



WebJunction Production Team



She created
the decks!!
Thank you
Rachel!

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

Battledecks!



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.

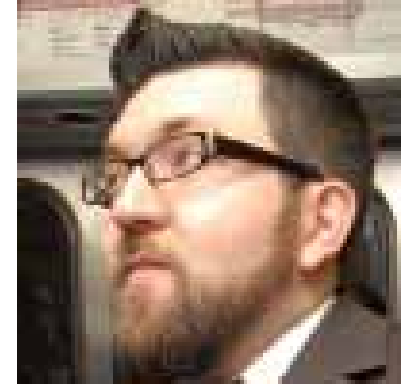
Be sure to take notes during each presentation to review when voting!

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





Hyperlocal



self-directed lifelong learning

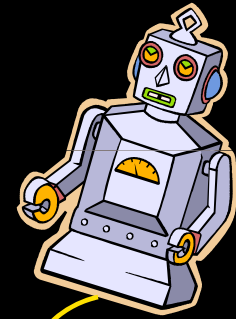
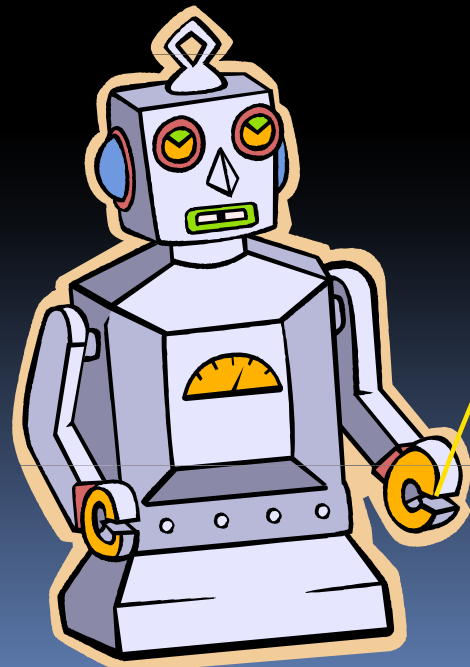


Community Partnerships



From Kim and Rob's presentation

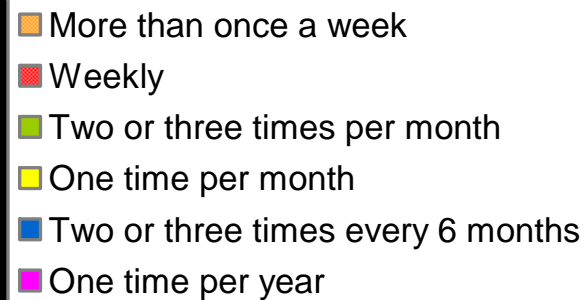
i. am. high. on. creative. thoughts.





