

# *Making it THEIRspace*

*Attracting and engaging teens:  
London Public Library's experience*

# Why?

Change in Library's Strategic Plan

Our Vision...

London Public Library is the community hub that strengthens individuals, families and neighbourhoods by connecting them to people and to relevant information, collections, programs and resources

Value Promise...

Choose, Connect, Learn, Discover, Simplify, Relax

Customers First!



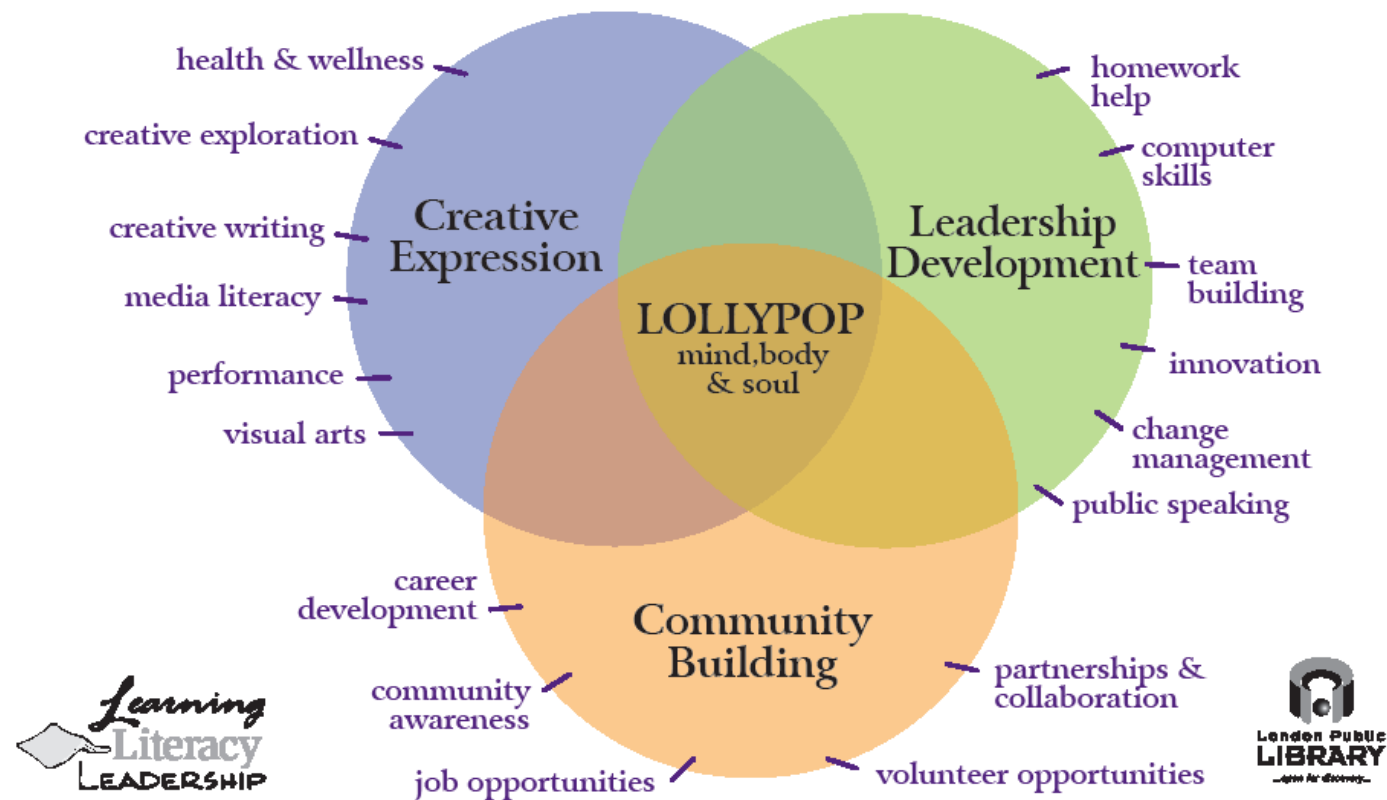
# Why?

