

UHLS Youth Services Advisory Council

December 9, 2022

Virtual 10 - 11am

Book Review open 12/12 at 9am

Attendance (Zoom 10): Mary Fellows (UHLS), Amy DuBrey (UHLS), Suzanne Cardinal (NASS), Jane Chirgwin (RENS), Lee Ackerman-Sawyer (WSTR), Lisa Fesmire (VOOR), Amy Caccia (VAFL), Rose Stuart (COLN), Kathy Stempel (BERN), Mindy Fowler (SNLK)

UHLS updates

- 1KBBK books- Mary will be sending each library books that may be used as prizes for patrons participating in this program or in any other way. Please contact Mary if you need assistance in setting up a 1KBBK program at your library.
- GOATS Tuesday April 18 at EGRN. Mark your calendars!
- YSAC Best books in person – January 5, 10 – 11:30
- [Big Blue Blocks](#)- Mary is considering purchasing these blocks for libraries to borrow. Stay tuned for more information!
- [Hiveclass](#): A digital encyclopedia that features short-form videos to help kids learn fundamental skills in a wide variety of sports. Mary is arranging a trial. Information to come in email shortly.

Highlights of the [Book Review](#) list:

- [A Library](#) by Nikki Giovanni
- [Murry Christmas](#) by E.G. Keller
- [The Ghosts of Rose Hill](#) by R.M. Romero
- [Brothers In Arms](#) by Susan Hood
- [Going Places](#) by Tonya Bolden
- [Maya's Song](#) by Renée Watson

Good to share!

From Rose at COLN: Some great storytime books!

- [This Is a Ball](#)
- [Did You Take the B from My Book?](#)
- [Don't Feed the Coos!](#)

Trends for 2023 and group discussion about how to bring them into our libraries

Ideas from: [3 Emerging Play Trends for the Baby & Kids Industry](#)

[2023 Trend Check](#)

[The Biggest US Consumer Trends for 2023 - A Marketer's Guide](#)

[16 Marketing Trends and Strategies for 2023 • Asana](#)

<https://meetglimpse.com/trend/postermywall/>

Comfort and Cocoon (addressing mental health, comfort and boundaries)

- Playspaces with spaces for quiet within and separate from group
- Fabric cocoons like [this](#) or a [Sensory Swing](#)
- Soft, huggable things in playspace
- Stress balls and other fidget toys
- Therapy pets

Outdoor Discovery (adventure, exploring nature)

- Outdoor play spaces with found and natural materials
- Mock geo-casche
- Mock archeology dig
- Partnerships with places such as The Emma Treadwell Center and The Mohawk-Hudson Land Conservatory (nature walks, bird watching etc.)
- Outdoor discovery kits
- Hiking backpacks for kids and adults (with trail guides, first aid kit etc.)
- Amazing Race program for Teens (contact Suzanne at NASS to borrow her clues!)

Digital Driven Design (a more modern aesthetic to showcase the library)

- Making Marketing material more on trend
- Use of Canva - many videos as well as great graphics

Map drawing

- Hold a program on map drawing and/or map reading
- [Fantasy Maps](#) on TikTok using beans
- D and D mapmaking
- Mary adds- Use food! She once made a map of South Dakota with frosting!

Magnet fishing (Searching in outdoor waters for metal objects that can be pulled up with a strong magnet. Combination of environmentalism and treasure hunting!)

- [Kits available](#) on [brutemagnetics.com](#)
- Have a local enthusiast in to present

Focus on community (How can we not only focus on community, but making people aware that we offer community?)

- Collaborative Community Art Work
- SRP 2023 Theme “All Together Now” as marketing campaign:
 - All Together Walking
 - All Together Singing
 - All Together Gaming...etc.

Customization is important (One size fits one!)

- Market “Book Bundles” as a customizable service for kids and tweens/teens. Add a simple bookmark saying something like “Put together by Miss Amy for Jacob” or “Just for Emma from Your Favorite Librarian Lisa”
- Have Take and Makes and Crafts be more process focused instead of production focused
- Offer picture book bundles for busy parents who fill out a profile for their child

Make sustainable choices more manageable

- Buy more wooden or eco-friendly toys
- Market donating a book to the library in someone’s name as a gift instead of plastic toys
- Avoid buying short-lived plastic things for SRP prizes (why not go prizeless?)

Your work skills/the skills you look for in new hires

- Build your own soft skills to be more marketable and a better employee now

- In an increasingly automated world, look for more “humane” qualities in new hires - friendliness, compassion, creativity and critical thinking.
- Normalize talking about taking time off to decompress
- Be a good example at taking scheduled breaks

Wellness (mental and physical are equally important)

- Libraries are in a place to bring wellness helps to the community through programming: yoga, nutrition, bullet journaling for example

Accessibility is the new social justice frontier

- Invisible disabilities- don't assume you know
- Offer choices (stairs, elevators, etc) to everyone; don't pre-make someone's choice based on what you perceive
- Have different behavior expectations for different groups of people

Choice Relief (Too many choices is overwhelming)

- Focused displays
- Staff picks
- New now
- If you liked _____ you might like _____ or Fans of _____? read _____!

Fun as the ultimate fear antidote (Fun is the #1 value for Gen Z!)

- Check out HasbroPlus (app). and make yourself into an action figure. Might be an awesome teen prize for SRP!
- Bad Art night (Jane at RENS had) or Bad Program” series for teens and tweens:
 - Bad Art
 - Bad Bakes
 - Bad Librarians
- Nailed It! copycat program (Jane at RENS had)
- Cooperative play games

[ARC'S Available!](#)

<http://reports.uhls.org/cgi-bin/staff/arc.pl>

(These ARCs cannot be added to your collection in any way.

By requesting ARCs, you are agreeing to give them to your kid, tween, or teen readers.)

Upper Hudson Youth Services

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