MARKETING TO TEENS
Increasing outreach and engagement for young patrons at Lake Station/New Chicago Branch

Strategic Marketing Plan | Peter Lewis, Assistant Librarian
EXECUTIVE SUMMARY

“The Lake County Public Library System is the third largest library system in the state with a service population of 242,837. The purpose of the 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.

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 Public Library Strategic Plan 2017 – 2021).

While successfully serving such a large population within one of the most counties in the state, The Lake County Public Library has established a recognizable brand and marketing techniques that are used systems wide. However, with each school corporation and community, comes different demographics. These marketing strategy aims to introduce you to the demographics of the Lake Station and New Chicago communities. As I elaborate on the different populations within these communities, I will further explain why these demographics need to marketed to differently in order to increase both overall and teen attendance. I will walk you through the Lake Station/New Chicago Branch SWOT and PEST analyses, as well as the market segmentation, marketing mix, and history of the branches. This will further show why the proposed marketing strategy will be successful in bringing more teens into the Lake Station/New Chicago Branch of the Lake County Public Library.

THEORETICAL FOUNDATION


As Phillips elaborates on in the abstract to this article, the usage of social media in promoting library services is under researched. However, in order to reach out to today’s teens, librarians need to access and utilize Facebook and other forms of social media. With using social media comes a new set of responsibilities. Cyber bullying and harassment are all too common on social media. Librarians most facilitate a safe environment while using it to advertise and generate discussion for teens. As I talk about later in the marketing strategy, social media and especially Facebook, will be pivotal for the campaign.


While I was reading through articles about teen programming and marketing, this abstract stuck because of a portion that the authors inserted. They said, “What does the report say? First, it focuses on connected learning. Connected learning is the idea that young people--in this case, teens--learn best by focusing on topics that they are passionate about. For example, a teen will easily learn about Japan because of a personal interest in manga. Libraries have a strong role in connected learning because they can help teens connect to people and resources that support their personal formal and informal learning
interests.” This portion of the abstract helped me formulate the idea of using surveys to gather what interests our teens at the Lake Station/New Chicago Branch have. If we can cater to their interests and learning styles, perhaps they’ll be more inclined to come into the library.


This article provided a foundation to my marketing campaign because it focused specifically on studies that revolved around youth and teen attendance, especially with public libraries that had newer buildings. Since the current Lake Station/New Chicago Branch was built ten years ago in 2007, I wrestled with the idea of whether or not the library is using its space efficiently for teen programming and maximizing its full potential. Although the article didn’t focus as much on this topic, it helped sparked those questions in my head that I wanted to address.

**MARKET AUDIT AND RESEARCH**

The Market Audit and Research of the Lake Station/New Chicago Branch is comprised of many important marketing tools. In this section I will apply the PEST and SWAT analyses, as well as a variety of community surveys to better show how the overall marketing plan applies to the branch.

**Current Analysis of Lake Station/East Chicago Branch**

The current population data of Lake Station shows an estimated total population of 11,952 as of July 1, 2016. Notable demographic information from the population include a Hispanic population of 28.0% of the total, 26.4% of the population being below the age of 18 as of 2010, and a median household income of $39,309 (U.S. Census Bureau, 2016). When considering programming, objectives, and the overall marketing plan, these statistics are taken into consideration.

Children’s programming is pivotal to the branch due to the high percentage of the total population being below the age of 18 and because of the overall success from such programming. However, the teen programming can be improved upon. Current marketing strategies for the library are system wide but with specific marketing geared towards the teens of the Lake Station Community Schools and the River Forest Community School Corporation, the branch can see in overall improvement in teen programming attendance.
Environmental Scan: PEST Analysis

