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Adults Matter, Too! Passive Programs for Patrons 18 and Up

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I <3 this!
1/2017

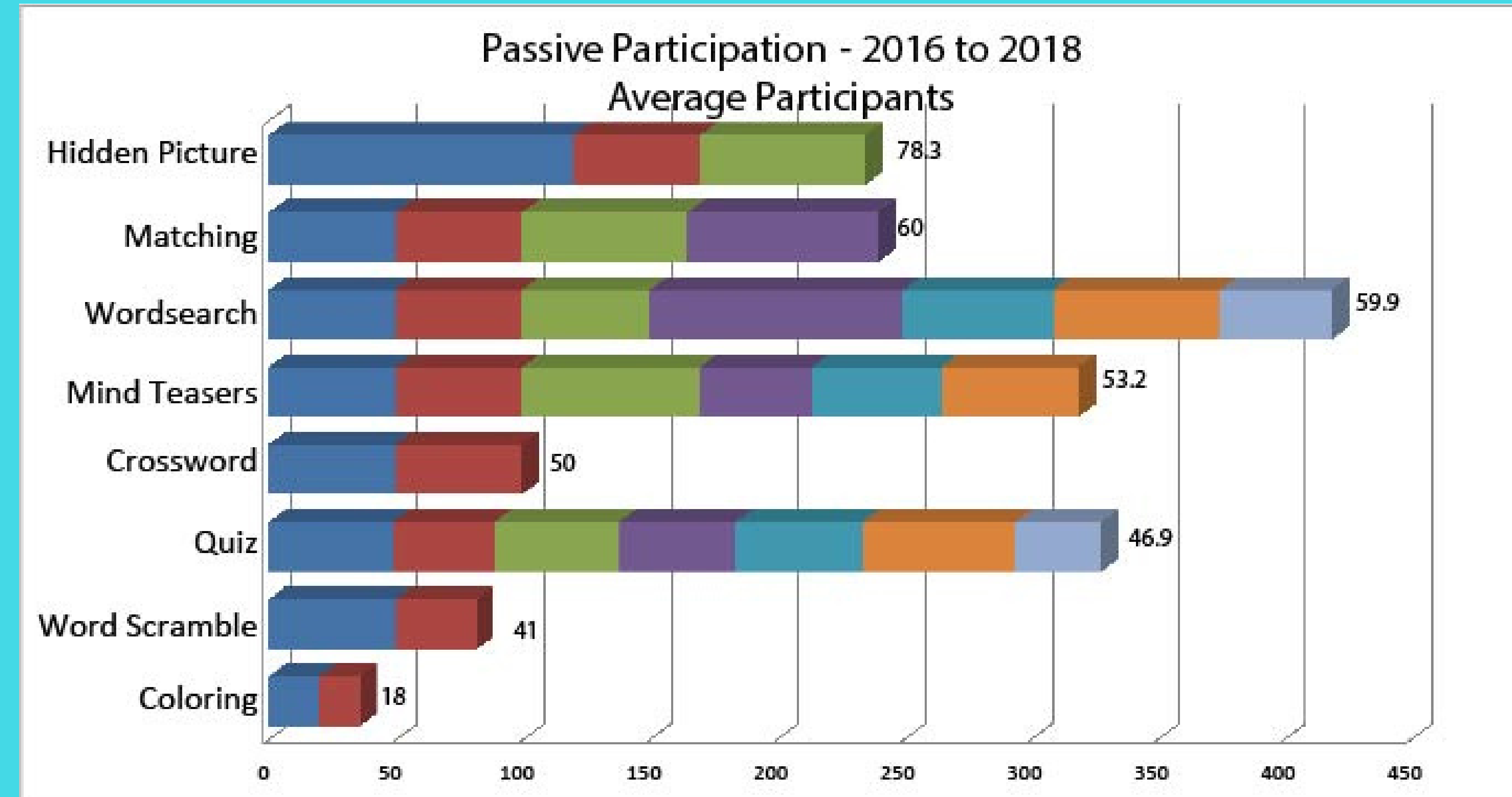
Adults Matter, Too!

Passive Programs for Patrons 18 and Up

When is the
next one?
4/2018

Top 3 Reasons Why:

1. Reach ALL adult patrons
2. Promote Library Resources
3. Market Library Events



Passive programs promotes the library and its materials and services without providing a formal program at a specific time or date.

Sometimes called: Self-directed or Proactive Resources

Wichman, Emily T. (2012). Librarian's Guide to Passive Programming: Easy and Affordable Activities for All Ages. Santa Barbara, CA: Libraries Unlimited.

Jensen, K. (2015, Mar. 29). News: Reaching Teens Subversively through Passive Programming. Programming Librarian. Retrieved from <http://www.programminglibrarian.org/articles/reaching-teens-subversively-through-passive-programming>

Johnson, Abby. (2018, Jan. 2). Self-Directed Programming: Cut Costs with plan-ahead activities for youth and their caregivers. American Libraries Magazine. Retrieved from <https://americanlibrariesmagazine.org/2018/01/02/libraries-self-directed-programming/>



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