

Youth Online: Capturing the “Net” Generation



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What is “Youth Online”?

Youth Online is a Community Outreach Program designed to show secondary school students and educators how to access and use Oakville Public Library’s online resources. Youth Online takes the library “to the classroom”.



Youth Online: Capturing the “Net” Generation

- Lori Sims
 - Setting the Context
- Shauna Clinning
 - Design & Delivery
 - Youth Online Demonstration
- Lori Sims
 - Keys to Success
- Q & A



The Context

1. Oakville Public Library (OPL) Service Plan 2001
2. Ontario Public Library Strategic Plan 2001
3. OLA School Library Summit 2002
4. OPL Business Plan 2002-2005



1. OPL's Service Plan 2001

- Although Internet use was exploding, public library use and reference queries by Teens were falling
- Focus group of OPL student pages revealed awareness of OPL's online resources was low
- At the same time, OPL's investment in online database subscriptions was increasing



2. Ontario Public Library Strategic Plan 2001

- “Negators” segment identified as 18-34 year olds
- Attitudinal study showed the public perceived a reduced role for public libraries in the future



3. OLA School Library Summit 2002

- Professional Librarians impacted by the crisis in provincial school libraries
- Partnerships were needed to improve student learning outcomes



4. OPL Business Plan 2002-2005

- Staff identified that OPL needed to do a better job promoting our online services to Oakville youth
- OPL wanted a model that reflected the manner in which youth find their information today



....business plan 2002-2005 continued

- OPL already had some existing programs & partnerships in place
 - Halinet partners
 - Battle of the Books
 - Elementary school class visit program
 - White Oaks Branch (WO)/White Oaks Secondary School (WOSS) shared space
 - Existing relationships between WOSS Librarian, WOSS Principal and WO Branch Manager
 - YO Librarian with public school experience



Design & Delivery

1. Designing the Pilot Project
2. Delivering the Pilot Project
3. Demonstration
4. Resources & limitations
5. Since the Pilot...





Design

- Part of OPL Business Plan 2002-2005
- Meet our goals
 - To Increase use of electronic resources
 - Bring YA into the library – either in person or remotely
- Established partnerships & programs

...design continued

- Demonstrated success of the Toronto Public Library (TPL) Urban CAP Project 2000
 - “Take the library to the classroom”
 - OPL thanks Ilka Abbott, Manager, Main Reference, TPL for sharing TPL model and experiences



...design continued

- Internal input
 - Administration, marketing, IT, dedicated staff
- External input
 - Halton Board of Education Libraries Consultant, WOSS administrator



...design continued

- Transportable
- Reliable – i.e.: not a live Internet connection
- Easy to modify
- Appealing to students
- Laptops, data projector, video screen recording software



...design continued

- Portable, easy to modify, “canned” program using state-of-the-art software that would allow us demonstrate access to online products
- Sample searches – fast, simple, not “search strategies”



...design continued

- Develop content of the program using curriculum documents and OPL resources
 - Meet course objectives
 - OLA. "Information Studies: Kindergarten to Grade 12". 1999.
 - Course profiles. Ontario Curriculum Centre.
www.curriculum.org/occ.
 - Proprietary subscription databases.
 - Staff expertise



Delivering the Pilot Project

- 3 month pilot project with WOSS partners
- Stages
 - Presentation to Halton Board of Education Libraries Consultant, WOSS administrator
 - Presentation to School Department Heads
 - Presentation to School Staff
 - Classroom visits



...delivering the pilot project

◦ Evaluation

- Login statistics, participation rates, teacher/student evaluation sheets, anecdotal evidence
- See “Executive Summary”

◦ Revision

- Simplify
- Fewer searches



Youth Online Demonstration

The Centre
for Learning
...your
gateway to
knowledge

Resources & Limitations

◦ Internal Resources

- Equipment
- Handouts and supplies
- Staff time for development, delivery & training
- Electronic database licensing fees

◦ External limitations

- School cycle
- Job actions
- Other school/classroom schedules & priorities

Since the Pilot Project

- All Oakville Secondary Schools
- Staff development & training opportunities
- Develop a culture of services to youth
- New opportunities to reach YA
 - Library card registrations
 - Fines amnesty
 - Evening workshop
- Evaluation & Revision



Keys to Success

- Grass roots support and “Front Line” staff input
- Dedicated source of funding
- Make use of existing partnerships
- Strong support from school administration



...keys to success

- Dedicated staff

- Comfort level with YA
- Able to understand partners' needs and build relationships
- Hard & Soft skills
 - Technological skills
 - Communication and presentation skills
 - Curriculum experience or knowledge



Question & Answer



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