<table>
<thead>
<tr>
<th>Influences</th>
<th>Factors</th>
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| **Political** | • Reciprocal borrowing privileges allow nearby Gary, Hammond, East Chicago and Portage residents to use materials and resources without their tax dollars supporting the Lake County Public Library system.  
• Political instability in neighboring Gary and the closing of branches in the Gary Public Library System, there will likely continue to be increasing reciprocal borrowers.  
• The Lake County Public Library operates with many local township and city governments throughout the system.  
• The Lake County Public Library is run by a Board of Directors. |
| **Economical** | • The Lake Station/New Chicago Branch of the Lake County Public Library operates in the district with the lowest household income.  
• The branch is in a predominantly blue collar neighborhood |
| **Social** | • The current social trend is largely geared towards computer usage, online gaming, and DVD rentals.  
• The reception of the Lake Station/New Chicago Branch among teens as a gathering place for programs and ideas is not well known based on current trends |
| **Technological** | • Current smartphone and device technology makes it easier for patrons to access the internet for information.  
• The Lake County Public Library offers public computers with internet access, Wi-Fi, database, and access to online eBooks and streaming services for those both able and not able to obtain personal devices. |
## SWOT Analysis

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
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<tbody>
<tr>
<td>Staff familiarity with the community and patrons that enter the Lake</td>
<td>Low attendance for teen programming</td>
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<tr>
<td>Station/New Chicago Branch</td>
<td>Lack of program funding</td>
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<tr>
<td>Recognizable in the elementary schools in Lake Station and New Chicago</td>
<td>Outdated program ideas and policies</td>
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<tr>
<td>Children’s programming at the branch and throughout the system</td>
<td></td>
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<tr>
<td>Part of a larger, more recognizable system</td>
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<tr>
<td>Resources, databases, online materials services, and staff availability</td>
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<td>to the patrons</td>
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<td>Large collection available to all patrons in the system</td>
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- Poor recognition in area middle and high schools
- Branch specific marketing
- Aging branch staff that teens struggle to relate with
## Opportunities

<p>| | | |</p>
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<tr>
<td>Two school systems with five</td>
<td>Children’s programming attendance growing into teen attendance</td>
<td>Established summer reading program to engage teens and siblings</td>
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<td>elementary, two middle and</td>
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<td>high schools in the branch’s</td>
<td></td>
<td></td>
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<tr>
<td>district</td>
<td></td>
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<tr>
<td>Newer library facility built</td>
<td>Young population within the district</td>
<td>New staff members at the branch to introduce new ideas</td>
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<tr>
<td>in 2007</td>
<td></td>
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## Threats

<table>
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<tr>
<th></th>
<th>Failure to keep up with current programming and library trends</th>
<th>Growing reliance on technology</th>
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<tr>
<td>Image of the library as being</td>
<td></td>
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<tr>
<td>irrelevant or outdated</td>
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<tr>
<td>Unaffordable technology and</td>
<td>Amazon and Netflix</td>
<td>Staff rooted in traditional ways</td>
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<td>makerspace equipment</td>
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Lake Station/New Chicago Community Survey

In order to gather both programming and overall library performance opinions from the patrons, The Lake Station/New Chicago Branch will make surveys available for the patrons. These surveys will ask perspective program attendees what they have liked in the past and what they would like to see going forward. No budget limitations will be mentioned in the survey. Another survey will ask patrons for their feedback on current library services and collections. This will inquire about the library’s overall performance. Are some services confusing? Could others be made simpler? These surveys will help staff gain a better perspective towards our SWOT Analysis for the branch.

The surveys can be found in Appendix A and B.

MARKET SEGMENTATION: TEENS (12-18)

This market plan of the Lake Station/New Chicago Branch of the Lake County Public Library is aiming to increase teen attendance both in the library and at teen programming. Current observation within the library demonstrate that teen attendance isn’t what it could be, or isn’t as comparable to other branches within the system. This observation could be true for a number of reasons. When the current demographic data from Lake Station and New Chicago is taken into account, we see that the area has the lowest household income. Teens may be working after school and during the summer in order to help provide for their families. Talking with staff members that have worked at the branch for over 20 years, one will also find out that teen attendance has never been what other branches in the system have had.

Another reason for the poor attendance in teen patrons may have to do with the point mentioned in the threat portion of the SWOT analysis. If teens perceive the library to be irrelevant or have family members that take up old library stereotypes, then they won’t likely go to the library. By taking part in school visits, the library can be marketed as a study place, a gathering spot for friends to take part in makerspaces and programs, and a resource to learn about potential colleges. This can help eliminate the idea of the library only being a spot for physical items. Teens, like libraries, want to keep up with the most current trends. This needs to be the message put forth to the teenage population. The Ansoff Matrix below helps illustrate these ideas.
**Market Penetration**

The Lake Station/New Chicago Branch will look to attract current users through the Summer Reading program. By reaching out to the older siblings of the children that take part in the program, staff can tap an already available market. Children can take home an event calendar with current teen programs.

