IFLA Metropolitan Libraries Section
http://www.ifla.org/VII/s46/index.htm

J. Marin Younker, Teen Services Librarian
The Evolving Library

Why Teen Library Services Matter
Know thy Audience

► It is crucial that libraries know who they are currently serving, as well as their customer of the immediate future.
► This next generation, known by numerous terms, is most commonly called the Millennials.
► In defining millennials, public libraries can then apply their specific needs and wants to library services.
The Millennials

- Born between 1980 and 2000
- Multicultural
- Don’t know a world without the Internet
- Multi-taskers
- Visual
- Collaborative and inclusive
- Comfortable with multiple types of media
How Libraries can serve Millennials

► Obtain input directly from millennials who respond strongly to those respecting their opinions.

► What services do they need in a technology heavy world and how can the public library develop in this changing world outside of traditional library roles?

► Use their tools such as blogging, texting, podcasts etc. to communicate with them and provide content. Don’t wait for them to come to us.

► We’re not limited by the confines of our physical space, but it is a strong part of our identity.

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Teen Spaces

- Libraries are so often associated with their physical spaces.
- Dedicated teen spaces in libraries are essential.
- Teen spaces incorporate collections, seating, computers, display, community information, and more.
Combining Forces

- Partnerships with other community organizations strengthens the role of the library with millennials.
- Join forces with other entities who serve youth in order to coordinate services and avoid duplication.
- Schools, social services, parents, and libraries all have a vested interest in being a part of this generation.
Getting Out the Message

► How are corporations responding to this generation? Look to their lead as they spend billions of dollars every year targeting the buying power of the millennials.

► Mimic the marketing techniques of businesses in reaching out to youth in libraries.

► Public libraries need to change with this generation and solidify an identity so our branding and message to these youth are clear.

► It is important that libraries don’t over-extend and in turn, dilute our message. Do what we do well!

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The Future is Bright

- Know millennials and what they want from the public library
- Tailor our services in this multimedia environment, think outside the box
- Dedicated teen spaces to highlight resources and services
- Build our future with partnerships and learn from the commercial world
- Formulate a strong message and identity