

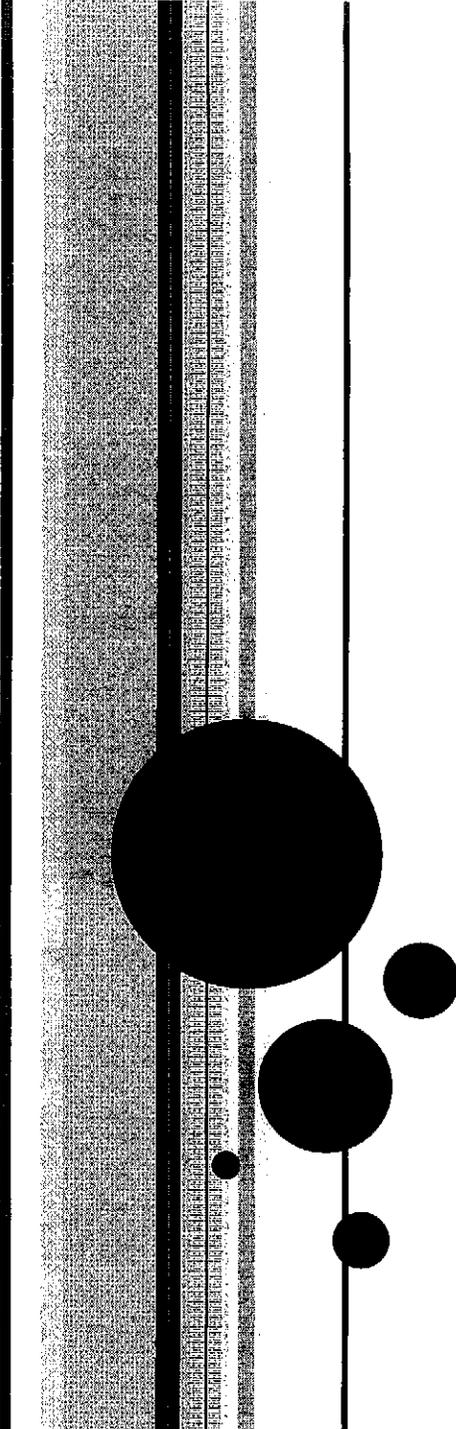
Programming for At-risk Tweens

Monday, July 16, 2012, 2 p.m. Central

Speakers:

Ashley Miller, Children's Department Manager, Moore Public Library

Lenore St. John, Children's Coordinator, Tulsa City-County Library



**PROGRAMMING FOR AT-RISK
TWEENS**

By Ashley Miller and Lenore St. John

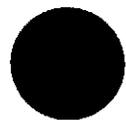
WHAT YOU WILL LEARN

- How targeted programming for tweens can be beneficial to the community, staff, volunteers, parents, and tweens.
- The importance of outcome based programming and how to leverage results for future programming.
- How to plan, present, and evaluate outcome and outreach based library programming.



IMPORTANCE OF TWEEN PROGRAMMING

- Tweens Range between the ages of 7-12
- When tweens do not use library resources
 - “gap in service” leads to the future of “fewer adults fully embracing the value of the public library as a community asset” (Frew and Harver 2009, 38)
- When tweens do use library resources
 - Positive correlation between use of library services and increased academic performance



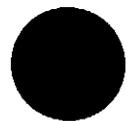
IMPORTANCE OF PROGRAMMING

- Programs bring people into the library
- Quality Programming for this targeted age group and demographic will result in:
 - “services that will make an affirmative impact leading to positive outcomes for teens. Healthy youth create healthy communities in which libraries thrive.” (Jones 2010, 77).



SKILLS IMPORTANT FOR DEVELOPING SUCCESSFUL HABITS IN YOUNG ADULTS:

- The Ability to
 - Listen
 - Speak
 - Write effectively
 - Use modern technology to locate information
 - Desire to become lifelong learners
 - Respect for the right and dignity of all people
 - The self confidence to believe they can create a better world.



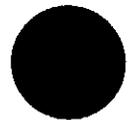
WHAT A TWEEN WANTS

- Get their opinion!

- An advisory group is a great way to find out what *they* think is interesting
- Getting their opinion gains their “buy-in”, which means higher attendance

- Let them be active

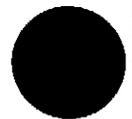
- Tweens want to participate and take an active role in during program



WHAT A TWEEN WANTS

- Make it relatable
 - Tweens want to be able to recreate or do what they did in the program at home
 - Try using a college-age presenter

- Provide snacks, rewards and giveaways
 - Offer a healthy snack during the program
 - Have an activity where they can take the end product home
 - Have a prize for the winner of the game



THINGS TO CONSIDER

○ Date and Time

- Keep in mind the schedules of tweens and their parents when deciding on a program date and time

○ Budget

- Programs do not have to cost a lot!
 - Utilize community resources
 - Get creative with presenters



MARKETING

- Create a special invitation with program details
 - Include a number for participants to register for the program

- Contact Title One and Media Specialists
 - Ask them to identify and give invitations to tweens who would benefit from the program

- Send email newsletter highlighting the weeks events to those who have registered



MEASURING THE SUCCESS OF A PROGRAM

Outcome

- Documents the reported impact on:
 - Change in behavior
 - Attitude
 - Skills
 - Knowledge of program participants

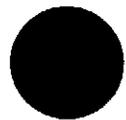
Output

- Documents the
 - Amount
 - Quality
 - And
 - VolumeOf library program being offered.