- Changing times - curriculum, technology, interests
- Library becoming stagnant and irrelevant
- Everything to gain; nothing to lose!





- Our plan: Lollypop Program
- Grant from Ministry of Culture's Library Strategic Development Fund sure did help!



■ Learning, Literacy & Leadership for our Youth Population (LOLLYPOP)

# How?

- o Listen to the teens!
  - o Focus groups
  - o Teen Advisory Committee
  - o Community involvement
  - o In the car, at the gym, on the street
- o Staff involvement at all levels- It's all about the team!
- o Review of the literature and best practices
- o Take some risks!



# How?

Their Physical Space

Their Virtual Space

Relevant collections,  
programs and services

# Their Physical Space

- Welcoming, casual and inviting
- Colourful and comfortable
- Make it easy to find and identify
- Multifunctional: book and av collection space, study space, computer space, 'hang out' space
- Furniture and shelving that can be easily moved... it's got to be adaptable
- Get teens to help create 'their' space



# The Teen Annex was born!

- o Given a new space at the Central Library
  - o 1st floor; very visible
  - o Near, but separate from, the Children's Library
  - o Near the Library café
- o Our teen advisory committee...
  - o Chose the colours
  - o Chose the furniture
  - o Chose the fireplace tiles
  - o Chose the name!







Colourful, modular, and comfortable





# The Escalator Wall

- o The good, the bad and the ugly!
- o The kids had the answer ... make it art!
- o What kind of art? ... art that speaks to them!



# The transformation begins...









# 'Know-U-Turn'

A work of urban expressionism by Bryan Jesney







# "The Brand"

- o Teens chose the name .... Teen Annex
- o Advisory Committee and a graphic designer worked together to design a logo





# Signage





# Build it and they WILL come!






# Their Virtual Space

- Website
- MySpace
- Facebook
- YouTube
- White Pine blogs
- E-newsletters
- Electronic databases
- askON


# www.londonpubliclibrary.ca ...before

**London Public Library**  
251 Dundas Street • London • Ontario • Canada • N6A 6H9  
519-661-4600 • fax 519-663-9013








open for discovery


SEARCH Website For...

- > Catalogue/Your Account
- > Your Library
- > Library Services
- > Programs & Events
- > Read & Relax
- > Reference Desk
- > Information Databases
- > Special Resources
- > Kids Space
- > The Teen Annex
- > Job Search Centre
- > Media Literacy
- > Support Your Library



Library Partners

-  Searching for a book, video, or CD?
-  Need a newspaper or magazine article?
-  Researching a subject?
-  What's going on at your Library?
-  Need to reserve a Library computer?
-  Have a question or comment?
-  Library News



URBAN FICTION:  
AUTHOR READINGS  
7-9 pm  
Thurs. May 10  
central branch library

mary lou zeigman  
"13"

sharon english  
"Zero Gravity"



# ... after

[HOME](#)[CATALOGUE](#)[PROGRAM/ EVENTS](#)[ASK US](#)[ABOUT MY LIBRARY](#)[MY ACCOUNT](#)[My Life](#)[My Research](#)[My Reading Room](#)[Kids](#)[Teens](#)[Literacy](#)

## Our Voice



### My Listening Room

I am captivated by our new [online audiobook service](#)—I read lots and love to read, but there are many times when I play an audiobook CD and listen to a good story—on a long car ride, or when I need to settle in and finish knitting a sweater for my grandchild, or when I'm

A photograph of a white commercial airplane flying across a clear blue sky. In the bottom right corner, a woman with long dark hair, wearing a red patterned top and a floral lei, is looking up at the plane with a smile. The word "discover" is written vertically in white on the right side of the image.

