Lake County Public Library

Let Your Creativity Bloom

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Think. Create. Grow.

Let Your Creativity Bloom
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Executive Summary

In 1959, the Lake County Public Library became independent from Gary, and developed its own collection and provided its own services. The location was set in Merrillville. Between 1962 and 1968 all of the branches were constructed. The Friends of Lake County, “an independent citizens' organization dedicated to assist in the development of the Lake County Public Library into one of the finest community libraries,” was established in 1978. The LCPL Foundation was formed in 1983, “their mission is to administer funds received and provide a continuing source of income for the library through annual special events such as the Literary Tea and the Read-a-Thon. The money raised is invested and the interest is spent to benefit the library.” Between 1994 and 2013, all of the branches were remodeled or newly reconstructed. The Lake County Public Library System is currently made up of 9 branches.

Cedar Lake Branch
10010 West 133rd Avenue
Cedar Lake, IN 46303
(219) 374-7121

Dyer/Schererville Branch
1001 West Lincoln Highway
Schererville, IN 46375
(219) 322-4731

Griffith Branch
1215 East 45th Avenue
Griffith, IN 46319
(219) 838-2825

Highland Branch
2841 Jewett Street
Highland, IN 46322
(219) 838-2394

Hobart Branch
100 North Main Street
Hobart, IN 46342
(219) 942-2243

Lake Station Branch
2007 Central Avenue
Lake Station, IN 46405
(219) 962-2409

Merrillville Branch
1919 West 81st Avenue
Merrillville, IN 46410
(219) 769-3541

Munster Branch
8701 Calumet Avenue
Munster, IN 46321
(219) 836-8450

St. John Branch
9450 Wicker Avenue
St. John, IN 46323
(219) 365-5379

Mission Statement

“The purpose of the Lake County Public Library is to provide the highest quality informational, educational, cultural, and recreational resources and services to residents of all ages in the Lake County Public Library District.”

Key Ideas of Campaign

Let Your Creativity Bloom is a marketing plan directed at teens that reside in the Lake County Public Library district. It is a campaign that will allow teens and tweens (11-17) in the area to express creativity and learn how to be more creative. This will be done by offering weekly
programs for teens to attend; some examples of programming would be craft nights, do-it-yourself projects, writing workshops, STEM and Makerspace programs. This will also allow teens to be more involved in their community by attending library programs. They will also be able to meet others their age that have similar interests as them. The following will be discussed in the marketing plan: similar marketing campaigns at other libraries, an overview of the community as a whole, an overview of the targeted group, the services that will be provided to the group, the goal of the marketing campaign, promotion, branding, publicity, advertising, and advocacy of the marketing campaign, and finally an evaluation and reflection of the marketing campaign.

Theoretical Foundation

Two marketing campaigns similar to Let Your Creativity Bloom would be Teen Tech Week and Teen Read Week. These campaigns focus on different subjects than Let Your Creativity Bloom, however, all of these campaigns focus solely on teens.

Teen Tech Week

“Teen Tech Week is when libraries make the time to showcase all of the great digital resources and services that are available to help teens succeed in school and prepare for college and 21st century careers.”

Teen Read Week

“Teen Read Week is a national adolescent literacy initiative created by the Young Adult Library Services Association (YALSA). It began in 1998 and is held annually in October the same week as Columbus Day. Its purpose is to encourage teens to be regular readers and library users.”

Similar Campaigns, Programs and Ideas

The article *How Making Makes Us Happy and More Creative* states, “[Psychoanalyst Donald] Winnicott was a strong believer in creativity as form of wellness,” noted Carrie. It’s not just about play and fun, but also the freedom of the mind. Making really facilitates a mindset that is very useful for innovation. ‘The play part and the serious part, when brought together, leads to happiness,’ said Carrie. Preparing and building and using your hands is improvisation and problem solving, failure, resurrection, design. All are various aspects of the process. ‘Making leads to greater creativity in the mind,’ noted Alton.” Creativity allows teens to express themselves positively. Providing programming to teens to express creativity will allow them to be more comfortable and happy with themselves and find new friends who are similar to them.
in the process. In order to start a serious of programs that teens in the LCPL district will be interested in, the nine branches would each have to start a teen advisory board and hand out surveys that would determine the types of programs the library would offer to teens at each branch.

