personally. This makes presenting so much more enjoyable, and that shows. Many of the projects I have presented on are about making things that I make on a regular basis at home, like laundry detergent and cleaning spray.
- KEIR - I do all the cooking at home and really enjoy it. I like to bake bread, which was my first program.

## Slide 6 Prepping

- KEIR - One you decide on a project and figure out the supplies you need, set your registration. Set a registration limit that is reasonable and manageable. I would suggest starting with a lower number than you believe you can manage. When you have hands-on programs, people tend to need help and attention and there is only one of you!
- KEIR- Create an outline for yourself to follow while explaining to your audience what you will be doing. Go for more details! While you may feel you are over-explaining the process, be thorough so everyone "gets it." What seems logical to you may need an explanation to your audience.

- KEIR: onion chopping example
- MEG - Handouts are a great way to provide additional information. We both provide the recipes as well as the resources we used to prepare the program. People like to have something to take home .
- MEG - Make sure you have plenty of time built in for prepping the room as well as the any advance prepping for the program. For example, for my refrigerator pickles program, I cut all the cucumbers in advance. But this takes time! Make sure you are fully prepared.
- MEG - Bread especially took a lot of preparation for both of us because we made loaves ahead of time so people could try the bread during the program and see what the finished product was like. Keir also made dough a few hours before the program so people could see how the dough should rise.  
MEG - You may not need to practice in front of anyone, but make sure you practice your demo so that you can work out any kinks that might come up.  
KEIR - Before my first presentation, I practiced in front of my wife several times.
- MEG - Advertise verbally in similar programs in existence at your library. For example, I went and spoke to our monthly Cooks' Club group at my library since the programs have similar topics. Ask staff at the desk to promote it. And if you have a communications department or the ability to create your own handouts and fliers, make a physical handout.

#### Slide 7 Formatting your class

- MEG - I set up a PPT presentation before her classes and spends 10-15 minutes walking through that with the group before we do a hands-on activity. This is certainly not necessary, and does take extra time. I use a template and can usually cut and paste from previous sessions because ingredients are often reused.
- KEIR - I don't use a Powerpoint. I prefer handouts and simply talking. I do play music for some background noise.
- MEG - Just like a cooking class, you'll want to set expectations by walking through what you are going to do with the group before jumping in.
- MEG - Attendees appreciate learning about the ingredients you'll be using, and it's fun to research.
- MEG - Did you know you can make your own washing soda by baking baking soda?
- KEIR- Know how you want your room set up. The picture shows a room before a pie crust class. You can see it is set up with stations for each person with all the supplies they will need. This saves time and makes things less stressful for you and your patrons to have everything measured out for them ahead of time.
- KEIR - I have learned if you're setting up your tables like this, leave one out so you can get to each person if they need help.

#### Slide 8 Audience

- KEIR - Figure out if you want to reach older adults, young adults, teens, families. These kinds of programs really can reach all ages. The time you select will narrow this down.
- MEG - I do a Friday morning program and has a group of retired seniors.

- KEIR - I attracted seniors on a regular Saturday morning. I asked my wife why I wasn't getting anyone younger and she responded with, "Millennials and Gen Xers have better things to do on Saturday mornings, like drink coffee and look at their phones or sleep or take care of their kids."
- KEIR - I ended up having to move the program to Monday evenings for logistical reasons and attracted a more diverse audience.
- MEG - We've had luck attracting teens and tweens on a Wednesday night. Try having your program on the same day of the week, at the same time each month.
- MEG - Patrons value consistency. And it's easier on you as well.
- KEIR -
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- But I will throw in a random program when I can, especially when I am working on a Saturday.

#### Slide 9 New Ideas

- KEIR - We both like to check on other branches in our system to see what other people are doing.
- KEIR - Steal ideas from other libraries who do similar programs in your area. Most libraries have nice program calendars on their websites. I've also looked at some of the big systems, like Philly, LA,
- MEG - Pinterest/blogs. The internet is full of bloggers who do these kinds of projects and break them down into manageable steps, often with product/ingredient recommendations. Make sure you thoroughly test these procedures before presenting! It also helps to read the comments on the blogs to hear from other people who have tried the recipe and provided feedback.
- MEG - There are so many books out there these days that cover these topics. It's fun to take a little time to browse the collection and see what's new for inspiration.

#### Slide 10 Expense

- MEG - Think about cost when planning your program. What may seem insignificant for you at home might balloon into a budget buster when scaled up to 10-15 people.
- MEG - Don't be afraid to ask your co-workers, friends, and family to borrow items such as rolling pins, mixing bowls, cutting boards, etc.
- MEG - Think about how many programs you can get out of a single ingredient. Borax can be used in multiple products. Essential oils as well.
- KEIR - Acquire ingredients from friends and family. Apples from the in-laws.
- KEIR - If you want to do a program that is a bit pricey per person, limit the attendance to fit your budget.

#### Slide 11 Things we've learned

- KEIR - Smaller groups tend to be less engaged. Be prepared for weak attendance even if you have full registration with lots of talking points, as this can put more pressure on you to act as the host.

- KEIR - Be prepared with questions for the audience if they are quiet.
- KEIR - Be prepared for questions about other things you make/do at home.
- KEIR - If you are pressed for time, getting help from coworkers may be necessary.
- MEG - I would also suggest keeping a binder with your previous 'recipes' if you plan on having your program on a regular basis. It never fails that someone will ask me for a previous month's handout in the middle of the current program that has me running back to my desk to print out a copy when we are finished.
- MEG - Having samples to try or take home boosts attendance. I did a refrigerator pickle program in August and everyone left with a jar of pickles that they put together.
- MEG - Set your registration higher if you've been having the program for awhile and have a good feel for how many no-shows you get. Obviously, you can't know for certain, but I'll often set my registration for 20 and get 12 people, which is about where I want it.

#### Slide 12 Do these things

- KEIR - Introduce yourself. Tell funny anecdotes (I tell jokes about my wife not cooking.) Make eye contact. Smile!
- KEIR - You will present better if you present something that you find interesting. I wouldn't teach how to make homemade jerky, because I don't eat meat.
- KEIR - But I did a program on how to make your own cat treats because I have three wonderful kitties.
- MEG - Practice makes perfect is not just a trite slogan from grade school. You'll be more comfortable if you are overly familiar with the material. Shop around for recipes. Use the web, of course, but also utilize the library collection. For me, this is important because I have a lot of patrons who don't use the internet much (or aren't confident searching).
- MEG - Make sure you put together a display of materials from your collection and talk about other programs that might interest your audience.

#### Slide 13 Things not to do

- MEG - Don't under prepare or totally wing it. This is why you practice and research! Like when cooking a new recipe, make sure you read through all the ingredients and the steps, have everything out before you begin.
- MEG - Try not to choose recipes that require ingredients that are difficult to procure. Shop around at your local grocery stores. If it is something you have to order, try to ensure that you will use it again in another project.
- KEIR - Frustration can be a response when no one signs up for your program. Building an audience can take time. Don't abandon ship without giving it time.

#### Slide 14 Quick Demo

- Ask for 5 volunteers

#### Slide 15 DIY Cleaning Products

Slide 16 Ingredients explained

Slide 17 Ingredients explained 2

Slide 18 Ingredient amounts

Slide 19 The Method

Slide 20 Questions