



## Mid-Hudson Library System **MEMORANDUM**

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TO: Member Libraries  
FROM: Rebekkah  
DATE: December 2008  
RE: Adult Programmers User's Group

**The Adult Programmers User's Group took on a challenge for our next meeting in March 2009 – to target a group that isn't currently using the library and use the technique we talked about (see below) to reach them through programming. We hope you'll join in and meet the challenge too!**

1. **Identify a target audience** that isn't currently using your library or could use your library more – newly retired, active senior citizens, firefighters, etc.  
(get some ideas at <http://midhudson.org/byb/toolkit/targeting-ideas.htm>)
  - a. Hint: check your library's long-range plan to see what groups were identified as needing outreach or talk to your director, or if you are a director, talk to your board to decide on a group.
2. Find out **what topic for a program would interest your group.**
3. Find out **how this group gets their local information** – newspaper? Local email list? Word-of-mouth from friends? Grocery store bulletin board?
4. **Plan your program**; possibly have a presenter from your target group run the program.
5. **Advertise your program in new ways**, targeted specifically to the group you are trying to reach.

The current economic climate gives libraries lots of opportunities to reach out to people who may not use the library. Programs on saving money, financial planning, retirement planning, travel on a budget, saving for college, cooking, etc. will all be very timely.

Our next meeting will be **March 31<sup>st</sup>, 2009**. Good luck! Let me know if there's anything I can do to help you with your challenge!