

**Developing New
Services In Difficult
Times:
A Case Study**



Where we began:

- Established as a separate entity in 1979;
- re-located when library was remodeled in 1991
- Space carved out of the Children's Room
- Adjacent to a very busy, noisy story room
- Above Adult Fiction – sound carried like crazy
- Out of line of sight for YS librarians



Problems:

Space was out of the line of sight of YS librarians (the YA desk was seldom staffed)

Hidden areas created by the shelving units encouraged undesirable activities

Collection layout was confusing for teens trying to locate materials.



There were always small children moving through
And the sound of babies crying

As early as November 2003, we had met with teens and decided what we needed ...

An area planned by and for teens

Materials that are easy to locate and geared to teen interests

Space to socialize and study without worrying about making noise

A safe, secure space

Equipment and space to use and explore technology

Available, trained staff

Places to play, create, and relax.



Goals for a new space:

- *attractive to our middle and high-school age population
- *Easy to navigate materials collection attractive to and specifically geared to teen interests – including movies, audiobooks, music, magazines and books in teen-friendly formats.
- *Allowed for teens to socialize and study in groups without disturbing other patrons
- *Provided a secure space
- *Provided equipment and space for teens to explore new technology.
- *Provided a space that teens could make their own through art displays
- *Accessible staff trained to work specifically with and for teens – able to really get to know the children

NOTE: Wanted to create a dynamic environment that would continue to change and be updated



So how did we do it? Years of patience and planning

- First meetings were in 2003

- First teen focus groups held in 2004

BUT - Our city, like all governmental bodies, is in a cut-back mode. Although enthusiastic and supportive of providing this important, increased service to our local teens, there was no money for funding this project.

So, we turned to private donors – the Salem Public Library Foundation, Friends of the Salem Public Library, and the Salem Public Library Advisory Board



First, we articulated a plan.

Then, after getting board members behind the project:

- Fundraising started in 2007
 - Note particularly large donation of \$15,000 from the employees of Holiday Retirement Centers
- All boards had made their commitments by 2008



NEXT – We needed a space!

-The window of opportunity opened in 2009 the Capitol Community Television station moved out of the basement space in the Library that they had been renting.

- The Technical Services Division agreed to move from their location adjacent to the City plaza, allowing staff to plan for a Teen Library with abundant light (a wall of windows), a separate office for staff and supplies already available, easy access to the bus stop and the Library large meeting room, yet separated from the rest of the library.



To stretch our dollars –

We were able to coordinate with a City asbestos abatement project and a federal lighting grant as we reconstructed the space.

This caused another delay, but was worthwhile.



Once we saw it could be done, the planning began in earnest.

A key part of planning was communication:

- With teens – asking them for input. They put together wish boards to show elements they'd like in the final Teen Scene
- With the support boards – keeping them up to date on the process, on how money was being spent
- With staff, so everyone would be ready for the disruptions inevitable to construction



Finally, construction began ...



And it grew ...



And grew.



Until it
was ready ...













CHALLENGES or THINGS ALWAYS GO WRONG ...

