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5-star programming and services for your 55+ library customers

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Abstrak

Every seven seconds, a baby boomer turns 50. So...who makes up the fastest-growing segment of potential library users? As the population approaches 55 and above, libraries are faced with an untapped opportunity to serve a consistently underserved population. As she explains the ins and outs of planning, developing, marketing, and funding successful programs and services to the graying population, longtime outreach and access advocate Barbara Mates demonstrates how libraries can benefit from providing top-notch programs and services for older adults. The latest in the ALA Programming Guides Series, this comprehensive resource gets to the heart of what seniors need and want--from continuing education to recreation--and how to reach out to homebound seniors. Packed with ideas for films and music, computers and the Web, genealogy, reading, using adaptive and assistive devices, and more, this is the one-stop guide for serving the needs of library customers as they move into the second half of life!