

Date: April 26, 2012

To: Steve Albers and members of the Board of Trustees

From: David Durante, Judy T Nelson, Customer Experience Managers

Subject: Teens: Summer Reading and Technology

Teens will have a new online way to participate in this year's Teen Summer Reading program. Using gamification, an online gaming technique, our teen customers will be able to earn badges when they read, complete challenges, post book reviews and otherwise join in for summer reading fun. We believe the online portion of Teen Summer Reading will be an effective strategy to engage and create an online community of teen readers. Last year approximately 300 teens participated and we will evaluate how the online portion of the program contributes to the overall participation and satisfaction with the program.

The primary goal of the teen summer reading is to keep teens reading and thereby maintaining or increasing their reading comprehension skills over the summer. Other goals of the programs are to engage teens in self-motivated reading and to create library experiences they value. A side benefit of our experimentation with gamification is the ability to test the effectiveness of this tool for possible deployment in providing other online library services as a method to build community in a new and digital way.

A team comprised of staff from both Youth Services and Virtual Services have brought creativity and technology together in the service team. At the next meeting David Durante and Judy Nelson will be demonstrating this new joint venture.