

**CALIFORNIA STATE LIBRARY  
LIBRARY SERVICES AND TECHNOLOGY ACT (LSTA)**

**Final Program Narrative Report  
(LSTA Form 9)**

**Grant Information**

Library Jurisdiction	Southern California Library Cooperative
Project Title	Transforming Life After 50: Next Steps
Grant Award #	40-8267
Grant Period	2013/14
Amount of Grant Award	\$55,000
Amount of Grant Expended	\$55,000
Local Match	0
In-Kind	\$2000
Total Amount of Project (amount expended + match + in-kind)	\$57,000
Number of Persons Served (should not include total population of service area or potential population to be reached)	200

**Project Director**

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This report is due on the date listed in the LSTA Grant Guide for this project. Follow this link to view the Grant Guide. <http://www.library.ca.gov/grants/lsta/manage.html>

Email this report in "word format" to [lsta@library.ca.gov](mailto:lsta@library.ca.gov) then mail ORIGINAL and 2 copies to:

California State Library  
P.O. Box 942837  
Sacramento, CA 94237-0001  
Attention: Fiscal Office - LSTA

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_  
(Please sign in blue ink)

## Project Final Report

A final narrative report is required on the use of federal Library Services and Technology Act (LSTA) funds following the completion of a project during each project year. The information you report will be used to complete the California State Library report of how funds were expended. Excerpts from this report may be submitted to the Federal government in their evaluation, or may be published by the State Library or shared with other institutions. Please answer all of the questions thoroughly. Please attach any reproduction copies of photographs of project activities or media produced for the project.

### Project Purpose

Include your program purpose statement here

Building on the nationally-recognized work of Transforming Life After 50 (TLA50) from 2007-2011, this project seeks to build stronger interdisciplinary strategies and networks among public libraries in California and with other related public and private initiatives nationally to identify and advance best practices in age-friendly, intergenerational community building.

### Project Activities and Methods

How did you accomplish the project? What were the steps involved? How did you engage the target audience?

Although project coordinator Stephen Ristau continued his good job of staying closely in touch with relevant organizations and experts in the field, this was mostly a year of reflection and technological rejuvenation for the Transforming Life After 50 (TLA50) program. The project's website was inoperable for much of the year and there was a change in advisory leadership at the State Library. Still, several objectives were accomplished over the grant year.

A strategy was designed and implemented to re-engage with: (1) California public libraries, (2) participants in the IMLS TLA50 Fellowship, and (3) other national library organizations and leaders working on the issues of aging. Activities included conducting a meeting/ focus group at the California Library Association (CLA) conference in November 2013 and establishing partnerships with key groups and people. These include: IMLS Creative Aging in America's Libraries national leadership project; ALA's Seniors and E-government Services (S2G) Working Group; Michele Farrell, the IMLS Senior Program Officer, who presented a session on aging at this year's ALA conference; and the Encore.org National Network. In addition, Ristau attended the Public Library Association (PLA) conference in March 2014 to promote TLA50's accomplishments and to investigate national innovations in serving midlife adults. At the PLA conference, TLA50 was credited as a major influence in a presentation by Books to Action ([www.library.ca.gov/lids/getinvolved/booktoaction](http://www.library.ca.gov/lids/getinvolved/booktoaction)) practitioners. During Michele Farrell's ALA conference program, the TLA50 website and curriculum resources were promoted and touted as "indispensable" to library professionals seeking to expand adult programming. Ristau has been invited to make TLA50 presentations at two national conferences in October 2014.

An online survey was administered to the field in February 2014. Thirty-eight California librarians responded and expressed interest in revitalizing the TLA50 program. Specifically, they want the program to offer: online resources (84%), such as links to relevant articles and videos; staff training via webinars (84%), in-person workshops and/or a miniconference (67%); and collection development recommendations (67%). Topics in which they indicated "more information [is] needed" include: economic security, changing careers, and aging (44%); innovative library services and strategies for midlife adults (38%); and defining and evaluating program outcomes (36%). (Please see the attached summary report). All recommendations have been incorporated into the 2014/15 TLA50 project plan.

TLA50's social media channels (Facebook, Pinterest, Twitter, Youtube, blogs) were refreshed to facilitate the exchange of ideas and practices among libraries as well as with collaborators from other disciplines. Entries onto the TLA50 Facebook page are made regularly and there has been a 24% increase in page "likes" and connections to other related midlife/aging organizational social media channels. The TLA50 website crashed for several months, and so peak activity periods were limited to July-August 2013 and April-June 2014. Ristau did an excellent job overseeing a much-needed upgrade to the website's drupal backbone—an enormous project that was completed in June 2014.

<b>Project Outputs</b> What was created for the project and how much? (For instance three promotional brochures were created and 75 copies distributed; or three training classes were designed; two sessions of each were held, and 80 people were trained)
Ten librarians attended the focus group meeting held at the CLA conference in November 2013. Another 38 librarians participated in the online survey. It is estimated that approximately 150 people accessed the TLA50 website the short time it was running this past year. Finally, with funds saved from reduced travel costs, the program was able to purchase 184 copies of THE ENCORE CAREER HANDBOOK (Workman, 2014), which was distributed for circulation through every library jurisdiction in the state.
<b>Project Outcomes (if applicable)</b> Please state the outcomes and the results of your evaluation.
Outcomes were not formally measured as part of this program this year.

<b>Additional Project Outcomes</b> Please state any additional intended or unintended outcomes and what data sources you used.
N/A
<b>Anecdotal Information</b> Tell us a story. Give two or more examples of how the project has helped an individual or group in your community.

Besides providing information on what libraries need to better serve their midlife communities, the online survey reinforced the California library profession's continuing interest in this topic. "TLA50 was great," one respondent said. Another indicated that "the continuation of this important program and series is a benefit to all of the communities we serve. We had great success with our Transforming Life After 50 series in 2011 and hope to maintain the relationships and services that were cultivated during the series. Support and involvement from the State Library was key to our success." This feedback was instrumental in helping us develop a reenergized TLA50 program for 2014/15.

**Exemplary Project**

If you feel your project was exemplary and others could learn from it and replicate it, please tell us why.

**FEEDBACK FOR THE CALIFORNIA STATE LIBRARY ON THE GRANT PROCESS**

We want to learn and improve our grant processes. Please let us know what worked and what we could do differently to make it a better experience. Thank you!

*file:mcp/lsta/managegrant/1314*