According to the article, *How to Get Teens Fit and Happy Through Collaboration and Creativity*, “Teens are very capable of providing tons of suggestions (on the types of programs they’d like to attend), but we need to narrow down the number of ideas or simplify them in order to have a complete product...By allowing teens the opportunity to build new services, they are not only learning real world lessons (i.e., group work, deadlines, accountability, leadership, etc.) they are creating something that, again, is relevant to their needs and development. Furthermore, by stepping back, and observing this process, we have the chance to re-evaluate how we create our own services and programs as well; by letting go of “the reins” teens and library staff will have a better idea of what it means collaborate. If teens see how vested we are in their growth, they will want to be a part of journey, which is why it’s important to always ask for their input.”

One example of a program that allows teens to express creativity are writing workshops. In the article, *Strategize: Great Ideas for Library Writing Programs*, “Outside Chicago, fourth through sixth graders in the Arlington Heights Memorial Library’s (AHML) Tween Advisory Group (TAG) are also creating fractured fairy tales. Working with members of Inklings, the library’s writing club for teens, the younger students put their own spin on the classic stories—and saw their scenes performed by theater students at nearby Rolling Meadows High School.

‘It was a frenzy of creativity, outlandish suggestions, and laughter,’ AHML teen advisor Alice Son says about the collaboration between the TAG members and the teens. ‘By the end of the hour, each group had come up with a script that was hilarious, quirky, and all their own...’” This is a great example of incorporating the community as well and collaborating with neighboring schools. There are endless possibilities of programming that can be offered to the teens who come to the library, with their help we determine which types of programs they would enjoy most.

**Market Audit and Research**

“The Lake County Public Library System is the third largest library system in the state with a service population of 242,837...The library serves the communities that reside in the school districts of Griffith Public Schools, Hanover Community School Corporation, School Town of Highland, School City of Hobart, Lake Central School Corporation, Lake Ridge Schools, Lake
Station Community Schools, Merrillville Community School Corporation, School Town of Munster, and River Forest Community School Corporation with nine buildings. Lake County is divided into seven independent library districts that serve a population of 487,865 (2015). Since Lake County Public Library participates in the Statewide Reciprocal Borrowing Covenant, library cardholders throughout the county have access to our collections as do other library cardholders throughout the state. The library maintains a close relationship with schools in its district and offers tours, class visits, bibliographic instruction, and digital access library cards for their students. Area colleges and regional university campuses often tour the Merrillville Branch and make use of the library's resources. Through technology, innovative programming, outstanding customer service and a well trained and motivated staff, the Lake County Public Library System continues to adapt and offer its patrons quality library services and resources” (Strategic Plan, 2017).

Analysis

As of the 2015 United States Census, there were 487,865 people, 183,314 households and 210,868 housing units. The racial makeup of the county was 71% white, 25% black or African American, 1.6% Asian, 0.5% American Indian, 0.1% from other races, and 1.8% from two or more races. Those of Hispanic or Latino origin made up 18.3% of the population (The United States Census Bureau). Lake County is considered one of the more diverse counties in Indiana.

Competitors to Lake County Public Library include the Crown Point Community Library, the Hammond Public Library, the East Chicago Public Library and the Gary Public Library which are all located in Lake County but they are not considered a part of the Lake County Public Library System. Other competitors would be considered the local schools in each town of Lake County, since many teens have after school activities and clubs that they attend.

One of LCPL’s main goals as stated in their strategic plan was that they “will support its residents' interest in lifelong learning and recreational pursuits with programs and resources.” One of their objectives is to “Satisfy Curiosity – Residents will have the resources they need to explore topics of personal interest and continue to learn throughout their lives.”

