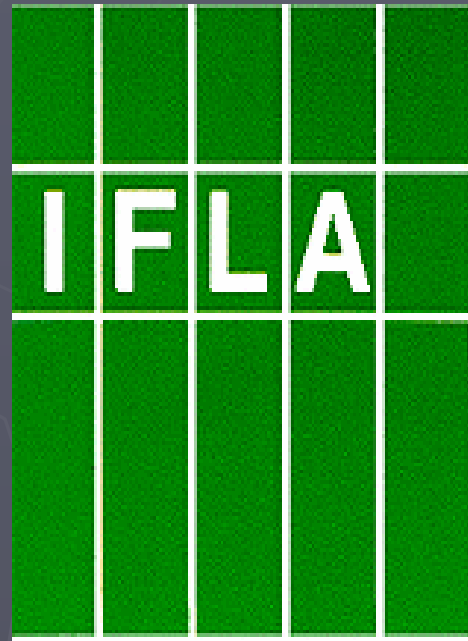


IFLA Metropolitan Libraries Section

<http://www.ifla.org/VII/s46/index.htm>



J. Marin Younker, Teen Services Librarian

The Evolving Library

Why Teen Library Services Matter

J. Marin Younker, Teen Services Librarian

Know thy Audience

- ▶ It is crucial that libraries know who they are currently serving, as well as their customer of the immediate future.
- ▶ This next generation, known by numerous terms, is most commonly called the Millennials.
- ▶ In defining millennials, public libraries can then apply their specific needs and wants to library services.

The Millennials

- ▶ Born between 1980 and 2000
- ▶ Multicultural
- ▶ Don't know a world without the Internet
- ▶ Multi-taskers
- ▶ Visual
- ▶ Collaborative and inclusive
- ▶ Comfortable with multiple types of media

How Libraries can serve Millennials

- ▶ Obtain input directly from millennials who respond strongly to those respecting their opinions.
- ▶ What services do they need in a technology heavy world and how can the public library develop in this changing world outside of traditional library roles?
- ▶ Use their tools such as blogging, texting, podcasts etc. to communicate with them and provide content. Don't wait for them to come to us.
- ▶ We're not limited by the confines of our physical space, but it is a strong part of our identity.

Teen Spaces

- ▶ Libraries are so often associated with their physical spaces.
- ▶ Dedicated teen spaces in libraries are essential.
- ▶ Teen spaces incorporate collections, seating, computers, display, community information, and more.

Combining Forces

- ▶ Partnerships with other community organizations strengthens the role of the library with millennials.
- ▶ Join forces with other entities who serve youth in order to coordinate services and avoid duplication.
- ▶ Schools, social services, parents, and libraries all have a vested interest in being a part of this generation.

Getting Out the Message

- ▶ How are corporations responding to this generation? Look to their lead as they spend billions of dollars every year targeting the buying power of the millennials.
- ▶ Mimic the marketing techniques of businesses in reaching out to youth in libraries.
- ▶ Public libraries need to change with this generation and solidify an identity so our branding and message to these youth are clear.
- ▶ It is important that libraries don't over-extend and in turn, dilute our message. Do what we do well!

The Future is Bright

- ▶ Know millennials and what they want from the public library
- ▶ Tailor our services in this multimedia environment, think outside the box
- ▶ Dedicated teen spaces to highlight resources and services
- ▶ Build our future with partnerships and learn from the commercial world
- ▶ Formulate a strong message and identity