Imagine the Adventure!  
teen travel fair  
12 - 3 pm, Sat. Feb. 16  
Central Library

with Novacks, Robert Q Travel,  
Cross-Cultural Solutions and UWO


## New Items



[Jennifer : the unauthorized biography](#)

Author: Smith, Sean

[◀ BACK](#)[NEXT ▶](#)

[Subscribe to the full list](#) 

[See all new items lists](#)



# www.londonpubliclibrary.ca/teens/



London  
Public Library

[HOME](#)[CATALOGUE](#)[PROGRAM/ EVENTS](#)[ASK US](#)[ABOUT MY LIBRARY](#)[MY ACCOUNT](#)[My Life](#)[My Research](#)[My Reading Room](#)[Kids](#)[Teens](#)[Literacy](#)

## Teens

[TEEN HOME](#)[ENTERTAINMENT](#)[EVENTS @ LPL](#)[HOMEWORK HELP](#)[I LIKE TO READ](#)

### **SAY DOMINO PLAYS BYRON LIBRARY!**

Thursday, January 24th @ 7:30 pm.

L.O.U.D. Is on the road!

Byron Branch Teen Annex and Say Domino are ready to rock n' roll!

Join us for a night of good times, good tunes and good friends.

» [Login](#) or [register](#) to post comments

### **Looking for a summer job?**

Yes, it is a cold and wintry January but it is not too early to start looking for your summer job. The City of London advertised their 2008 summer jobs last November. Other government postings will be available soon. Many large

### **MAG & NewSpaper Articles**

Our information databases hold thousands of magazine, newspaper and academic journal articles that you can't access on the regular Internet. You may find information that is perfect for your research topic.

Best of all - you can use the information databases 24/7!

[Find out more](#)



MY BODY & SOUL

MY FUTURE

MY WORLD

L.O.U.D.



MyArt



MySpace



TAC



Want to do an effective job search? Why not learn more at ...

### Free Summer Job Workshop!

7-8:30 p.m.

Tuesday January 15, 2008

Central Library

251 Dundas Street

No registration required

Staff from Youth Opportunities Unlimited and Fanshawe Job Connect will be on hand to talk about the career resources and services they offer to assist youth with finding employment.

What jobs will be available for summer 2008? Check out these websites:

» [1 comment](#) [Read more](#)

### New Books!

Kick back in a comfy chair and read one of the Library's new teen books. Check out our new book list by clicking on "[New Teen Reads](#)".

» [Login](#) or [register](#) to post comments

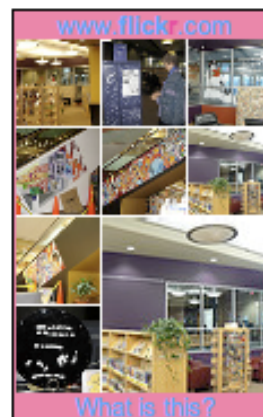
### Welcome to Your New Website

Welcome to our new teen website.

We've rebuilt it to be able to incorporate some new features, like blogs and video. You'll be able to post comments on our blogs and this page by creating a My Voice account. Register to set up your account below.



### Teen ANNEX



TAC has been changing the Teen Annex at the Central Library. See our photos of what's happening in the Teen Annex on [Flickr.com](#). Some library branches are starting **TAC**. Check out the listings and find one near you.

### LOUD videos

Missed the latest LOUD show? Check out the footage of past shows on the website of [mindyourmind.ca](#), our community partners. See dates, locations and bands for upcoming shows - just click on the left LOUD button.

[My Life](#)[My Research](#)[My Reading Room](#)[Kids](#)[Teens](#)[Literacy](#)

## Teens

[TEEN HOME](#)[ENTERTAINMENT](#)[EVENTS @ LPL](#)[HOMEWORK HELP](#)[I LIKE TO READ](#)[MY BODY & SOUL](#)

### Events@LPL

#### Beacock

##### **Teen Advisory Committee: Beacock Branch**

Interested in helping to shape the library's services to teens? If so, we want you! Come to one of our meetings and bring your ideas and opinions. We welcome your ideas to help create a space that you and other teens will find appealing, as well as suggestions for programs, popular books, music and movies, and our Teen Annex website. (Members of TAC can use their time spent on this group as part of their community volunteer hours.) For more information call Rebecca at 519-451-8140.

