She created the decks!! Thank you Rachel!

WebJunction Production Team

Betha Gutsche
Chrystie Hill
Jennifer Peterson
Kendra Morgan
Michael Porter
Rachel Van Noord
Sharon Streams
Zola Maddison

Thank you Rachel!
How Battledecks Work:

• Each presenter will be given 5 minutes to present 12 slides.
• They have not seen the slide deck before today.
• Attendees will judge the presentations based on a set of criteria.
• You are encouraged to use chat during the presentations.
• There is a slide from one of the conference presentations in each of the decks!
Criteria for Judging

• Believability, humor, and integration with conference theme.
• Ease and presence in online conferencing tool, engaging the audience.
• Presentation flow with minimal pauses or stammering, and getting through all of the slides.

Be sure to take notes during each presentation to review when voting!
Welcome, Battledecks Presenters!

**Angie Manfredi**
Head of Youth Services for the Los Alamos County Library System

**Toby Greenwalt**
Virtual Services Coordinator for the Skokie Public Library

**Michael Sauers**
Technology Innovation Librarian for the Nebraska Library Commission

**Janie Hermann**
Public Programming Librarian at Princeton Public Library
Presented by Toby Greenwalt

Serving the 21st Century Patron

BATTLEDECKS - 1
self-directed
lifelong learning
Community Partnerships

From Kim and Rob’s presentation
i. am. high. on. creative. thoughts.
Nix the negativity

Photo by duncan: http://flickr.com/photos/duncan/11298374/
Two-thirds did not know what they wanted before they arrived. Since patrons may not come to the library with a specific “need,” we have an opportunity to appeal to their “wants.”
Teacher

Mentor
customized, on demand audience experiences
5 Tips for serving the 21\textsuperscript{st} Century Patron
Battledocks - 2
Serving the 21st Century Patron

Presented by Janie Hermann
Integrating 21st-century skills
expands the vision
audience engagement
5 Tips for serving the 21st Century Patron
Fewer than 10% of patrons age 14-24 visited the Books section

The Percentage of Patrons in Each Age Group Who Visit Each Section Type

The Future

The Past

- <14 [n=11]
- 14-17 [n=12]
- 18-24 [n=111]
- 25-34 [n=48]
- 35-44 [n=76]
- 45-54 [n=63]
- 55-64 [n=52]
- 65+ [n=51]

- Audio Visual (all)
- Books
- Computers
- Desks
- Interactives
- Public Areas
- Rooms
- Services
Current recession has increased community needs.

From Martha and Audrey’s presentation
vibrant, relevant institution
BUT
i.
AM.
NOT.
CREA-
TIVE.
holistic approach
Serving the 21st Century Patron

Presented by Angie Manfredi
Library cards are about as prevalent as credit cards. Two-thirds of Americans have a library card. For many young people, the first card in their wallet is a library card.

GETTING MY LIBRARY CARD WAS LIKE CITIZENSHIP; IT WAS LIKE AMERICAN CITIZENSHIP.

-OPRAH WINFREY
go big...
or go home.

http://flickr.com/photos/furnari/8583122/
5 Tips for serving the 21st Century Patron
Eat your own dog food
library

oprah
**Past Library Use—by Age of U.S. Respondent**

How much has your personal library use changed over the last three to five years?

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased</td>
<td>24%</td>
<td>35%</td>
<td>33%</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>About the same</td>
<td>45%</td>
<td>39%</td>
<td>44%</td>
<td>46%</td>
<td>44%</td>
</tr>
<tr>
<td>Decreased</td>
<td>31%</td>
<td>25%</td>
<td>23%</td>
<td>33%</td>
<td>34%</td>
</tr>
</tbody>
</table>

hire for attitude. train for skill
THE USER IS NOT BROKEN.

YOUR SYSTEM IS BROKEN UNTIL PROVEN OTHERWISE...
Creating Passionate Users [Link]
Color Your Day!

From Pat’s presentation
Presented by Michael Sauers

Serving the 21st Century Patron

BATTLEDECKS
EVERYTHING OLD IS NEW AGAIN

Words and Music by PETER ALLEN
and CAROLE BAYER SAGER

Moderately (♩ = 3 ♩)

When trum-pets
your Long Is-land
Don’t throw the
were mel-low
Jazz Age par-ties,
past a-way,
and ev’ry gal
wait-er, bring
you might need
on-ly had one fel-low,
us some
it some
more Ba-car-dis,
more rain-y
day.
expectation of customized, on demand audience experiences
When life gives you grapefruits...
TECHNOLOGY HAS FUNDAMENTALLY CHANGED HOW WE CAN BE TOGETHER.
Patrons

Grapefruits
5 Tips for serving the 21st Century Patron
ARE YOU HAPPY?

YES

CHANGE SOMETHING.

DO YOU WANT TO BE HAPPY?

YES

KEEP DOING WHATEVER YOU’RE DOING.

NO

NO

From Lori and Maurice’s presentation
Less
With
Less
Stay Involved

On WebJunction

webjunction.org/21st-century-patrons

Crossroads (monthly newsletter)

webjunction.org/crossroads

Upcoming Events and Archives

webjunction.org/events/webinars

Conference Survey

survey.monkey.com/s/wjconf