Currently the Lake County Public Library provides the community with STEM and Makerspace programs for children mainly, and only a few teen programs are offered in these categories. There are also some branches that offer craft programs for teens, but not on a regular or weekly basis. LCPL’s current marketing activities include posting all of their programs on their website, where patrons can sign up to attend programs. There are also monthly calendars that are handed out to patrons in each branch; the calendars have the programs that each branch is offering in a given month. Other advertising includes posting programs and information about
services on social media, like Facebook, Twitter, and Instagram. There is also in-house advertising of programs and services that each branch provides. Currently billboards have also been posted in the community in order to entice more people to use library and take advantage of all it has to offer its’ community.

**Environmental Scan**

**Political Factors**

While the rest of Indiana tends to vote Republican, Northwest Indiana, especially Lake County usually votes Democrat. Although not all members of the community vote Democrat, so this diverse political climate can lead to tension in the area. A few of the branches in the Lake County Public Library system are polling places as well, so this can also impact the library.

**Economical**

Tax cuts affected the Lake County Public Library System a few years ago, but in recent years the county tax was raised and the library has seen an increase in tax income that has helped the library greatly, they have been able to spend more money on self-checkout machines, new software for staff and there have been a lot of new employees hired or made full-time in recent years.

Since the Lake County Public Library district covers so many different communities and regions there is a difference in economical income to patrons in different parts of Lake County. The Lake Station and Griffith branches typically serve poorer patrons, while St. John, Dyer/Schererville and Munster typically serve more well-off patrons. These differences of incomes show in many ways between all the different branches and the system has to take economical factors into account.

**Social**

Lake County is a diverse region and the demographics of patrons tend to change depending on which branch or town one visits. There are ESL classes offered at the main branch in Merrillville since there is a higher number of Hispanic population in the area, however there are patrons from other towns that also attend our ESL programs as well.

**Technological**

The Lake County Public library currently offers its’ patrons 101 databases, Wi-Fi and computers at every location, downloadable materials such as magazines, music, books and audio books through Flipster, Zinio, Freegal, Hoopla, and Overdrive.
SWOT

Strengths

- Strong children’s programming with guidelines, rules and high attendance from children and parents
- Great technological advances, such as computers and Wi-Fi offered at every branch
- Many options of Downloadable material available to patrons
- Lake County library card gives patrons access to all 9 locations
- ILL materials available to patrons
- Dedicated employees and adult and teen volunteers
- Wide range of collection materials

Weaknesses

- Lack of consistent teen programming at all locations
- Lack of innovative adult and teen programs
- Departments and branches are often understaffed
- Policies and procedures are outdated
- Staff is often unaware of the correct protocol to take since there is a lack of updated documentation
- Budget for programming is very low
- Lack of outside advertising
- Lack of collaborations with community businesses and organizations
- There is a children’s librarian, reference librarian, and head librarian at each branch, however, the reference librarian does both teen and adult programming, which affects the number of teen programs that can be done affectively at each branch

Opportunities

- Lake County is full of school districts, businesses, parks and recreations, etc. that the library should focus on collaborating with
- Library documentation, policies and procedures should be updated yearly
- Adult programming attendance is low at most branches and new programs should be offered to this age group
- New/young adult (18-29) programs should be offered to the community
- Teen programming should have more focus and there should be a minimum number of programs offered each month
- There should also be guidelines provided for teen programming
Threats

- Both Teen and Adult programming could be stronger
- Downloadable movies and TV shows through Hoopla are under used, most likely due to Netflix, Hulu, and Amazon
- Most patron complaints recently have been about the unappealing calendars that are now being offered to the community, every branch and all of their programs are listed on one giant list and it is hard for patrons to read.
- The Internet/Google hurt the libraries use of databases

Original Data

I would use a survey in order to find out what kinds of programs teens want. An example of the survey can be found in Appendix A at the end of this document. This would be helpful to know how old the teens are that come into the library, which branches they visit the most, what they do in the library, their interests, and their opinions as well. These surveys would be handed out at all nine branches and programs would be created according to the feedback that was received on the surveys.