**Service Development**

Based on the results of patron and teen surveys, the library may elect to branch out into more computer based teen programming, like computer coding and computer building.

**Market Development**

A significant number of teens from the two school systems prepare to enter college every year. High school consolers may advise students and provide them with literature, but be completely unaware of the resources the public library offers. By reaching out to these consolers, we not only reach another market, but they may advise students to go to the public library.

**Service Diversification**

Guidance consolers from the local schools may host meetings in the large public meeting room at the public library in order to advise both parents and students to the funding opportunities available for college. Hosting the meeting would be a new service provided to the consolers, while they would bring in a new audience and advise them on the available resources.

**Current Services**

<table>
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<tr>
<th><strong>New Services</strong></th>
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</table>

**Product Growth**

**ABOUT THE LAKE STATION/NEW CHICAGO BRANCH**

The Lake Station/New Chicago Branch of the Lake County Public Library is just one of nine total branches in the system. Before the Lake County Public Library system was founded in 1959, and even for some time after, the Lake Station Public Library was a part of the Gary Public Library system. It wasn’t until later on that the branch broke away to become a part of the Lake County system. The New Chicago branch has a slightly different history. When the Lake County system was founded in 1959, the New Chicago branch became one of the first branches, joining the system in 1962. These two libraries later merged to become the single branch that is there today (History of Lake Station–New Chicago Branch).

A complete history of the two branches can be found at: [http://www.lcplin.org/About/History/Lake-Station-New-Chicago-Library-History.html](http://www.lcplin.org/About/History/Lake-Station-New-Chicago-Library-History.html)

**Mission**

*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* (Lake County Public Library Strategic Plan 2017-2021).
Core Values

The following values influence and guide all aspects of the Lake County Public Library:

**Integrity** – The Library seeks to act with integrity in all its endeavors. The Library acts as a responsible steward of public resources, protects the privacy of its patrons, and seeks to provide the most accurate information through its collections, resources and programming.

**Service Excellence** – The Library strives to provide unbiased, accurate, and outstanding service to all individuals.

**Diversity** – The Library treats all individuals with respect and celebrates diversity in its libraries and its communities.

**Access** – The Library works to provide physical and comprehensive access to its buildings, its collections, and its programming.

**Responsiveness** – The Library actively listens and responds to the expressed needs and concerns of its communities (Lake County Public Library Strategic Plan 2017-2021).

Goals

These are the goals and objectives of the marketing plan:

1. **Goal: Increase teen programming attendance**
   Objective: See an average of 10 teens attend monthly teen programs by December 31st.

<table>
<thead>
<tr>
<th>Date</th>
<th>Strategy/Action Step</th>
<th>Anticipated Outcome</th>
<th>Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 1st</td>
<td>Survey teen patrons on current and prospective programming</td>
<td>Better understanding of teen programming strength and weaknesses</td>
<td>Teen Librarian</td>
</tr>
<tr>
<td>August 1st</td>
<td>Discuss the results at monthly adult and teen services meeting</td>
<td>Generate discussion about potential teen programming and gather suggestions from other librarians</td>
<td>Teen Librarian</td>
</tr>
<tr>
<td>October 1st</td>
<td>Schedule new teen programs</td>
<td>Increase attendance for teen programming</td>
<td>Teen Librarian</td>
</tr>
<tr>
<td>December 31st</td>
<td>Compile statistics from previous teen events</td>
<td>Find measurable improvements in teen attendance</td>
<td>Teen Librarian</td>
</tr>
</tbody>
</table>
2. **Goal: Increase the amount of offered teen programs at the branch**
   
   Objective: Increase the amount of monthly teen programs at Lake Station/New Chicago Branch from 1 to 4 by November 1st
   
