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

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 programs were limited to posters and announcements on the library website.

RESEARCH METHODS AND ANALYSIS

QUALITATIVE RESEARCH

QUANTITATIVE RESEARCH

INTERNERSHIP
CONVERSATION WITH SPONSOR

LITERATURE REVIEW
DEMOGRAPHICS ANALYSIS

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

NEXT STEPS

IMPLEMENT RECOMMENDATIONS
EVALUATE USING RUBRICS
AMEND AS NEEDED
REPEAT