

## #5 Key to Success

Draw them in with...

- appealing collections (book, audiovisual, etc.)
- technology
- creative programming
- good customer service



Part 5 – Kimberly Bolan's "Make Room for Teens"  
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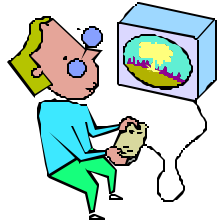
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## "Alternative" or Non-Traditional Collections

- **Magazines**
- **Graphic Novels**
- **Movies**
- **Audio**
- **Games**



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## Why these collections?

- Bridge the have and have-nots
- Compete with retailers
- Create a dynamic, busy environment
- Break library stereotypes
- Appeal to "new" users
- Boost circulation

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## Some Stats

- Most popular tech - PCs, cell phones, CD burners
- 43% - emailing is their favorite activity
- 31% - play games
- 17% - listen to and downloading music
- 71% - used Internet for last big project

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## Tips

- Get teen input
- Popularity vs. Reviews
- Monitor collection activity
- Market, Market, Market – What's new, web page, discussion groups

For more of Kim's tips see [blog.njl.org/archives/2006/04/index.html](http://blog.njl.org/archives/2006/04/index.html)

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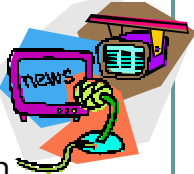
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## Marketing is a PROCESS

- Research & analyze ALL users
- Identify target groups
- Plan & then promote
- Marketing is more than promotion & merchandising



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# Magazines



- Buy off rack to "test"
- Circulate back issues
- Magazine exchange
- Read — stay on top of who's who, what's "hot", etc.

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# Graphic Novels / Manga



- What to buy?
- Content / Ratings
- Where to shelve?
- Clubs

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# Movies

- Informational, Educational, Entertainment
- Feature Films vs. Classics
- Anime
- R-ratings
- Multiple copies
- Where to Locate?



Licensing Information [www.movlic.com](http://www.movlic.com)

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# Audio

- Music
  - CDs, MP3s, etc.
  - Popular, Soundtracks, Classics
- "Win Your Favorite ..."
- Books on CD
  - Auditory learners, reluctant readers, busy teens
- Abridged vs. Unabridged



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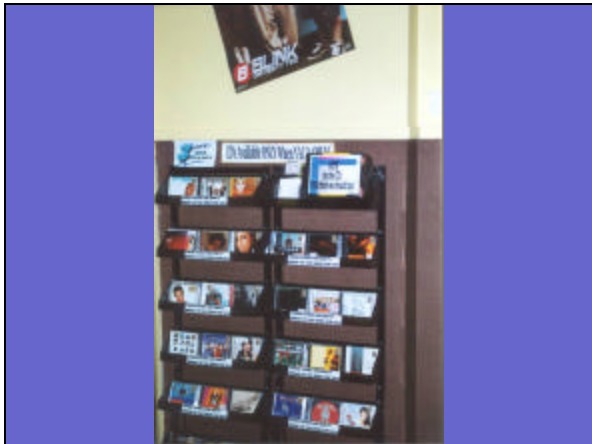
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## Listening Stations

- Demco [www.demco.com](http://www.demco.com)
  - \$1199 – \$1399
- DBI International [www.dbiint.com/](http://www.dbiint.com/)
  - \$1,300 - \$2,000+
- LIFT System [www.liftonline.com/](http://www.liftonline.com/)
- Cardio Theater [www.cardiotheater.com/](http://www.cardiotheater.com/)
  - wireless entertainment systems)



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## Playing Music in the Library

www.copyright.gov

BackTraxx Music Library

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## Gaming Software

- Replace software collections?
- What to choose?
  - Xbox, PlayStation 2, Game Cube, etc.
- Rating considerations
- Magazine & Online Reviews
- Circulation issues



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## Review Sources

- Electronic Gaming Monthly – [www.gamers.com](http://www.gamers.com)
- PC Gamer – [www.pcgamer.com](http://www.pcgamer.com)
- Nintendo Power – [www.nintendo.com](http://www.nintendo.com)
- [www.gamezone.com](http://www.gamezone.com)
- [www.gamespot.com](http://www.gamespot.com)
- [www.allgame.com](http://www.allgame.com)
- [www.pcgameworld.com](http://www.pcgameworld.com)

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## More Resources

See the handout

<http://groups.google.com/group/LibGaming>

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## Technology



- Part of life...way of life
- Supports everything else
- Builds partnerships and fosters collaboration

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## They really do need us

**“Teens are less proficient than adults at navigating the Internet. Teens performed poorly due to insufficient reading skills, less sophisticated research skills, and less patience.”**

- A recent study by the Nielsen Norman Group, 2005

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## More Resources

Netday Student Voices Resource Center

[www.netday.org/SVRC/](http://www.netday.org/SVRC/)

- students share views and opinions about technology in education

● Pew Internet & American Life Project

[www.pewinternet.org](http://www.pewinternet.org)

- great stats and info on teens and technology

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## Key Tech Elements



- Location of computers
- Education vs. Recreation
- Self-serve – e-reference, self-check, online program registration, online summer reading
- Think **beyond** computers – in-house audiovisual, circulating tech, etc.

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## Your Library's Web Page

- Extension of physical space
- Online outreach – draw them in
- More than just words
- Make it dynamic!




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<http://www.hclib.org/teens/>

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<http://www.portagelibrary.info/TeenScene/Homepage.htm>



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## Alternative Teen Services

[yalibrarian.com](http://yalibrarian.com)

[www.yalibrarian.com/2006/02/library-20-services-to-teens-listing.html](http://www.yalibrarian.com/2006/02/library-20-services-to-teens-listing.html)

- Podcasts, MySpace, RSS feeds, blogs, music and media interest groups, and much more

[blogs.ala.org/index.php?blog=5](http://blogs.ala.org/index.php?blog=5)

[www.popgoesthelibrary.com/](http://www.popgoesthelibrary.com/)

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## Programming Tips

- Get teen input & have them plan
- "It's not your father's library"
- Serve food



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## Promotional opportunity

- Partnerships – underwriting/cooperatives
- Publicize
- Word of mouth is the best PR
- Talk up programs
- Keep staff informed



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## Programs that Work

- **Teen Advisory Boards**
- Junior Volunteers
- Discussion Groups & Clubs –
  - Anime, Music, Movie
- Contests
- **Gaming**
- Music (i.e., Battle of the Bands)
- Food programs – How-to, Taste offs...
- **Summer Reading online\*\*\***



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## Customer Service Tips

- Be approachable & nonjudgmental
- Really listen
- No “velcro butt”
- Make eye contact & use positive body language
- Encourage them to get you if they have questions
- With pushy parents, shift emphasis to teen
- Don't let them leave empty handed



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## Staff & Teen Behavior

- Get staff involved – ask, brainstorm
- Understand needs, behaviors...
- Treat all patrons equal – No double standards!
- Review rules & policies
- Change negative stereotypes



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## Wrap Up

**Questions**



**Drawing Winner(s)**

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