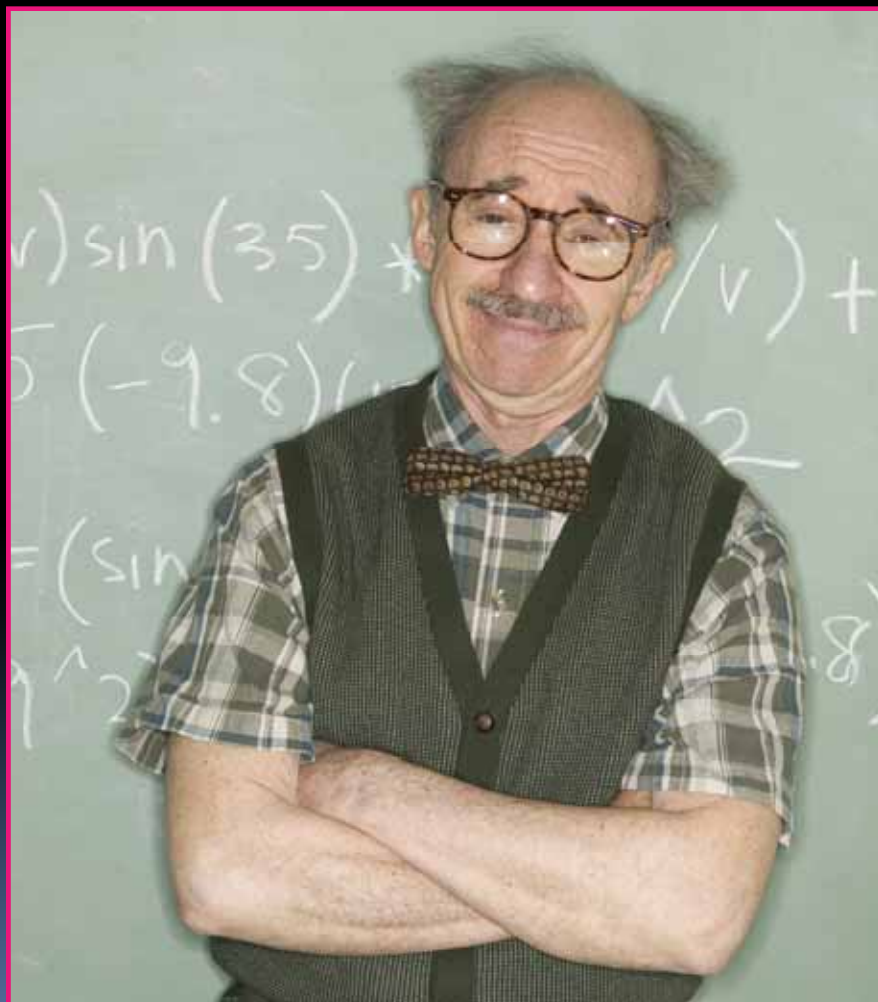
Nix the negativity

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

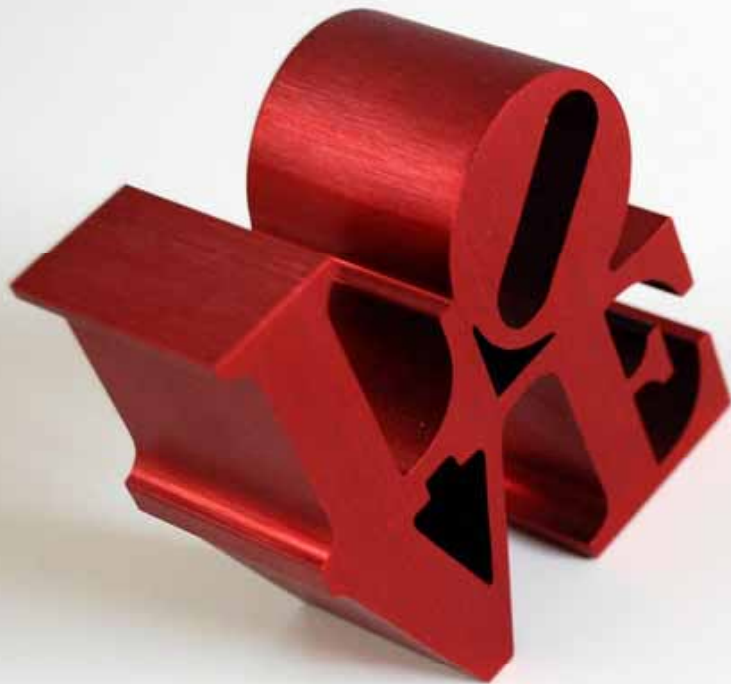