HOW TO MEASURE OUTCOMES AT PROGRAMS:

- The correlation of library program attendance for targeted demographic and success in school.
- Behavior/attentions span in class.
- Increased self esteem as well as increased interest in subject areas.
- Increased usage and knowledge of library programs and services
 - Weekly surveys of legal guardians and participants as well as staff/students involved in library program.



HOW WE DID IT:



Join an awesome group

Master Pieces

Community Service, Green Initiatives and Technology
Talented presenters and tasty snacks

Friday afternoons
April 6 thru May 11

Hang with "the creative crowd" from 4:00 - 5:30 p.m.
Stay-and-Connect from 5:30 - 7:00 p.m.
Get tutoring help...Do homework with friends
Use Internet computers for study or video games...Enjoy Wii and gaming
Gain a scholastic leg-up while having food and fun

For tweens and teens from ages 8 to 14
Get more info about MasterPieces on Pioneer's website
Let us know if you would like to sign-up ... call 405-979-2223 to save your space

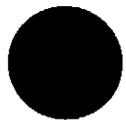
Held at:
Southwest Oklahoma City Library
2201 SW 534th Street
Oklahoma City, OK
www.justsoyouknow.us

OKLAHOMA



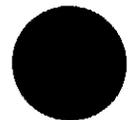
GREEN LIVING

We learned about
food co-ops, farmer's
markets, planting,
recycling, trash art,
and more!



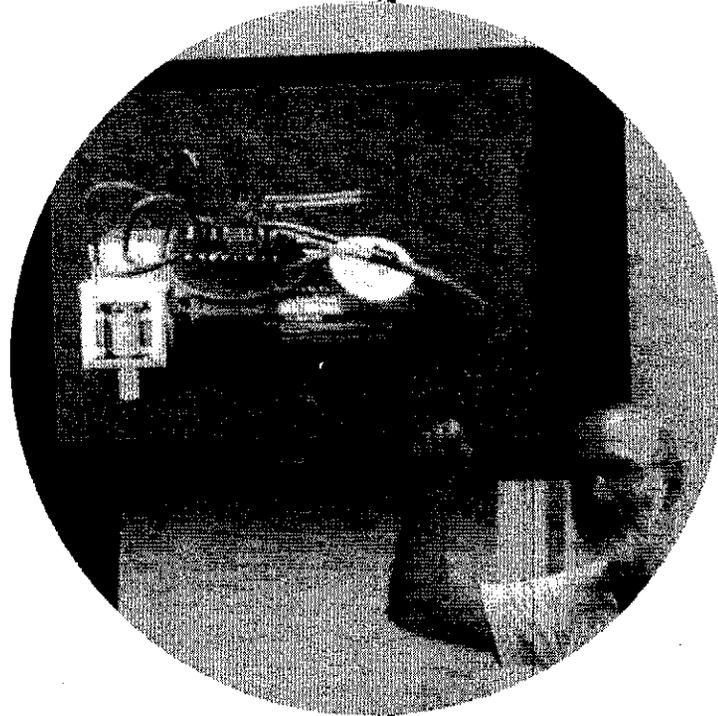
COMMUNITY SERVICE

We painted a mural for an assisted living center, wrote letters to troops, made teddy bears to give to kids in Iraq, and read to senior citizens.



TECHNOLOGY

We learned about
robots and made
our own!



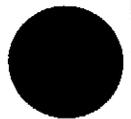
VIDEOGRAPHY

We recorded and edited our own videos on a flip camera.



SPORTS

Hillsdale Baptist
College Basketball
players taught
children how to play
basketball.



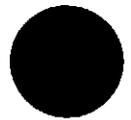
DANCING

Participants learned a choreographed hip-hop routine from a local choreographer.



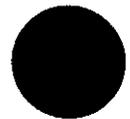
FUN!

We also had lots of fun trying new things, eating, and making new friends!



HOW WE EVALUATED THE PROGRAM

- Survey legal guardians, children, Rotary Volunteers and SLIS students regarding their opinions regarding the following.
 - Child's attitude after library program compared to general attitude leading up to the program.
 - Subject area interest on covered subject area
 - Increased knowledge of library databases, materials, and services introduced during the program.
 - Previous attitudes, use, and attendance in library programs previous to participation.



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Thank you for attending.

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