#### Central

##### **Teen Annex Committee (12-18 years)**

*3-4pm, Wednesdays, Jan. 9, 23, Feb. 13, 27*

Come to one of our meetings! Bring your ideas and opinions about current teen trends and interests to help us create welcoming spaces in the libraries which will appeal to teens. We welcome your ideas for programs, popular books, music and movies, and our Teen Annex website. Members of TAC can use their time spent on this group as part of their community volunteer hours. No registration required.

##### **Poetry Café (12-18 years)**

*7-8pm, Mondays, Jan. 28 and Feb. 25*

### MAG & Newspaper Articles

Our information databases hold thousands of magazine, newspaper and academic journal articles that you can't access on the regular Internet. You may find information that is perfect for your research topic.

Best of all - you can use the information databases 24/7!

[Find out more](#)

[See the list of databases](#)



# Always in Beta

- o Blogs - to moderate or not to moderate
  - personable not personal
- o Book Covers, videos and photographs
- o iCreate
- o Video studio
- o Keep the teens involved. The more involved, the more support, the more the initiative will grow.

# www.myspace.com/teenannex



Male  
18 years old  
London, Ontario  
Canada

Last Login: 26/01/2008

Mood: bouncy 😊  
View My: [Pics](#) | [Videos](#)

## Contacting London Public Library

- Send Message
- Forward to Friend
- Add to Friends
- Add to Favorites
- Instant Message
- Block User
- Add to Group
- Rank User

MySpace URL:  
<http://www.myspace.com/teenannex>



## London Public Library's Interests

### Music

Here's a song by Arcade Fire. Check out [their Cds at the Library](#). Below are some clips from a concert by Harry and the Potets. They came from Boston and performed on Wednesday, August 1st in the Reading Garden at the Central Library to a crowd of over 500 people.

Only one of three Canadian performances. Check them out!



London Public Library is in your extended network.

## London Public Library's Latest Blog Entry [\[Subscribe to this Blog\]](#)

Student Summer Job Postings in London Ontario [\(view more\)](#)

Live concert, food, prizes ... we're having a party [\(view more\)](#)

Author Visit: Mary Thomson [\(view more\)](#)

Indie 2.0: How the web went DIY and pop is killing indie culture [\(view more\)](#)

L.O.U.D. - Cutting Edge Local Bands [\(view more\)](#)

[\[View All Blog Entries\]](#)

## London Public Library's Blurbs

### About me:



We have ... Dance Dance Revolution





## Books

If you'd like to receive an email every month listing some new books and programs at your Library, [subscribe to our monthly Teen Annex newsletter.](#)

### London Public Library's Details

**Status:** Single  
**Here for:** Friends  
**Hometown:** London  
**Zodiac Sign:** [Capricorn](#)

### London Public Library's Schools

<a href="#">THAMES SECONDARY SCHOOL</a> London, Canada Graduated: <a href="#">N/A</a>	2007 to Present
<a href="#">SIR GEORGE ROSS SECONDARY SCHOOL</a> London, Canada Graduated: <a href="#">N/A</a>	2007 to Present
<a href="#">JOHN PAUL II SECONDARY SCHOOL</a> London, Canada Graduated: <a href="#">N/A</a>	2007 to Present
<a href="#">SIR WILFRID LAURIER SECONDARY SCHOOL</a>	2007 to



[View Show](#) | [Create Your Own](#)

The Teen Annex is at London Public Library in London Ontario Canada. We have hundreds of new CDs, graphic novels, dvds and regular books, all waiting for you.