Mentor



customized, on
demand audience
experiences





5 Tips for serving the 21st Century Patron

Battledecks - 2

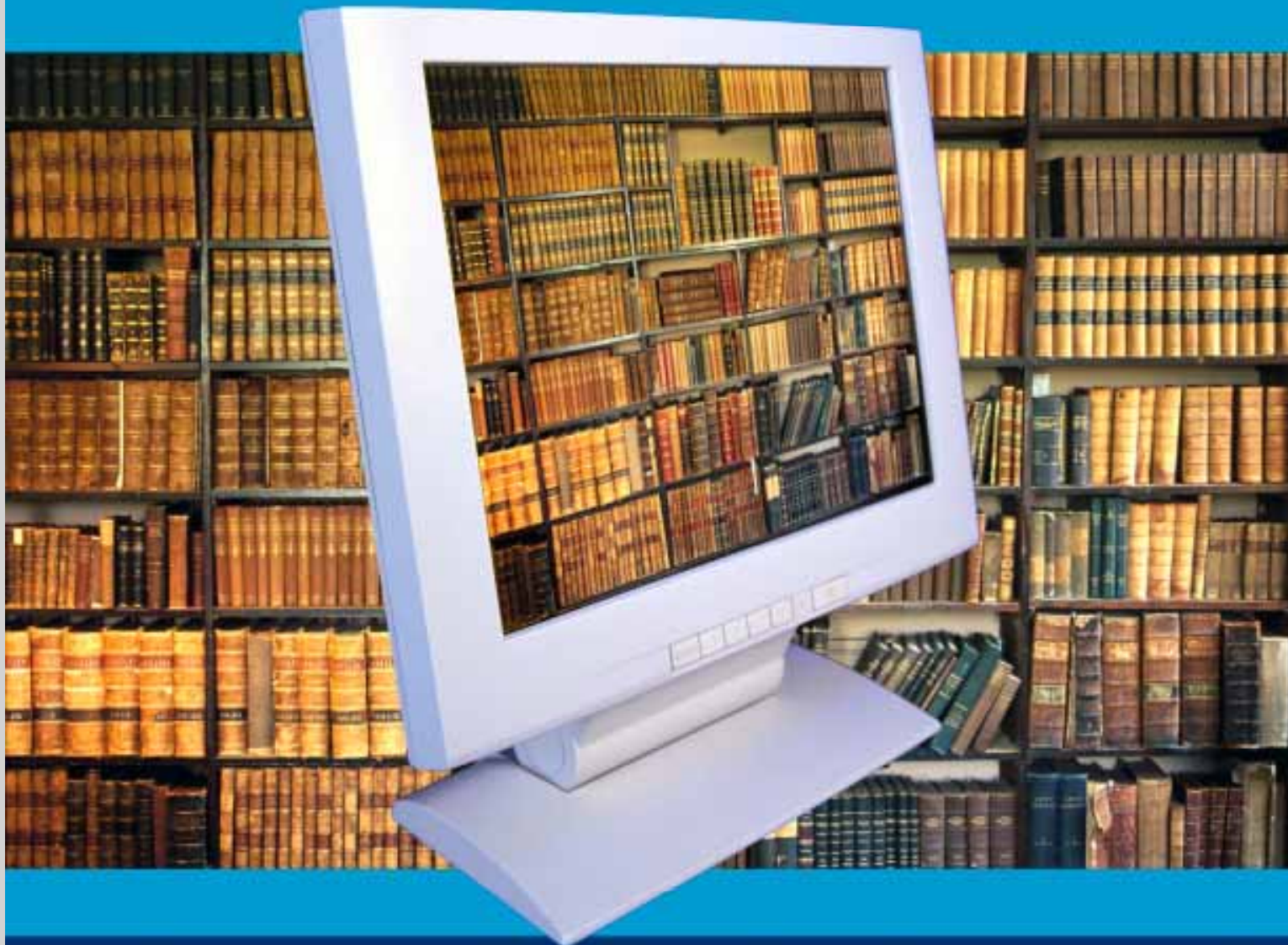
