

YOUTH SERVICES NOTES

Week of January 19, 2015

No. 193

Buchanan County Public Library

Itty-Bitty Book Club

The Buchanan County Public Library will be sponsoring a book club during the month of February for girls in grades 1, 2 and 3! The "Itty-Bitty Book Club" will meet each Thursday in February starting at 4:30 pm. The program is free and all girls are welcome. The group will discuss books especially for girls! *Charlotte's Web*, *Junie B. Jones*, and *Judy Moody* will be the featured selections. "Itty-bitty" snacks will be served. For more information about this new book club call the library at 935-5721. — Kathy McNalley 



Hampton Public Library

Kids Run Trains

The Hampton Public Library/Children's Department hosted a Kids Run Trains holiday Program for the community this past Holiday. It was a wonderful display and we also had cookies and apple cider for the families. — Maria Dillon



More pictures on page 3

From PUBYAC

Database Promotion Ideas

Hi everyone, How to you promote your databases to get more usage? Does anyone have a great way they have found to encourage use of the databases for elementary age children. We have excellent resources, we have brochures and have shown lots of patrons how to use them, held classes and still the usage is not what we hope for many of them. If you do have something you have done that has been successful I would love to know. I will compile a list and pass it on in the new year. Thanks! Posted December 17, 2014 by Jill Reigan-Johnson, Assistant Children's Librarian, Mamie Doud Eisenhower Public Library, Broomfield, CO 80020. Here is a compilation of the ideas I received for promoting databases within the public library. Thanks so much for all the suggestions and ideas. I actually have created a flyer for the databases we use in the Children's Library. We created the flyer and also the web page describing the flyer to look the same. This helps when explaining or showing the databases to a patron—we give them the brochure to go along with our explanation. Here is a link to our webpage, which also includes a link to the flyer. Posted January 11, 2015.



<http://www.broomfield.org/index.aspx?nid=1854>

 Could you reach out to your local teachers so they can promote databases for their students' research projects? A lot of kids and parents (and even teachers, maybe!) come in to the library to do homework with a "print sources only" mentality and don't understand the difference between unmoderated internet sources and reliable research databases.

Maybe educating teachers on what you have to offer and even encouraging them to require one database as a source in addition to print sources for student

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Youth Services Notes

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Thanks

for the photos and information!

- ◇ **Kathy McNalley**, Buchanan County Public Library
- ◇ **Maria Dillon**, Hampton Public Library

And, of course —

- ◇ PUBYAC



Dates to Remember

Virginia Conferences

October 21-23, 2015..... Virginia Library Association Annual Conference..... Richmond

National Conferences

January 30–February 3, 2015 American Library Association Midwinter Conference.....Chicago

June 25-30, 2015 American Library Association Annual Conference San Francisco

Online Courses

January 12, 2015–February 21, 2015 Bilingual Storytime and Library Outreach (Katie Scherrer) online

Training

February 6, 2015 STEM Workshop with Science Museum of Virginia..... Franklin

February 13, 2015.....STEM Workshop with Science Museum of Virginia.....King George

February 19, 2015.....Early Reading Instructional Strategies and Resources (VDOE & LVA)Charlottesville

February 20, 2015.....STEM Workshop with Science Museum of Virginia.....Fishersville

February 26, 2015.....STEM Workshop with Science Museum of Virginia..... Lebanon

February 27, 2015.....STEM Workshop with Science Museum of Virginia..... Bedford

March 18, 2015..... Early Reading Instructional Strategies and Resources (VDOE & LVA)..... Richmond

March 31, 2015..... Storytime Share-n-Tell..... Martinsville

Kids Run Trains

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Even more pictures on page 4

Kids Run Trains

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Database Promotion Ideas

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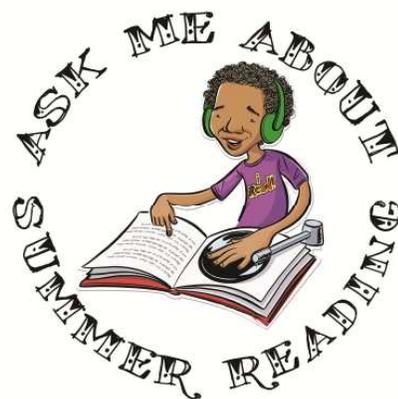
projects could boost your usage and help your patrons see what awesome resources you offer at the library.