Did you know that you can look in our catalogue (our web database of all our books, music, dvds), find items you want and then "place a hold" to have them sent to the library location nearest you so you can pick them up. We even call you when they arrive - how cool is that?? Explore what we have by looking at the [library catalogue](#)

### Project due tomorrow and can't find info? We can help!

We have the answer. They're called databases.



they have thousands of articles from popular magazines and academic journals



you can't find these articles on the "regular" Internet, only through our website because they cost money



they are free for you, however, once you have a free London Public Library card because we've already paid for them!

[Here's a list of databases.](#)

[Here's how to get a London Public Library card.](#)

If you don't live near London, check out your local public library for databases.

If you need help figuring these databases out, remember that you can visit us in person, call our help line at 519-661-4600 or [email us.](#)

### Who I'd like to meet:

If you live in London and you're between 12 and 18 years old, why not join the Teen Annex Committee?



TAC meets on the last Wednesday of each month from 3 - 4 pm. Members of TAC share their ideas and opinions about current teen trends, movies, music, programs, popular books and our website?

Time spent on this group may be used as part of your community volunteer hours. Register by phone 519-661-4600 or in person at the Welcome Desk, Central Library.

[See these photos of TAC members interviewing a local artist on our flickr page.](#)



# MySpace - always in beta

- Keep your page fresh & maintained - look for new plugins and flashy stuff
- Respond to messages and friend requests promptly
- MySpace manners - show an interest without being invasive
- Respect privacy ex. School links
- It's their space - let them come to you
- Know your audience - emo's



# www.facebook.com

**facebook**

Profile edit Friends ▾ Networks ▾ Inbox ▾ home account privacy logout

Search ▾

Applications edit

- Photos
- Video
- Groups
- Events
- Marketplace
- more

**London Public Library**



Location: 251 Dundas St  
London, ON  
Phone: 519-661-5100

Mon - Thurs: 9:00 am - 9:00 pm  
Fri: 9:00 am - 6:00 pm  
Sat: 9:00 am - 5:00 am  
Sun: 1:00 pm - 5:00 pm

**▼ Fans**  
6 of 33 fans See All



Kevin Moore   Otte Rosenkrantz   Lindsay Sage



Lisa Manax Skikos   Sarah Marienfeldt   Jodi Simpson

**▼ Mini-Feed**  
Displaying 5 stories. See All

Yesterday

 London Public Library created an event. 12:54am  
**Psychology in Everyday life: How to Make it Work for You**  
a unique lecture series by Phd candidates from UWO

**▼ Simply RSS** add

 **My Feeds**

Search ▾

Applications edit

Photos

Video

Groups

Events

Marketplace

more

Advertise on Facebook



## TAC

Global

## Information

## Group Info

Name: TAC  
Type: Organizations – Volunteer Organizations  
Description: teen annex committee

## Contact Info

Website: [www.myspace.com/teenannex](http://www.myspace.com/teenannex)

## Recent News

guitar heros tournament

## Members

This group has 2 members. [See All](#)



KC Van  
Goozen



Rikki Van  
Goozen

[Request to Join Group](#)[Share](#) +

## Group Type

This is a closed group. Members must be invited or approved by an admin.

## Admins

- [KC Van Goozen](#)  
(Gabriel-Dumont) (creator)

[Report Group](#)



Search ▾

Applications

edit

 Photos Video Groups Events Marketplace

▼ more

Advertise on Facebook

## Charity Fashion Show



Feb. 9th - Infusion Fashion Show featuring world famous artist, Omarion and other celebs. Support young cancer survivors.

## New Mentality - London

Global

## Information

## Group Info

Name: New Mentality - London  
Type: Organizations - Advocacy Organizations  
Description: Welcome to the group for the London division of The New Mentality.

The New Mentality, A Youth Engagement project of Children's Mental Health Ontario & The Provincial Centre of Excellence for Child and Youth Mental Health at CHEO.