Serving the 21st Century Patron

Presented by Janie Hermann



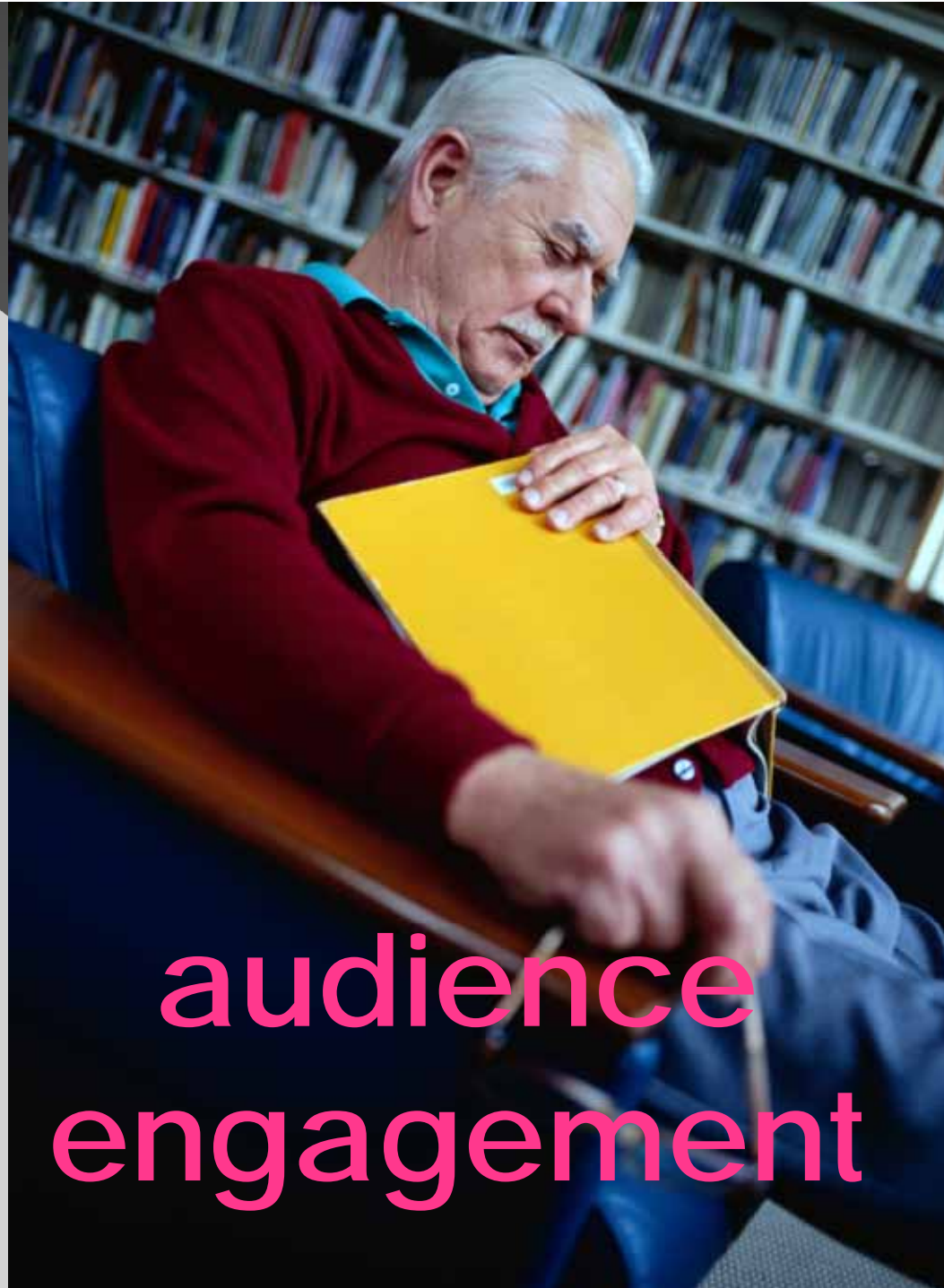
Integrating 21st century skills