<table>
<thead>
<tr>
<th>Date</th>
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<td>Better understanding of teen programming strength and weaknesses</td>
<td>Teen Librarian</td>
</tr>
<tr>
<td>August 1st</td>
<td>Talk to other teen librarians about successful teen programming that they’ve had</td>
<td>Establish contacts and resources for outside groups and new programs</td>
<td>Teen Librarian</td>
</tr>
<tr>
<td>September 1st</td>
<td>Call and visit outside groups and organizations that would be interested in hosting a program at the library.</td>
<td>Offer fresh perspectives on programming and fill weekly programming slots</td>
<td>Teen Librarian</td>
</tr>
<tr>
<td>November 1st</td>
<td>Begin offering weekly instead of monthly teen programs</td>
<td>More programming generating higher teen interest</td>
<td>Teen Librarian and community</td>
</tr>
</tbody>
</table>

3. **Goal: Create Teen Advisory Board.**
   
   Objective: Establish a teen advisory board with two students from each middle and high school in the Lake Station/New Chicago Branch district by December 1st.
   
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>September 1st</td>
<td>Attend Lake Station and River Forest middle and high schools at the beginning of the school year to create interest</td>
<td>Receive interest from those that want to attend Teen Advisory Board Meeting</td>
<td>Teen Librarian</td>
</tr>
<tr>
<td>September 15th</td>
<td>Host a meeting discussing and developing strategies and goals for the board</td>
<td>Begin to paint a picture about how the committee is going to generate interest in the teen community</td>
<td>Teen Librarian and board members</td>
</tr>
<tr>
<td>October 15th</td>
<td>Participate in school and community events, advertising teen programs and services</td>
<td>Gather interest from teens and see higher attendance in teen programs</td>
<td>Teen Librarian and board members</td>
</tr>
<tr>
<td>December 1st</td>
<td>Hand off responsibilities and meetings to the Teen Advisory Board</td>
<td>Have a reliable group that actively participates at school, community events, and hosts meetings</td>
<td>Board members</td>
</tr>
</tbody>
</table>
Budget

As most of the work required for these goals won’t require any money, the budget will be relatively small. The only proposed budget for this marketing plan will come in the form of a programming budget. As the Lake Station/New Chicago Branch will be looking to increase their teen programs to four per month, the library is asking for a monthly budget of $200. This would allot, on average, $50 per week in order to buy food, supplies, or other mandatory goods.

COMMUNICATION: THE MARKETING MIX - “TEEN TAKEOVER”

Promotion:

The emphasis of the marketing mix will center around the slogan of “Teen Takeover.” This message will be in branch advertising, social media posts under #TeenTakeover, and on flyers and survey’s. The slogan revolves around getting teens more active in their public library. This is not only for increasing general attendance statistics in the library, but getting teens to actively participate in programming and share ideas about what they would like to see happen in the library. This can be reflected by the Teen Advisory Board and through teen ambassadors in the schools. At the end of the marketing campaign, the library is going to host a raffle in which teen participants can win a new Kindle Fire. Teens will receive a raffle ticket each time they either attend a teen program or use the hashtag #TeenTakeover on their social media sites. Teens can log on to a computer at the library and show a librarian their post in order to receive a raffle ticket.

AIDA:

Awareness – The Lake Station/New Chicago Branch will start to advertise programs and teen happenings at the library on their Facebook page and Twitter with the hashtag #TeenTakeover. This hashtag will also appear on the TV above the circulation desk which advertises for programs. The survey about teen programming will also compliment this awareness campaign. Teens will be encouraged to post program ideas on the branch Facebook and Twitter page followed by the hashtag.

Interest and Desire – Here, library staff, especially the Teen Librarian, will evaluate the responses from the survey. Will the responses warrant a complete overhaul of current program ideas or do they need to be marketed in a different way to gather teens’ interests? The Teen Librarian will work closely with the Teen Advisory Board in order to make promotional videos to post on the branch social media pages. The branch will also work with the system’s Marketing Manager in order to see how many times social media posts are being viewed and if teens are replying or forwarding them to friends.

Action – The end of the year raffle will continue to be advertised and pushed. By emphasizing that the only way to win is by attending and using the hashtag, the branch will hopefully see increasing participation. The Teen Advisory Board will be tasked with promoting events at their schools and generating interest among teens. By using the surveys and responding to program suggestions with the
hashtag, teens will see that the library is listening to their suggestions and engaging them in the discussion.

