

Teen SRC 30 Jan 2005 - MEETING NOTES

Sunday, January 30, 2005, 2-4 PM - VPL Boardroom

Present:

Thomas Long, VPL
Kathy, VPL Teen
Gayle Harris, SPL
Julia Hedley, WVML
Chris Miller, CPL
Sonia, NVC Teen
Kirsten Andersen, RPL
Helen, NVC Teen
Anna Pearson, NVC
Jacqueline van Dyk, SRC Coordinator

Regrets: Allison Taylor-McBryde, NVDPL

Scope of Project - Discussion

Julia talked about WVML's Teen SRC:

- Teens are often "invisible users"
- Teens were asked to report their reading in one of 3 ways: email, talk about a book in person, write a review
- Register by school
- Heavy manual process
- Small size - to fit in pocket
- Started in 2002
- 150 teens participate each year (plus 1250 kids in src)
- Primary joiners are those who were in SRC & ESL/new immigrants
- Majority in grades 8 & 9
- Need to be able to identify the school (ideally)
- Thank you card for sponsors (Delaney's, McDonalds, free video rentals, posters from video stores, gift baskets drug stores, food coupons, books from ULS, CDs from HMV, sun tech optical - sunglasses, pieces of mountain biking equipment from local sports store
- Boxes with books/CDs for kids to rummage through
- Community very supportive of services to teen
- No recognition ceremony but they had one grand-prize draw (gift basket probably worth \$50)
- Most sponsors require a letter to the manager and lots of lead time
- Sometimes have to make up their coupons for them with a local stamp
- Weekly prize draws
- Approx 25% participants boys
- (Rating system for book reviews)

Helen: Prizes should be gift certificates so kids can pick their own books/CDs as tastes are so varied

Provincial Prizes

- Keep large prizes for the province - online ordering like Chapters - gift cards
- Individual libraries would need to solicit local smaller prizes
- Not all kids will go into the library

Helen/Anna reporting on NVC's first Teen SRC:

- Kids filled in a book review form for each book read (no less than 4 sentences)
- Random prizes
- 800 book reviews filled in - 70 kids, easy for stats and prize draws; more kids than expected so short on prizes
- Had a budget of \$250 including buying the loony store weekly prizes and a grand prize of a CD disc man

Kirsten

- Ability to sort/limit online book reviews (reading reports) by library would be important to individual libraries so libraries who wish to could offer weekly incentive prizes
- Ability to sort/limit online book reviews by author/title would be important to the participants

Helen - list the top ten titles reviewed each week

Thomas reporting on VPL's graphic novel book club:

- Purpose: to get boys interested in reading (although more girls participated than boys)
- 1.5 hours Saturday afternoon in summer (following a creative writing workshop)
- Meetings included food
- Thomas prepared 10-15 questions in case needed for discussion, but discussion was basically unstructured

Thomas - ideas for the provincial Teen SRC:

- Moderated book discussion area - interactive - organize by title/genre
- Creative writing web space? Youthink (<http://www.youthink.ca/>) agreed to publish one story from VPL's teen group
- Volunteer librarians to moderate - rotate maybe

Gayle - could link to other sites for writing area (Gayle to provide links)

Helen - message boards - ability to split off into private areas?

Helen/Julia - "the teen who recommended this book also recommended this" - idea of providing links between teens and titles

Kirsten - good for teens to recommend books to each other

Thomas - registration should include local library card number to limit participation to B.C.

Jacqueline - Regional library registration - includes branches?

Anna to post to see if any other large jurisdiction has run a web-based teen SRC

Thomas - we should consider the purpose of SRC - reading, communicating, and promoting the library - something to think about

Reading Record:

- PDF to print out for reading record
- Reading record optional

Theme

Potential themes submitted by NVC:

- Mystery
 - Feel the suspense, read a thriller
 - I know who you killed last summer
 - Summer of suspense
 - Uncover the mystery
- Travel
 - Book, passport, what's the difference?
 - Travel to the end of the world
 - Summer of the seven wonders
 - Place your stamp here

Julia/Gayle - Nice to tie into the kids src; for example:

- Mission: Read
- Mission Possible
- Licensed to Read
- Lights, Camera Action! (WVML teen them from 2 years ago)

Helen: Insulting to teens who want to rebel

Kirsten: To appeal to teens, any "transferred" themes should be "adult to teen"; not "kid to teen"

Thomas:

- Theme idea - "Summer" (light, fun, relaxing, enjoyable, could be tropical colours)

Seattle Public Library's theme "Summer LIB(eration)" contained the wording "If you are between the ages of 12-18, celebrate the summer at your public library"

“Look & Feel”

So what websites have “teen appeal”?

- Band Sites
- Our lady peace
- Bare naked ladies
- Clumsycongress.com - collage look (scrapbook look)
- Clumsy monkey
- Ytv.com - fun site
- Magazines - teen people, 17, cosmo girl, jane, chart (music mags)
- Consumer sites - lush, gap, amazon
- Txt Lingo Dictionary (<http://calgarypubliclibrary.com/teens/txt.htm>)

<http://clumsycongress.com> - teens really liked the scrapbook/collage look - inspired the agreed-upon theme: “Summer Scrapbook”

Summer Scrapbook of books - include skateboards, ticket stubs, summer things, organic but clean (not busy), book titles instead of band names, concert tickets, movies, ferries - add pictures over the summer so it looks like a timeline, adding to the memories over the course of time

- Look like the top of a messy desk
- Teens can submit digitized photos and descriptions of their summer memories
- Page for each week of the summer
- Awareness of appeal to both boys and girls (including cool shots)

Helen: Include Links to teenlinks at the various communities for teens to find out “what to do tonight”

Volunteers

Website Monitoring - Thomas to coordinate

- Include teens in the process of moderating (Kathy)

Instructions for Library - Julia to submit:

- Description of programme
- Sample letter to high schools
- Sample letter to possible local sponsors

Booklists - Gayle to coordinate 8-10 booklists

Prizes

- Centrally organize - mail
- Anarchic prizes - gift certificates to BC Ferries
- Hockey sticks from the Canucks

- Post winner names and library on website and what they won
- Weekly prizes that are gift certificates - Chapter, Future Shop, HMV, BC Ferries (posters in the ferries!)
- One final big prize at the end
- Every book review (with a minimum of 4 sentences!) submitted for a prize
- Jacqueline to strategize around sponsorships

Communication via email/listserv (Decide later whether we require another meeting)

Relevant URLs sent to me after the meeting:

New York Public Library TeenLink: <http://teenlink.nypl.org/>

Richmond Public Library Teen Blogger Book Club: <http://richmondteens.blogspot.com/>

Jakob Nielsen's Usability of Websites for Teenagers:
<http://www.useit.com/alertbox/20050131.html>

Scholastic Kids' Page (for scrapbook "look"): <http://www.scholastic.com/spyx/>