information superhighway

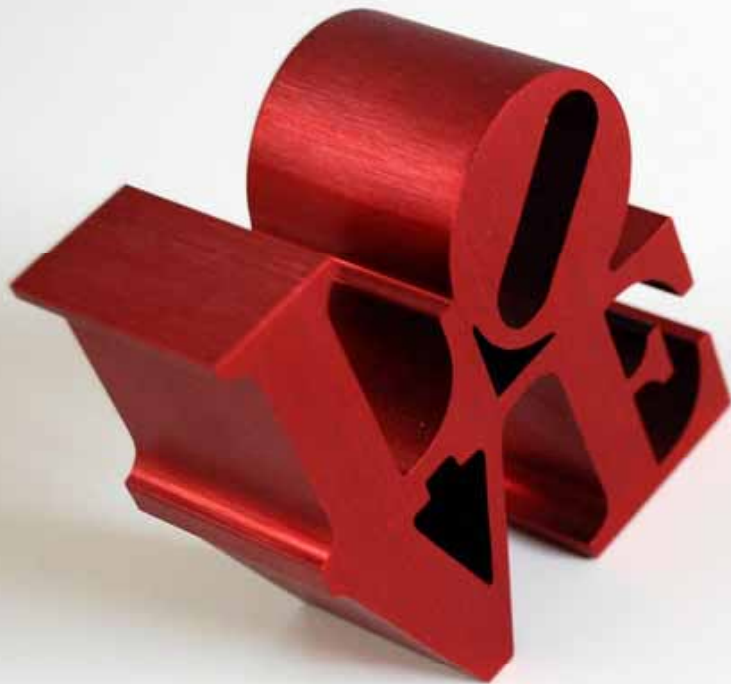




expands the vision



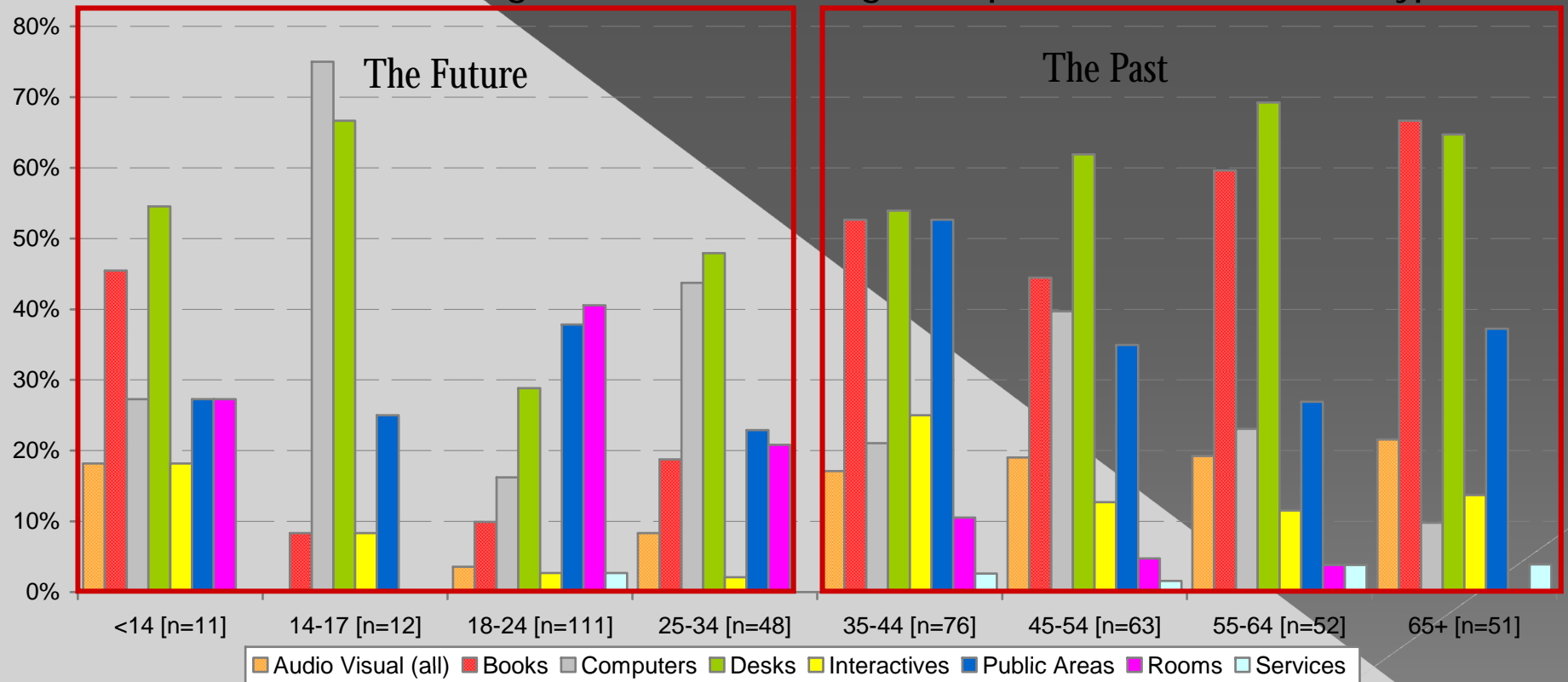
audience
engagement