**Branding:**

The Lake County Public Library system already has a well established brand. It’s recognizable within the community and appears on the website and within advertisements to the public. However, as mentioned above, engaging teens takes more action. It takes a stronger social media presence and something techniques that are growing more popular. That is why the Lake Station/New Chicago Branch is electing to use the hashtag #TeenTakeover and the slogan: Engaging Today for a Better Tomorrow.

**Public Relations**

The public relations strategy for the Teen Takeover marketing plan will largely revolve around social media, word of mouth marketing, and virtual content communication.

1. **Social Media**
   The Lake Station/New Chicago Branch will heavily engage in social media and seek to reach teens through these channels. Facebook posts, like the one listed in Appendix C, Facebook live, Tweets, and Instagram will be used to promote events, happenings, and the raffle. The Teen Advisory Board will also post new information after meetings to further engage teens with new ideas.
2. **Word of Mouth Marketing**

Word of mouth marketing can be a tough PR method if there are few interested teens that enter the library in the first place. This is why the Teen Advisory Board is so important. The teens who participate on the board will be a pivotal piece in advertising teen library events and resources. They can talk about these activities during class, during lunch, or at practices. There is no better way to spread the word than for other teens to hear about the happenings at the library straight from other teens.

3. **Virtual Content Communication**

On top of social media posts, which limit the teen librarian to a specific number of characters, a teen blog will be linked from the branch webpage. This blog is another avenue for reaching out to teens. It allows the teen librarian to elaborate as much or as little as they think necessary. This will not only be a great way to advertise about upcoming programs, but it will give teens a great place to respond. This can also double as a discussion forum and allow teens to voice their opinions about a specific post or what they think will be most successful at the library.

**Publicity, Advertising, and Advocacy**

The Lake Station/New Chicago Branch will publicize its marketing campaign both in print and electronically. Print items will include flyers about the hashtag campaign and the raffle and upcoming teen events. The electronic publicity will likely be most aggressive. Through our social media presence and blog, we can post pictures from previous events, interviews with teens about programs they’ve attended, posts about the happenings of the Teen Advisory Board, Facebook live guest speakers and publicize events through quick videos.

Advertising will play a large role in the marketing campaign because it is largely based around getting teens more active in the library. Teens will only become more active if they are aware of what is happening in the library and feel as if they have an input as to what goes on. This is why frequent updates through social media will be present and schedules for upcoming programs will be published online and in print.

This, of course, will tie in to a broader advocacy program system wide. Staff from the Lake Station/New Chicago Branch will be able to share what was most successful from the marketing campaign and be able to inform staff members at other branches about how to increase teen participation. Low teen attendance is not just an issue at the Lake Station/New Chicago Branch. Staff will also be able to share contact information to performers, guest speakers, and organizations that had success. Perhaps they will be able to offer adult and children’s programming on top of teen programming. This will also warrant success marketing and advertising techniques.
INTERNAL COMMUNICATION STRATEGY

The staff that will largely be responsible for carrying out this marketing plan will be the Teen and Children’s Librarian, as well as the branch head. Before the campaign kicks off, a branch meeting will be held with staff so that everyone can go over the campaign and ask any questions that they may have. Examples of all the flyers, advertisements, and social media avenues will be addressed. Staff will be shown where these flyers are kept in case teens inquire about programs.

The surveys will be kept at the circulation desk with more copies able to be printed from the library’s server. Staff will be informed that they should promote the survey to all patrons but especially to teens. The actual blog and social media posting will be reserved for the Teen and Children’s Librarians. As information becomes available and events scheduled, they will email the staff at the branch to inform them about the happenings and if there is any other information they are to become aware of.

CAMPAIGN EVALUATION

The success of the campaign will be evaluated by the teen programming statistics and through observations by staff at the branch. As stated earlier, we would like to see an increase of teen programming attendance to an average of ten per program. To determine this, the Teen Librarian will add up the attendance of teens from once the marketing campaign is launched and new programs are initiated. The total number of teens will then be divided by the amount of programs from that point until the end of the year. If the attendance is around eight to ten teens per program, then that portion of the marketing campaign will be considered a success.

Another way in which the staff will gauge success, is by observation and social media statistics. If a general increase of teens is noticed within the branch, then that the marketing campaign will also be seen as a success. Blog views, Facebook posts, retweets, hashtag usage, and Facebook Live views will also be taken into consideration and be considered a large factor into any success.