Market Segmentation

Libraries are a great space for teens to come and hang out whether it’s to do homework, hang out with friends, read or attend programs. Teens can often be found in libraries doing one of these activities; unfortunately many do not attend library programs that are offered. Therefore libraries should be offering teens programs that they would enjoy and like to attend. Programs that allow them to express their creativity and ideas would be a great place to start. This includes, but is not limited to: Teen advisory boards, teen craft nights, do-it yourself projects, writing workshops, STEAM and Makerspace programs.

According to YALSA:

- Approximately 14 million middle and high school students are on their own after school.
- 8 in 10 Americans want all children and teens to have some type of organized activity or safe place to go after school.
- The hours between 3 and 6 p.m. are the peak hours for juvenile crime and experimentation with drugs, alcohol and cigarettes.
- There are more public libraries in the U.S. than McDonald’s restaurants or Starbucks.
• Research shows that as an age group teens (ages 12 – 18) receive the least financial support. Government, philanthropic and non-profit spending directed at teens lags far behind what is invested in children (birth through 11 years) and young adults (19 and up)

In order to keep teens in the library and off of the streets, libraries will need to work with their teen demographic and figure out what types of programs would be most interesting to the group of teens that are in the library. This can be done by talking with the teens, through surveys, and by creating teen advisory boards. Through marketing, advertising and collaborating with schools and other places teens tend to hang out, posters can be posted and teen librarians can go to schools to talk about the programs that the library offers. This will help with attendance numbers of teens in the library.

Service Identification

Let Your Creativity Bloom is a service directed at teens between the ages of 11-17. It will consist of a weekly program where teens will be able to express themselves creatively through innovative programs such as craft nights, do-it yourself projects, writing workshops, STEAM and Makerspace programs. Each of the nine branches of the Lake County Public Library system will be responsible for creating a safe environment for teens to attend an hour long program weekly that will allow them to work beside other teens that enjoy the same activities. There will be programs offered for all types of teens and all types of interests. This campaign will allow teens to express themselves creatively, it provides a safe place to meet after school and it will allow teens to make friends with similar interests. This service would be considered a service development because it would be a new service/program that the library will develop in order to target an existing market segment. Market research (surveys) will be used to determine what types of services teens would appreciate most.

Mission, Goals, Objectives, Actions, Timelines, Budget

Lake County Public Library’s Mission Statement:

“The purpose of the Lake County Public Library is to provide the highest quality informational, educational, cultural, and recreational resources and services to residents of all ages in the Lake County Public Library District.”

Goal 1: LCPL will offer more programs for teens that will offer them the highest quality recreational resources
Objective 1: Require all branches to offer weekly programs for teens

Objective 2: These programs should incorporate the chance for teens to be creative and express themselves

Goal 2: Increase overall teen program attendance by offering weekly programs where teens can express their creativity

Objective 1: Increase attendance of teen participants, a minimum of 8 participants each week

Objective 2: Register a new teen participant that has never attended a program before at least twice a month

Goal 3: Allow teens to play a role in deciding which programs the library will offer them

Objective 1: Hand out surveys that will ask teens which types of programs they would like to attend

Objective 2: Create Teen Advisory Boards at all nine branches, which will allow teens to create, plan, and implement their own programs with the help of the teen librarian

Goal 4: Collaborate with local schools or businesses

Objective 1: Contact schools and offer to drop off information about new programs being offered or talk with students about the programs

Objective 2: Advertise at local businesses where teens work or go after school and advertise the library’s new programs

Product Strategies

- Weekly programs for teens will be offered called Let Your Creativity Bloom
- Programs will be based on what teens interests are per branch
- Teen advisory boards will play a role in deciding the interests in teens, as will surveys
- Each week a new craft, course, activity or program will be offered to teens
- Teen librarians will speak at schools or hand out information about the upcoming programs