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



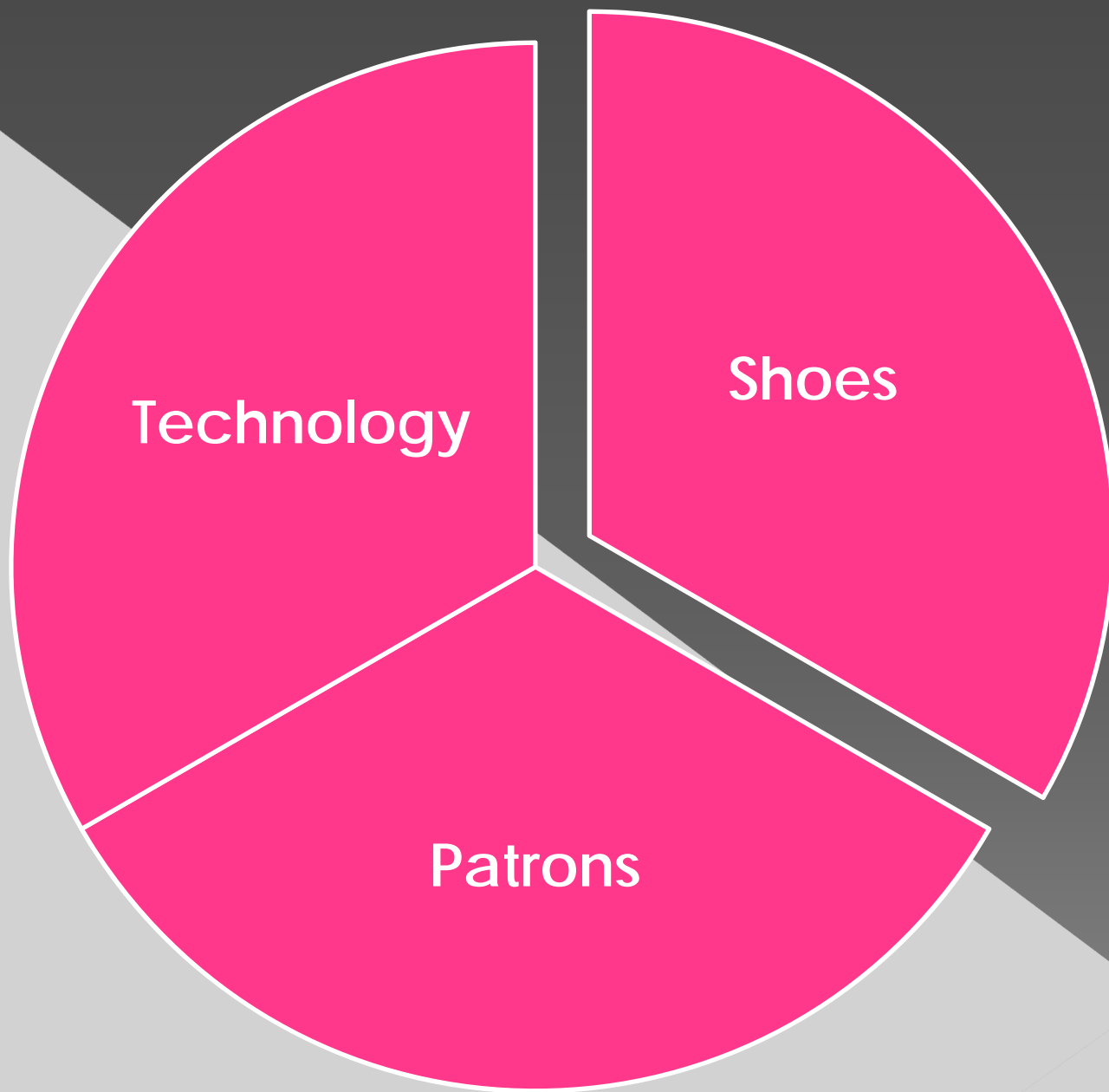
Current recession has increased community needs.