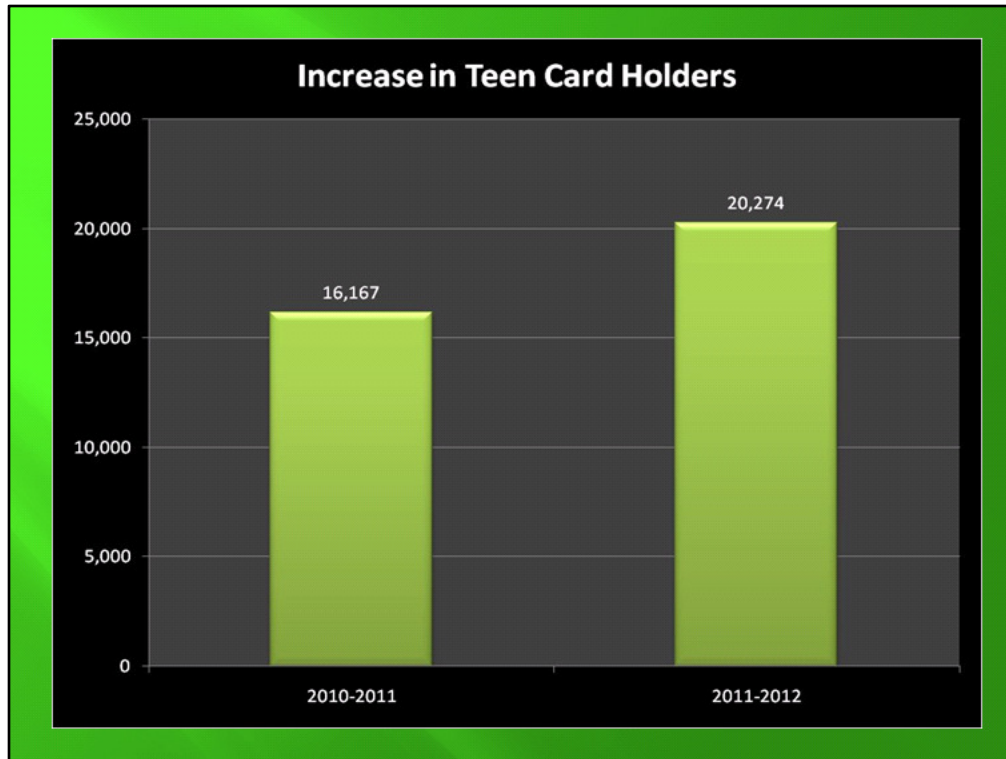
- Funding not enough to allow the Teen Scene to be open the same hours as the library
- Turnover of Teen Librarian position twice during the process

Everyday activities ...



Where are we now?





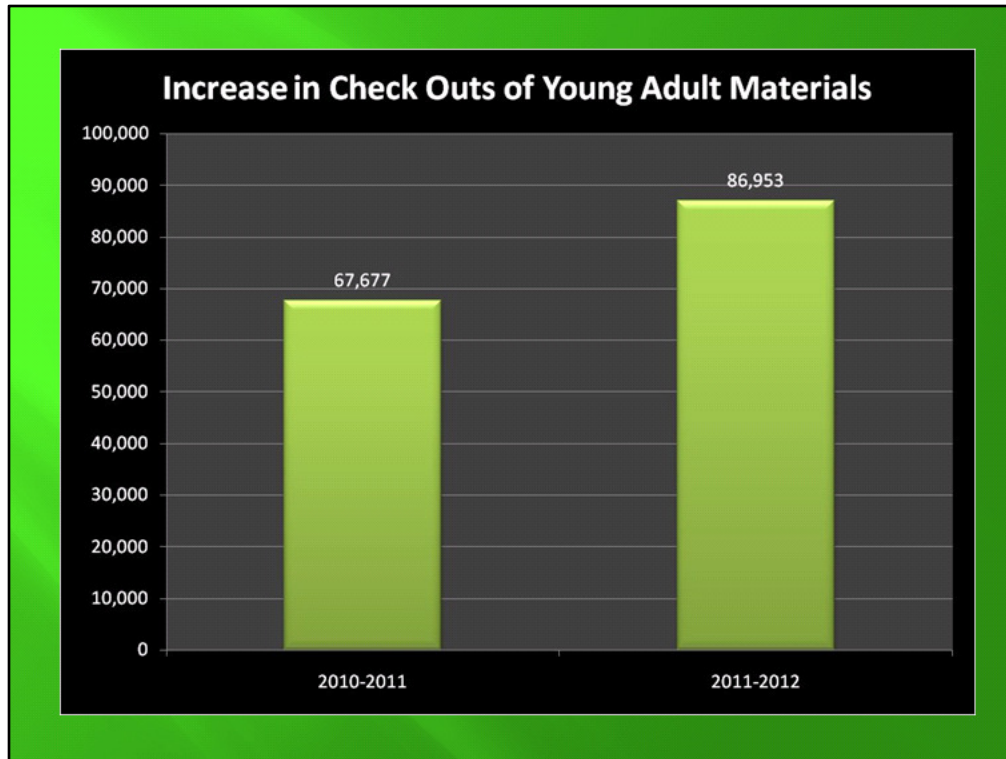
In our first full year of operation, the number of teen card holders (12-18) has increased by 25.4 percent