Place Strategies

- Let Your Creativity Bloom programs will be offered weekly at all nine branches
- The programs will be held in one of the meeting rooms in each of the branches
- The logo for Let Your Creativity Bloom will be displayed on all promotional items
• The program will be promoted on social media and in-house

**Price Strategies**

• This weekly program will be free of charge to patrons
• Supplies will be purchased through the gift fund of each branch
• Teen librarians will provide an hour of program time and an hour of preparation time each week.
• The teen librarians will provide help to teens who ask for help, but they will also encourage the participants to be creative

**Promotion Strategies**

• School visits/school publicity
• Word of mouth publicity
• In-house posters, bookmarks, flyers will be posted at each branch
• Examples of each week’s programs will be on display at each branch to attract new patrons and allow conversation about the program
• Facebook, Twitter and Instagram will promote each of the branches weekly programs
• After the programs, pictures will be posted to social media to show the community all the hard work and creativity that the teens put into their projects

**Roles and Responsibilities**

The teen librarians at every branch will be responsible for creating, planning and implementing Let Your Creativity Bloom programs at their own branch.

• Cedar Lake- Jon Davis, Branch Head
• Dyer/Schererville- Sarah Schmidt, Teen Librarian
• Griffith/Calumet Township- Katherine Jarzombek, Teen Librarian
• Highland- Sarah Mercier, Teen Librarian
• Hobart- Rachel Bornstein, Teen Librarian
• Lake Station- Peter Lewis, Assistant Teen Librarian
• Merrillville- Heather Castle, Teen Librarian
• Munster- Patty Ferrell, Teen Librarian
• St. John- Kate Gibson, Assistant Teen Librarian

There is also a committee for Let Your Creativity Bloom:

• Carolyn Strickland, Assistant Library Director
• Jon Davis, Manager of Cedar Lake Branch
Budget

Each branch will be allotted a budget of $1000 for the entire year, this means they will have to be thrifty when purchasing supplies for their weekly teen programs. If extra money is needed the branches will be able to use their gift fund with approval from administration. Friends of the Library and the LCPL Foundation will also play a role in funding the program, if available and appropriate.

Communication: The Marketing Mix

The Lake County Public Library website will play a big role in advertising this campaign and its’ programs. It will also be where patrons will register to attend the programs. Events are located at the very top of the website; here patrons can register to attend Let Your Creativity Bloom at
any of the 9 locations. The campaign will also be featured on the front page of the website to highlight all of the programs it will offer to teens in the community. Facebook will be another tool used to promote the campaign; it will be featured as their big event right at the top of their Facebook page. There will also be in-house advertising and advertising at local middle and high schools in the area. The logo, name and theme will always be featured on all promotional advertising.

Promotion

Let Your Creativity Bloom is a campaign directed at teens aged 11-17, it is a weekly series of programs that will allow participants to express their creativity and learn new and fun ways to be creative. The big picture is teaching teens that it is good to show their creativity and learn about new activities that they may enjoy. This campaign will broaden their horizons and be fun and rewarding process for them. The goal is to get teens to ‘Think. Create. and Grow.’ Each branch will have a kick-off program that they will offer the first week of January. St. John’s kick-off will allow teens to create a melted crayon art painting. An example of the flyer can be found in Appendix B and an example of the craft can be found in Appendix C.

Message

Through AIDA the message of Let Your Creativity Bloom can be found.

Awareness- This campaign will make the community aware of it’s’ existence by using publicity materials that will catch peoples eye. Examples of each week’s programs will on display at the circulation desk so patrons will be able to seeing what the library is offering and so they will be able to ask questions about the upcoming program.

Interest and Desire- Teens love to make things and be creative, so this campaign will be right up their alley. In order to get to know exactly what the interests and desires of teens for these
programs are, surveys will be handed out at each branch, so each branch can affectively offer their patrons programs they will be interested in.

Action- The incentives for this campaign will be the craft, project, story, etc. that the teen creates during the program. Teens will be able to take home all of the creations they make or they will have the chance to leave them with the library where they will be put on display in the display case.