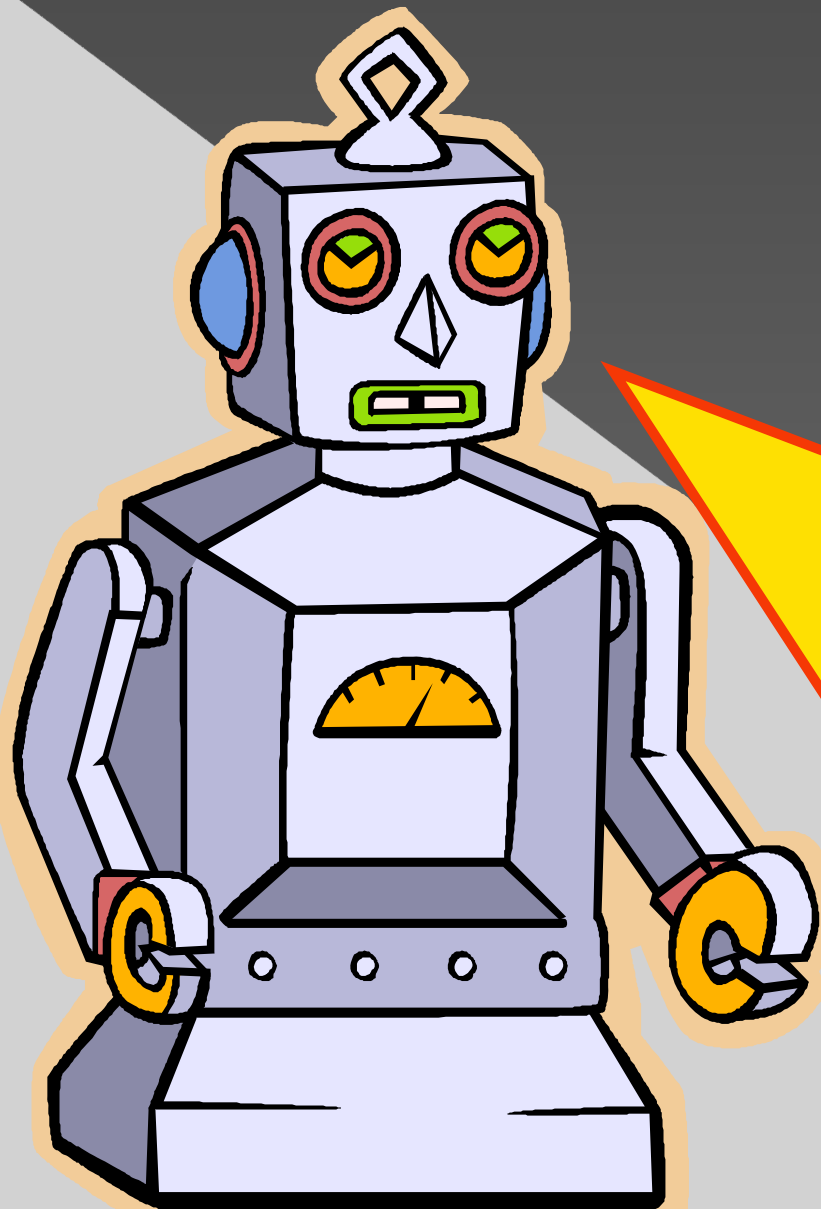


From Martha and Audrey's presentation

vibrant,
relevant
institution







BUT

i.

