

M E M O

Date: June 29, 2012

To: Chair Steve Albers and Members of the Board of Trustees

From: David Durante, Customer Experience Manager

Subject: Teen Summer Reading Program

This year marked a new strategy for Teen Summer Reading. Using gaming techniques the Virtual Services Department in conjunction with the Youth Services Department created a way to motivate our teen-aged customers to engage in their communities, to learn and to read. On Saturday, June 23rd PCLS launched the first ever Teen Summer Challenge. In the history of Teen Summer Reading the most participants we have had is around 300, in one week we broke that record and the number of participants continues to climb.

We are seeing a great deal of engagement from participants and we already have 37,222 page views, which is about 25% of the page views of our main website at www.piercecountylibrary.org. The astounding part of this is that this was all done by the 335 participants, which is roughly 2% of the number of people who come to the main website. The average visit time is about 18 minutes, which is 8 times longer than the main website and 25% of the bounce rate of our main website (bounce rate is the percentage of customers who visit our website and immediately leave – a lower bounce rate is a good thing). All this means that customers that come to the TSC website are engaged and exploring, which is all anyone can ask of a website.

The truly amazing statistic is in the user generated content that has come as a result of the Teen Summer Challenge. Over 1000 pieces of content were created by our teen customers in the form of updates, comments and summaries of the work they've done.

Some examples of engagement directly from the website:

Youth League Participation:



[aceninja13](#) posted an update [3 days, 22 hours ago](#)

[#youthleague](#) i joined the fusion inferno team for the second year. we are practicing and have a tournament in august. its really fun and the coaches are great.



[rhoo200](#) posted an update 4 days, 17 hours ago · updated 4 days, 5 hours ago

[#sportingevent](#) we had our last basketball game and i shot the last basketball and that shot made our team undefeatable.

Art:



[olympian1999](#) posted an update 15 minutes ago

[#publicart](#)

The piece i chose was the daffodil sculpture in downtown puyallup.

This piece currently has 39 pieces and is made by Arts DOWntown for the purpose to influence visual literacy.



[socrlvr13](#) posted an update 6 days, 22 hours ago

[#artmuseum](#)

When I went to the Tacoma art museum a saw a very very very big dog made out of metal. The only thing is that it didn't look completely like a dog it looked kind messed up and funny!

As you can see from the comments our customers are active and engaged in their community!

Judy Nelson and I are optimistic that this will be our most successful Teen Summer Reading Programs ever.

Thank you.