2010-2011: 16,167

2011-2012: 20,274







Check outs of Young Adult materials increased by 28.5 percent

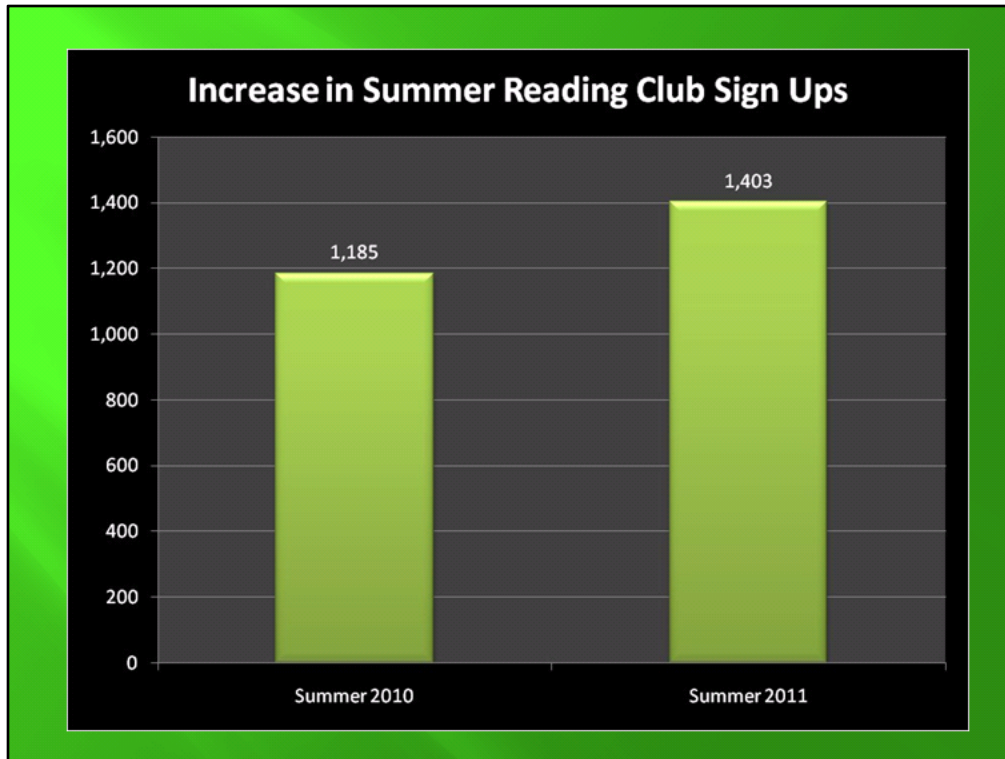
2010-2011 – 67,677

2011-2012 – 86,953





GAMING
(LIBRARY CARD REQUIRED)



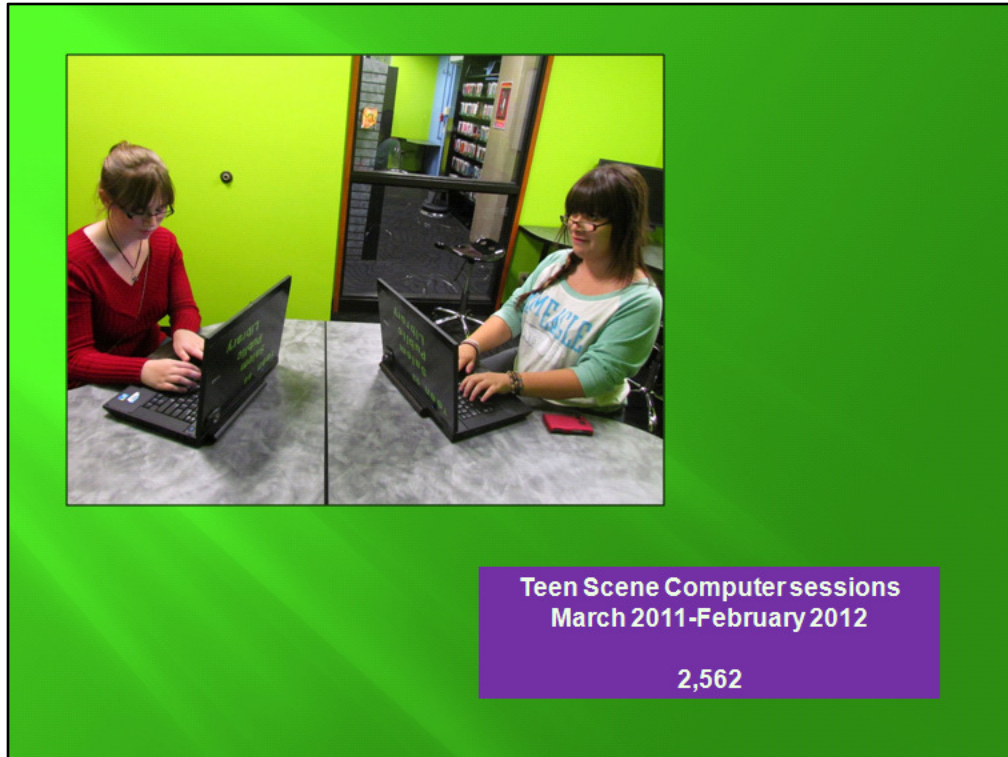
Summer Reading Club Sign Ups increased by 18.3 percent