🦅 We are trying something new at the Brookhaven Library this winter. We are doing a winter reading program, where the patrons may read a certain number of books OR complete four tasks on our scavenger hunt. What we did was really go through the databases available through our library, and then made a bingo board with things to do or look for, via our databases. For example, one of our activities is to “Find a book using Novelist, and request it at your library”. On the back of the bingo board, we included detailed instructions on how to find each activity and maneuver on the different databases.

🦅 I attended a session at our state's library federation conference recently about promoting databases, and **the main message was promote your databases as a solution to a problem, rather than a research tool**. . . for example, make a flyer or an email that poses some kind of question/problem (“Need biographies for Black History Month?”), and then put links *directly to database articles* to market the solution you're offering.

Curate content from the databases, rather than saying “there's this cool-but enormous and unknown-repository of information”, because even though you say that Biography Resource Center is a great place to look for biographies, people don't necessarily make the connection that when they need an article about Madame CJ Walker, that's where they should go try out the search strategies you've painstakingly taught them. They don't know what's inside the database, so they don't think to look. Show them what's inside by

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**“Read to the Rhythm!”
Summer 2015**

Database Promotion Ideas

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bringing specific articles and content out of it and making the content front and center.

The presenter showed a bunch of mini flyers and email blasts that were all structured that way, with a persistent link to a specific article (which will still require library card authentication to go through to the full content. . . which I must say makes me wonder whether people will actually pull out their card numbers and go through, but that's what she presented). All very eye-catching and graphic-driven, not so much with the numbered step-by-step 'here's how to use the database'.

She also showed a screen cap of a super-duper cool-looking menu for a library system's (I wrote down Salt Lake City library, but I'm not seeing it on their website now) whole selection of resources. . . it was infographic-looking, completely image-based, with little symbols of things like cars that linked to auto repair databases, and iPads that linked to the ebook catalog, and an MP3 player that linked to downloadable music, and so on. It was SOOOO cool, but unfortunately I can't find it anywhere.

Anyway. . . Here's a link to my (cryptic, sketchy) notes from that session if you're interested:

<https://docs.google.com/document/d/1Lk6UDiJVi1d8ni5c5Vla66H0Ecf4na7S6jyMjF2f-dY/edit?usp=sharing>

I just found the presenter of that session I was talking about (Nancy Dowd) on Pinterest! Here's her database promotion board:

<http://www.pinterest.com/libraryaware/database-promotions-in-libraryaware/>

These are the flyers and promotions she showed.

I found a link to Nancy Dowd's seminar on the Florida Library website:

<http://floridalibrarywebinars.org/yes-virginia-you-can-market-databasesondemand/>

 I am doing a database refresher in January and have reached out to the home school population. We have a laptop lab we can set up and I have a PowerPoint I plan to start with that a person from MELSA presented to the staff. I have attached the PowerPoint I am using.

 We did a quarter long program that involved our databases and web sites from ALA's yearly list. Each week we would highlight a database. Interested kids asked at the desk for a question sheet. They would have 5-ish questions to answer, and then would return the question sheet as a drawing ticket. We posted their first names around a printed magnifying glass in the

room on cards that looked like ID tags. These were put in a prominent spot in the room.

At the end of the quarter, we drew a name for the winner of a forensics kit that we purchased from ToysRUs's website. The publicity for the program included a picture of the kit, to help add to interest.

We are a "downtown" branch, and don't have a large group of repeat customers or heavy participation in most programs. Though I can't give you numbers, I do know that participation was pretty steady. Maybe 6 or 7 kids each week. For us, passive programs and "Make and Take" kits seem to work best.

 I have found one of the best ways is to get into the school to do a program there on "great things you can do with your public library card". . . I do mostly teen programs, though. At one school I have done an outreach on plagiarism and proper citation methods every year for several years (a private school) and always use my databases as my 'source for good info', since the school has very limited resources of their own. The librarian at the school loves it, and we always see an upsurge in use for a month or two following my visit.

 Our library system (a NY State entity that helps provide reciprocal services among libraries in several counties) suggested to our Director that we have huge signs printed with a list of the databases on them. The signs have been posted in our Reference Room, but your e-mail made me realize that they should also be posted by or on our Circulation Desk & in my Children's Room.

They are very large, white signs, lightly laminated. I plan on putting those that we get for the Children's Room in a super-prominent location, sort of "in your face". 

I would walk into the Carnegie Library and I would see pictures of Booker T. Washington and pictures of Frederick Douglass and I would read. I would go into the Savannah Public Libraries in the stacks and see all of the newspapers from all over the country. Did I dream that I would be on the Supreme Court? No. But I dreamt that there was a world out there that was worth pursuing.

~ Clarence Thomas ~
U.S. Supreme Court Justice