We increase awareness of mental health by:

- Doing activities
- Holding events
- Creating displays
- Talking to decision-makers
- Sharing our stories

We Believe That:

- Youth offer valuable insight about what programs and services work
- Youth can open people's hearts and minds by sharing their stories
- Youth listen to other youth
- Organizations must create opportunities for youth to be involved
- Adults can be powerful allies to youth

We Believe In

- Fostering adult/youth partnerships
- Being youth-friends and youth-driven
- Being inclusive and open to diversity
- Being action-oriented

[View Discussion Board](#)[Join this Group](#)[Share](#) +

## Officers

Jen Solomon  
Facilitator

Michelle Solomon  
Facilitator

Mindyourmind Ca (no network)  
Adult Ally Organization

Alaina Cyr  
Core Group Member

Leanne Pelissero (UWO)  
Core Group Member

## Related Groups

[www.mindyourmind.ca](http://www.mindyourmind.ca)  
Common Interest - Health & Wellness

# Facebook - always in Beta

- o What's the best way to be present?
- o Keeping it current & personable
- o Privacy - hot topic
  - setting privacy controls





## LondonPublicLibrary

Joined: March 23, 2007

Last Login: 21 seconds ago

Videos Watched: 23

Subscribers: 3

Channel Views: 347

We are a public library system with 16 locations serving over 370,000 people in London, Ontario, Canada. Our videos include highlights from indie teen band concerts in our Teen Annex at the Central Library, stories built on the summer reading program theme for children, book talk and promotional pieces featuring upcoming special events and new services.

Age: 18

Country: Canada

## Connect with LondonPublicLibrary

[Send Message](#)[Share Channel](#)<http://www.youtube.com/LondonPublicLibrary>

## Bulletins (0)

From

Bulletin

There are no bulletins.

[Broadcast a message](#) to all your friends![Book Hooks January 2008 - London Public Library](#)[edit](#)From: [LondonPublicLibrary](#)

Views: 81

## Videos (16)

[Subscribe to LondonPublicLibrary's videos](#)Videos | [Most Viewed](#) | [Most Discussed](#)

Search

[Book Hooks January](#)[Book Hooks](#)[London Public Library](#)

# YouTube - what they want to see

## Wizard Rock at London Public Library



[Share](#) [Favorite](#) [Add to Playlists](#) [Flag](#)

Rate: ★★★★★  
1 rating

Views: 777

Comments: 2 Favorited: 3 times Honors: 0 Links: 5

### Comments & Responses

Show: average (~5 or better) [Help](#)

[Post a video response](#)  
[Post a text comment](#)



From: [LondonPublicLibrary](#)

Joined: 10 months ago  
Videos: 16

[Subscribe](#)

### About This Video

Draco and the Malfoys and Harry and the Potters... [\(more\)](#)

Added: August 03, 2007

Embed

[customize](#)

<object width="425" height="355"> <param name="movie" value="h

Video Owner Options: [Edit Your Video](#)

### More From: LondonPublicLibrary

### Related Videos

Display:



[Harry & The Potters - T...](#)

00:52 From: [asitnick](#)

Views: 54



[Harry and the Potters: ...](#)

02:45 From: [aaronetc](#)

Views: 1,181



[The Wizard of Oz - a Ta...](#)

02:09 From: [slcountylibrary](#)

Views: 3,418



[London Public Library T...](#)

01:45 From: [LondonPublicLibrary](#)

Views: 131



[Wizard Rock in SLC!](#)

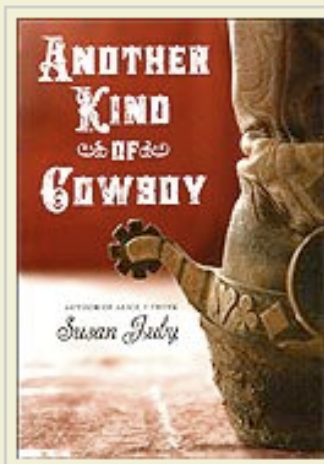
02:10 From: [Vampluvor](#)



# London Public Library - White Pine Blog

THURSDAY, JANUARY 24, 2008

## ➔ Another Kind of Cowboy by Susan Juby



Alex has always been a horse person. There is a funny scene where he pretends his bike is a horse while he is riding in circles in his driveway. When he starts taking lessons at Limestone Farm, he is fascinated by the art of dressage - a poised, elegant style of riding. However, Alex's father wants him to be a "Manly Cowboy". Throughout the story, Alex tries to live up to his father's expectations but he eventually faces the fact that he has to be true to himself.