Summer 2010 – 1,185

Summer 2011 – 1,403

Large graphic novel collection ...





Computer Use

This is a new statistic, as we have not previously had dedicated Teen computers.

Total sessions since the Teen Center opened – 2,562



Special events



Halloween Extravaganza!



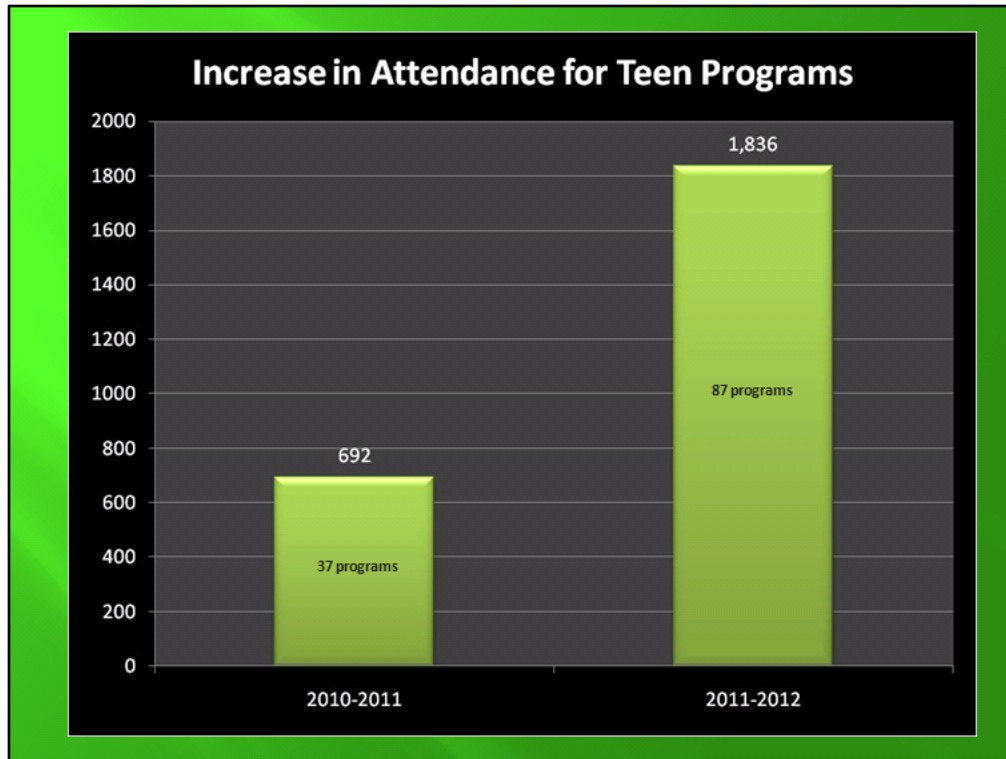
Author Colleen Houck – Live!





60-Second Showdown





Program participation had the biggest of increase of all – it's up 165 percent!

2010-2011 – 37 programs
692 attendees

2011-2012 – 87 programs
1,836 attendees



Pirate-y Things!







We've received lots of media coverage, including this story that ran on the front page of the Sunday edition in January.



What are they saying now?

Other services we've added ...

Grab & Go Collection

Circulating eReaders

Technology Learning
Center



Other services we've added ...

Grab & Go Collection (Friends of the Salem Public Library)

Circulating eReaders (Salem Public Library Foundation mid-year project for 2010)

Technology Learning Center (Gates Foundation)

Transformation Stations



Teen Scene Creation Stations



Transformation Stations (Salem Public Library Foundation)

Teen Scene Creation Stations (LSTA Grant)