REFLECTION

As an Assistant Librarian and staff member in a public library, the library’s services and success largely depend upon its staff members. If the community isn’t aware of programming, materials, resources, and services, then why would attendance be high? If current programming ideas are outdated and aren’t adjusting to technological advances, then why attend?

This marketing plan challenges those questions by providing a new way to attract the public library’s historically lowest attended demographic, teens. It may be that the communities of Lake Station and New Chicago don’t foster or accept the image that the library is trying to adapt in to. However, by addressing these changes and promoting through social media, I think a large demographic can be reached that hasn’t been before.
Teen Programming Survey

1. Overall, how satisfied are you with the library’s previous teen programming?
   - Very satisfied
   - Somewhat satisfied
   - Neither satisfied nor dissatisfied
   - Somewhat dissatisfied
   - Very dissatisfied

2. Which of the following words would you use to describe our current teen programming? Select all that apply.
   - High quality
   - Useful
   - Creative
   - Interesting
   - Impractical
   - Unimaginative
   - Outdated
   - Poor Quality

3. How many programs have you attended in the previous year?
   - None
   - One or Two
   - Two or Three
   - Three to Five
   - More than Five

4. List any programs that you would be interested in attending in the future.
   1.
   2.
Library Collection and Services Survey

1. How often do you go to The Lake County Public Library (any branch)?
   - Everyday
   - 2-3 times a week
   - Once a week
   - Once every couple of weeks
   - Once a month
   - Less than once a month

2. How often do you access The Lake County Public Library’s website?
   - Everyday
   - 2-3 times a week
   - Once a week
   - Once every couple of weeks
   - Once a month
   - Less than once a month

3. How often do you access online databases from The Lake County Public Library’s website?
   - Everyday
   - 2-3 times a week
   - Once a week
   - Once every couple of weeks
   - Once a month
   - Less than once a month

4. What other services do you use from the Lake County Public Library’s website?
   1.
   2.
   3.
5. Are you satisfied with The Lake County Public Library’s physical and online collection?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied
Teens! Be sure to attend today's program at the Lake Station-New Chicago Branch of the Lake County Public... We will be coding using the software codesters #TeenTakeover
APPENDIX D: Teen Programming Online Calendar

**Teen and Tween Craft - Duct Tape Water Bottle Holders**
- Location: Lake Station-New Chicago - Large Meeting Room
- Date: Thursday, June 22
- Time: 2:00pm - 3:00pm
- Ages: TEENS (12-18)
- Type: ARTS AND CRAFTS

Teens and Tweens are welcome to join us for a craft!

【Register】

**TEENS Tie-Dye Shirts**
- Location: Lake Station-New Chicago - Children's Program Room
- Date: Thursday, June 29
- Time: 2:00pm - 3:00pm
- Ages: TEENS (12-18)
- Type: ARTS AND CRAFTS

Bring your own cotton t-shirt to tie-dye!

【Register】

**Teen and Tween Gaming: Ages 10-18**
- Location: Lake Station-New Chicago - Large Meeting Room
- Date: Thursday, July 6
- Time: 2:00pm - 3:00pm
- Ages: TEENS (12-18)
- Type: GAMES AND HOBBIES

Teens and tweens are invited to play video games on the Wii and board games. Snacks provided.

【Register】

**LEGO® - The Indy 500 LEGO® Race**
- Location: Lake Station-New Chicago - Large Meeting Room
- Date: Saturday, July 8
- Time: 2:00pm - 3:00pm
- Ages: TEENS (12-18), SCHOOL AGE (5-11)
- Type: GAMES AND HOBBIES

Build your own LEGO® car and then race against your friends to see who is the fastest! Bring your friends but please leave your own LEGOS® at home. Please Register.

【Register】

Retrieved from [http://events.lcplin.org/events](http://events.lcplin.org/events)
Teen Advisory Board

Lake Station/New Chicago Branch of the Lake County Public Library

Join us for a unique opportunity to represent both your community and your peers. The Lake Station/New Chicago Branch Library’s Teen Advisory Board is having an informational meeting about starting a Teen Advisory Board to help create and promote new teen programming.

Where: Lake Station/New Chicago Branch Library

When: September 15, 2017

Time: 6:00 – 7:00 P.M.
Works Cited