Branding

Below is the name, tagline, and logo for the campaign Let Your Creativity Bloom. The font Segoe Script should be used when available and bright colors should be used in promotional materials, especially the colors below in the logo, which are #F422E0, #FD2479, #FD242A, #FDC124, #52FD24, #24FDDB, #24BAFD.

Public Relations

Word of Mouth Marketing

Word of mouth marketing is a great way to get the word out about new campaigns, services, and programs the library offers. For Let Your Creativity Bloom, this is no different. Patrons who attend a program with this campaign will be able to tell friends, family, classmates, and neighbors about the new programs the library is offering for teens to express themselves creatively. Since the programs will be fun, interactive, useful, and rewarding, I think patrons will want to tell others about the program.
Social Media

Social media is also a great way to promote the library and its services. Facebook, Instagram and Twitter will be used to promote Let Your Creativity Bloom. Pictures from previous events offered during Let Your Creativity Bloom will be posted to social media, so the community will be able to see all the cool stuff teens get to make and be a part of creatively. The community will be able to like and share the posts that the library adds to their page about the campaign.

Elevator Speech

Elevator speeches would be most useful to the employees who work the front desk, this includes clerks and librarians. These are 30-60 second interactions with patrons that will allow employees to ‘plug’ Let Your Creativity Bloom. An example is provided below:

Employee: “Hi, how are you today?

Teen: Good. How are you?

Employee: I’m good, too. I saw you are looking at our display for our Let Your Creativity Bloom program. I’m Kate and I run that program here at St. John. Are you interested in knowing more about it?

Teen: Yes, I love arts and crafts.

Employee: That’s great, me too! It is a weekly program offered to teens that can come to the library and express themselves creatively. Each week we offer different activities.

Teen: Like what?

Employee: We paint, draw, write, make, create, and build...the possibilities are endless!

Teen: Cool! Can I sign up?

Employee: Of course!

Publicity

There will be many publicity materials used for this campaign, including: posters, flyers, handouts, bookmarks, displays, brochures, comic strips, etc. Examples can be found in Appendix B-F.
Advertising

Advertising will play a role in this campaign, through in-house, schools and social media. Sponsorships will be used if businesses are willing to sponsor the campaign at a free or low cost. These choices are due to budget constraints within the Lake County Public Library system.

Advocacy

One of the core values of Lake County Public Library as stated in their Strategic Plan was “Responsiveness – The Library actively listens and responds to the expressed needs and concerns of its communities.” Also noted, “The library's vision, mission and value statements underscore the reason for the library's existence. The Strategic plan recognizes community needs and sets goals to meet those needs.” I think Let Your Creativity Bloom is a program series that the community wants and needs and the library listens to the needs and wants of its’ community.

Internal Marketing

In order to prepare staff for this marketing campaign, each branch will hold branch meetings with all employees’ clerks and above. This will allow employees the chance to ask any questions they have about the campaign, and discuss the concerns they have with the campaign as well. The teen librarian will discuss all of the ins and outs of the campaign and let staff know what is needed from them. Suggestions for future programs will be welcome also. All employees will be told when and where the programs will be held and how they will be able to register patrons for the programs. Clerks will be responsible for promoting the campaign through word of mouth with the community, they will be asked to hand out bookmarks to all the teens that come in as well.

Evaluation

The progress of the campaign will be evaluated by keeping statistics of attendees and comparing them to the goals that were put in place for the campaign. An increase in attendance was one of the goals for this campaign. Also a survey will be handed out to patrons to see if they are enjoying the programs being offered through Let Your Creativity Bloom, an example can be found in Appendix G.