The story is about much more than just horses. The relationships are very realistic and the snappy writing has Susan Juby's trademark wit and humor stamped all over it.

Posted by London Public Library at 11:10 AM

 [0 comments](#)



## ➔ The Blue Helmet by William Bell



After he gets caught by police during a break-in, Lee is sent off to Toronto to live with his aunt.

## About Me

London Public Library

London, Ontario, Canada

 [View my complete profile](#)



## Slideshow



## Photos of the Teen Annex



# Bringing it all together

- Weave the virtual
- Weave the physical
- Keep it vibrant!
- Keep it fun & flexible
- ALWAYS IN BETA



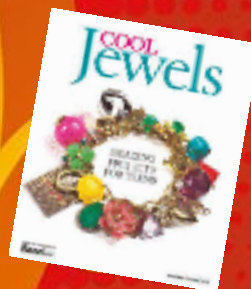
# Is that enough?

NO!

We need relevant collections,  
programs and services

# Collections

- More graphic novels
- Local Indie band cds
- More DVDs
- Relevant non-curriculum based non-fiction; the “All About Me” collection





# Improved accessibility

- Through the catalogue

**Limited to:**

☐ Limit search to items IN LIBRARY

Location: Landon Juvenile, Landon Teen, Masonville Adult, Masonville Juvenile, Masonville Teen

Material Type: ANY, COMPACT DISC, DVD, EASY READER, FICTION

Language: ANY, English, French, German, Italian

Year: After [ ] and Before [ ]

**Sorted by:**

Search and Sort: sorted by relevance

**Go!**

**Catalogue**

Start Over, Place Hold, Export, MARC Display, Return to List, Modify Search, Show Similar Items, Another Search

Search History: [ ]

KEYWORD: white pine View Entire Collection Search

☐ Limit to net.library.ebooks  
☐ Limit search to items IN LIBRARY

41 results found. Sorted by relevance | 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41

Result page: Previous Screen Next Record

**Author:** Choyce, Lesley, 1951-  
**Title:** The end of the world as we know it / Lesley Choyce.  
**Pub Info:** Calgary : Red Deer Press, c2007.  
**Awards:** White Pine nominee, 2008.  
**Canadian:** Author, Canadian.

LOCATION	CALL #	SHELF	STATUS
Beacock Teen Annex	F.Cho		DUE 13-02-08
Byron Teen Annex	F.Cho		DUE 09-02-08
Carson Teen Annex	F.Cho		DUE 19-02-08
Central 1st Floor Teen Annex	F.Cho		DUE 12-02-08
Cherryhill Teen Annex	F.Cho		IN LIBRARY
Crouch Teen Annex	F.Cho		DUE 30-01-08
East London Teen Annex	F.Cho		DUE 02-02-08
Glanworth Teen Annex	F.Cho		IN LIBRARY
Isles Teen Annex	F.Cho		IN LIBRARY

- Labels -- match the words and the brand

Display,  
Display,  
Display!



# Programming

We asked them... what do you want?

The answers were clear:

- “Don’t do what we are already easily doing somewhere else.”
- “We want to do things with our friends.”
- “We are busy! Do it when we have the time.”

# Try, try, and try again

- Movies on the big screen
- Book Clubs
- Open Mic nights
- Creative writing classes
- Express Yourself: art mural
- Make-up workshop





# The Clear Winners

- o DDR
- o Guitar Hero
- o Gaming
- o Wii
- o Battle of the Bands



# L.O.U.D.

London Ontario Underground Dimensions

Local indie bands playing in the Library while  
the Library is open! (inspired by TPL)

We've got groupies!  
We are 'branching' out.



