

Where Are All the Teens?

Engaging Young Adult Involvement Through Focalized Programming and Outreach

THE LIBRARY

The Shorewood-Troy Public Library created a teen space called Studio 650, to meet the needs of over 7,000 young adults in the community. Despite the new space, there was a lack of room usage and program attendance. I began an assessment of Studio 650 to determine what steps were needed to increase usage and participation by young adults for both the space and programming offered.

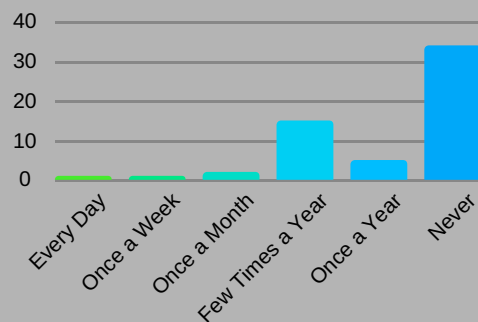


OUTREACH

- Assessment of library department concluded a lack of outreach within local schools.
- Outreach visits were scheduled with three schools to promote Studio 650 and receive feedback through surveys.
- Survey included open-ended and close-ended questions.
- Received 143 surveys from students ages 11-17.

DATA AND DESIGN

Survey results concluded that more comfortable seating, technology, and a welcoming and calming space were sought after in Studio 650, which the library made possible. Results shown below also depict that majority of students surveyed have never visited the library. This has indicated a clear need for outreach to promote Studio 650 and the library as a whole.



*Permission was received for use of photos.

IMPACT

Studio 650 usage has more than doubled from 9 teens when my project began in January, to 50 in April. This comes from a mixture of room usage and increased program attendance numbers. Creating an outreach schedule has been established to continue interacting with, and engaging students in hopes that they continue visiting Studio 650. This schedule will be created by keeping close contact with each school librarian in the community.

The Head of Teen and Adult Services will be hiring a new teen librarian to specifically focus on outreach in the middle and high schools and to create programs requested by young adults.