

RESEARCHING IMPROVEMENTS FOR THE PUYALLUP LIBRARY'S YOUTH SERVICES

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The youth services department of the Puyallup Public library serves the children of the city of Puyallup.
What does the literature say about how their services can be improved?

THE SERVICES AND AREAS FOR IMPROVEMENT



STORYTIME

The opportunity to integrate information concepts beyond craft and vocabulary, like alphabetic awareness, weren't being realized.



AFTER-SCHOOL PROGRAMS

Programs were not being evaluated to determine what was effective and what wasn't.



MARKETING

The marketing and promotion of storytimes and after-school program were limited to posters and announcements on the library website.

RESEARCH METHODS AND ANALYSIS

QUALITATIVE RESEARCH

QUANTITATIVE RESEARCH

INTERNSHIP
CONVERSATION WITH SPONSOR

LITERATURE REVIEW
DEMOGRAPHICS ANALYSIS

NEXT STEPS

IMPLEMENT RECOMMENDATIONS
EVALUATE USING RUBRICS
AMEND AS NEEDED
REPEAT

RECOMMENDED IMPROVEMENTS



LITERACY-BASED STORYTIME

ALPHABETIC AWARENESS THROUGH CRAFTS
INCLUDE NON-FICTION BOOKS
INCLUSION OF STREAM-BASED ACTIVITIES



RESULTS-BASED EVALUATION

AUDIENCE PARTICIPATION
PLANNED GOALS
PLANNED OBSTACLES
TIME-CONSCIOUS



CUSTOMER-FOCUSED MARKETING

PINTEREST ACCOUNT
CUSTOMER-FOCUSED LANGUAGE
FACEBOOK PROMOTION