# LOUD Bands





# Harry and the Potters





# The Literacy Connection

## The Literate Locker



# Book Club in a Backpack

- 12 copies of popular and well-reviewed novels
- Accompanying supporting material -- author info, reviews, discussion questions
- Circulates as a 'package' in a backpack



# Teen Extreme Reading Machine

- o Inspired by KPL
- o Planned by our Teen Annex Committee
- o 195 kids! 583,413 pages read!



# Services

- Art display space
- Homework hubs
- DVD viewing stations
- Volunteer opportunities
- Quiet study rooms
- Improved awareness of, and access to, community services





# Teen Annex Committee

- Meet one or twice a month
- Provide input and feedback on all range of programs and services
- Assist with displays, programs, special events
- Promote the Library in their community
- Part of London Youth Council  
and National Youth Week planning

# TAC - tips for success

- o Feed them!
- o Ice breakers
- o Establish ground rules
- o Doing is better than talking
- o Listening is better than talking
- o Have a project
- o Recruit new members regularly
- o Be enthusiastic
- o Treat them as adults, but let them be kids
- o Laugh!







# Branching out

- Central Branch Library was our pilot for the LOLLYPOP program
- Lessons learned have been put into practice with the development of a Teen Annex at each of our 16 locations
- “Wow... we’re getting a Teen Annex too!”
- Space, collection, programs & services
- Branch Teen Annex Committees



# Landon, Masonville and Pond Mills Branches





# Community networking

- Co-sponsor!
- Mindyourmind.ca
- London Youth Services Providers
- National Youth Week
- Child and Youth Network



National Youth Week



London Youth Service Providers  
Enhancing the Quality of Life for Youth





# City's Youth Agenda

Four pillars:

- Youth Connected
- Youth Involved
- Youth Supported
- Youth Celebrated

# Marketing

My Library is...  
*A Rock Show!*



**Alex and Jon**  
**ASPIRING ROCK STARS**

Alex and Jon are members of the 2007 Leave With Me, winner of the 2007 Jack Richardson Award for New Bands of the Year. Leave With Me rocks the Central Branch at L.O.U.D. (London Ontario Underground Disposition) - free entry rock concerts for London teens. Find out more at: [www.myspace.com/leavewithme](http://www.myspace.com/leavewithme)

MY LIFE. MY LIBRARY.



London Public Library  
Relax!

[www.londonpubliclibrary.ca](http://www.londonpubliclibrary.ca)

My Library is...  
*the Ultimate Search Engine!*



**Alison**  
**FUTURE MEDIA MOGUL**

Alison is a busy girl. An Honours B.A. student, Alison might not have time for an in-person library visit but takes advantage of the Library's 40+ online databases and the chance to borrow her books, place holds and download audiobooks online 24/7.

MY LIFE. MY LIBRARY.



London Public Library  
Learn!

[www.londonpubliclibrary.ca](http://www.londonpubliclibrary.ca)



# Try something different

- o Rave cards, not flyers

- o Radio spots

- o Go where they are ...

schools, community centres, the web

- o Use your network

- o Get the kids to help!

# Keeping up the momentum

- Involve staff at all levels; training, planning, etc.
- Keep the kids involved
- Raise expectations and take some risks
- Seize the opportunity
- Build youth services into your Library's operational structure
- Create meaningful metrics
- Get out of the Library
- Advocate and lobby
- Celebrate!



It's hard work,  
but it's worth it!







[julie.brandl@lpl.london.on.ca](mailto:julie.brandl@lpl.london.on.ca)

Coordinator, Children's and Youth  
Services

[lisa.manax.skikos@lpl.london.on.ca](mailto:lisa.manax.skikos@lpl.london.on.ca)

E-Communications Librarian





?