

Last Thursday I attended a conference along with eight other Corona Library volunteers.

– **“Serving With a Purpose” 23 May 2019 Conference at Ontario Conference Center**

- This conference is a yearly gathering for California Friends, Trustees, Foundations, Volunteer Leaders and the staff who support them. Now in its 7th year, this popular **conference** is designed to provide resources, inspiration, best practices and support to the many library advocates in California.
- This year there were over 150 California libraries represented.

The Keynote speaker was Hardy Smith, an independent consultant and speaker, who focuses on identifying and resolving some of the fundamental problems that plague many nonprofits and associations.

He focused on the Basics of the library and four items that libraries must do to stay current. The following were audience responses to the basics and purpose.

- Library Basics
 - Education
 - Love for books
 - Stimulate learning
- What needs do libraries meet?
 - Community gathering
 - Education
 - Able to read a book that a person otherwise could not afford to buy.

Hardy then presented the four items libraries must do to remain current.

1. Adapt
 - a. Like videos are still around but Block Buster didn't **adapt** from VHS/DVD to streaming (Netflix)
 - b. California is 47 out of 50 states in volunteering
 - c. Adapt with a purpose
 - d. Age 23 – 38 is the age group that visits libraries so adapt to their needs.
2. Be Creative
 - a. Evaluate everything
 - b. Don't limit thinking
 - c. There is no bad idea
 - d. Probe – learn
 - e. Embrace change
 - f. If your library doesn't have an APP get one.

3. Be collaborative
 - a. Be a good listener
4. Focus
 - a. Know your community - What is the age group?
 - i. Silent Generation (Current age 74-93)
 1. Willing to do whatever to help
 2. Volunteering also allows socialization as well as service
 - ii. Baby Boomers (Current age 55-73)
 1. Have been in the workforce
 2. Have skills to share
 3. Physically healthier
 - iii. Gen X (Current age 39 -54)
 1. Grew up with personal computers, cable tv, video games
 - iv. Gen Y Millennials (Current age 23-38)
 1. Wired for working in groups
 2. Social Media
 3. Born into Hi Tech
 - v. Gen Z (Current age up to 22)
 1. Hi Tech, Snapchat, YouTube, Instagram, etc.
 - b. Once you determine the age of those that come into the library FOCUS on their needs.
 - c. Make our Web site appeal to this age group.