Reflection

“The purpose of the Lake County Public Library is to provide the highest quality informational, educational, cultural, and recreational resources and services to residents of all ages in the Lake County Public Library District.” Let Your Creativity Bloom is a reflection of the Lake County Public Library’s mission. It provides high quality recreational resources to teens within the district. With these resources they will be able to creatively express themselves through art,
writing, crafts, activities, and building. It will provide teens with life lessons, fun activities, and useful information they may use in the future. It will also allow them to socialize and make friends with similar interests. I think it is important to give teens an outlet to express themselves creatively and what better place is there to do that than their local library, where they probably grew up checking out books from and using every time they had a paper or project for school. The library provides them with a safe environment to go to after school and this program will give them something to do and they will hopefully enjoy it in the process and learn something from it as well. Teens are interested in crafts, art and making things with their hands and expressing themselves at this age, so this program will be a fresh and exciting change of pace for them when they come visit the library, instead of homework, studying or getting tutored they will just be able to come to the library to have fun, make friends, and create something cool.
Appendix A
Lake County Public Library
Teen Survey

Please take a few minutes to answer the following questions in order for the Lake County Public Library System to offer services and programs that you would enjoy in the future.

Age: ____________

Do you visit the library on a daily, weekly, monthly or yearly basis? (Circle one)

Which branch/branches do you often visit? (Circle all that apply)

- Cedar Lake
- Dyer/Schererville
- Griffth
- Highland
- Hobart
- Lake Station
- Merrillville
- Munster
- St. John

How do you use the library? (Check all that apply)
- To study
- To use the computers
- To attend programs
- To check out books
- To check out DVDs/CDs
- To hang out with friends
- To get tutored
- Other _________________________

Are you interested in the library doing programs on any of the following? (Check all that apply)
- Anime
- Video Games
- Book Discussions
- Graphic Novels
- Study Groups
- Volunteering
- Crafts
- Science Experiments
- Do-it Yourself Projects
- Writing Clubs

What types of programs would you suggest the library offer?

Why do you like the library?
Let Your Creativity Bloom

Thursday, January 4
6:00 - 7:00
At the St. John Branch

Join us for our weekly teen program! Every week we will be offering a new activity for you to express your creativity! This week we will be creating paintings with melted crayons! All materials provided. Please register.
Appendix D

Oh, thanks! That is for our upcoming teen craft. Would you like to register for the program?

I can't wait to tell Tommy about that cool program I just signed up for! Maybe he'll want to come with me!

Woah! What a cool display! Can I make that?

I just signed up for the teen craft program, it looks so cool! Do you want to come with me?

Sure! That sounds fun!
Let Your Creativity Bloom

Think. Create. Grow.

Join us for our weekly teen programs at each of our branches!

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Call for more information or visit us at lcplin.org.

Lake County Public Library
lcplin.org

Cedar Lake Branch
(219) 374-7121

Dyer/Schererville Branch
(219) 322-4731

Griffith Calmet Twp Branch
(219) 838-2825

Highland Branch
(219) 838-2394

Hobart Branch
(219) 942-2243

Lake Station Branch
(219) 962-2409

Merrillville Branch
(219) 769-3541

Munster Branch
(219) 836-8450

St. John Branch
(219) 365-5379
Every month, come to the library and make a different craft that can brighten up your surroundings. This month we will be making quilled paper art.
Appendix G

Lake County Public Library
Let Your Creativity Bloom-Teen Evaluation Survey

Please take a few minutes to answer the following questions in order for the Lake County Public Library System to excel in accommodating patrons wants and needs.

Age: ___________

How many Let Your Creativity Bloom programs have you attended? _______________

Which branch did you visit most to attend the programs? (Circle all that apply)

- Cedar Lake
- Dyer/Schererville
- Griffith
- Highland
- Hobart
- Lake Station
- Merrillville
- Munster
- St. John

What drew you to attend this program? (Check all that apply)

☐ Allows me to be creative
☐ I like making things
☐ I’m artistic
☐ I wanted to make new friends
☐ I wanted to learn something new
☐ It’s a fun thing to do with friends

What did you learn during the program?

What did you like most about the program you attended?

Would you attend another Let Your Creativity Bloom program?

Can you recommend any programs you would like to see in the future?
References

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