AM.

NOT.

CREA-

TIVE.

holistic approach

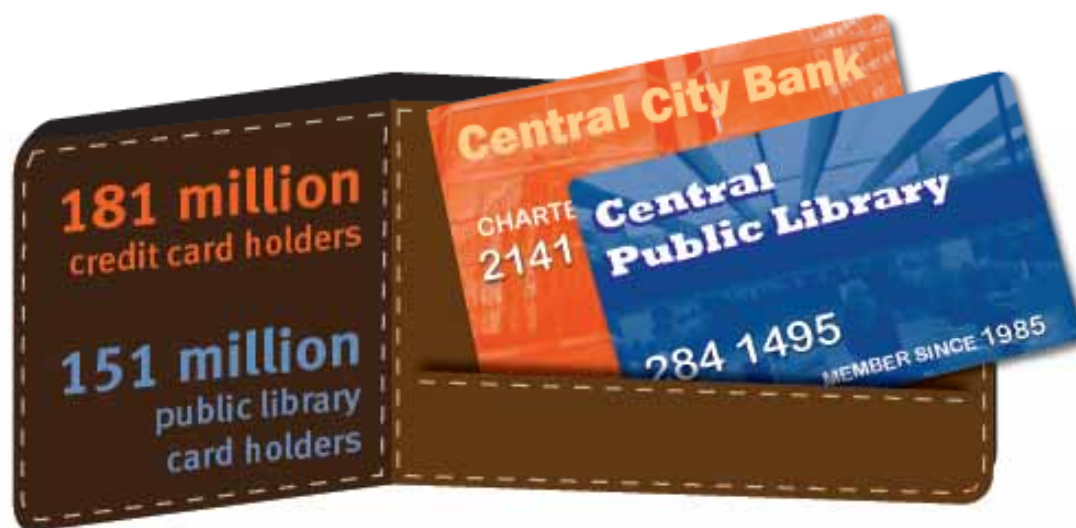


BATTLEDECKS - 3

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.



Sources: ALA, "The State of America's Libraries, 2009"; U.S. Census Bureau, population estimates for those aged 20 and over; *Statistical Abstract of the United States*, 2010.

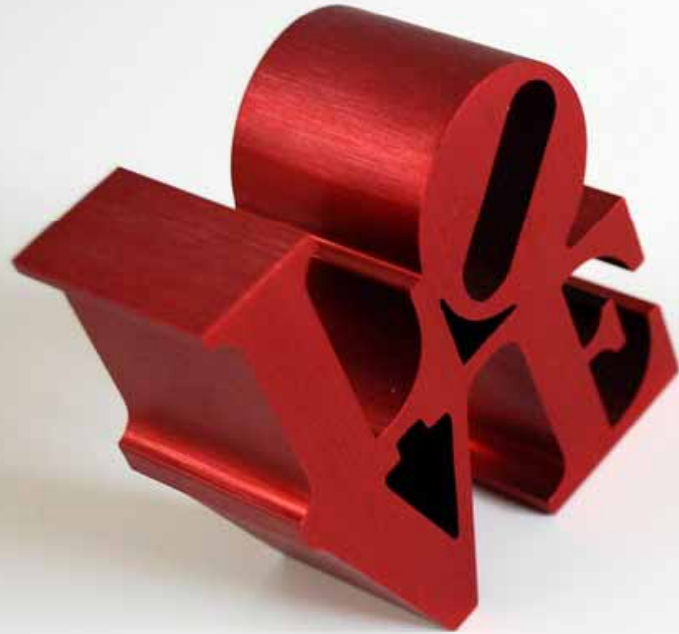
GETTING MY LIBRARY CARD
WAS LIKE CITIZENSHIP; IT WAS
LIKE AMERICAN CITIZENSHIP.

-OPRAH WINFREY

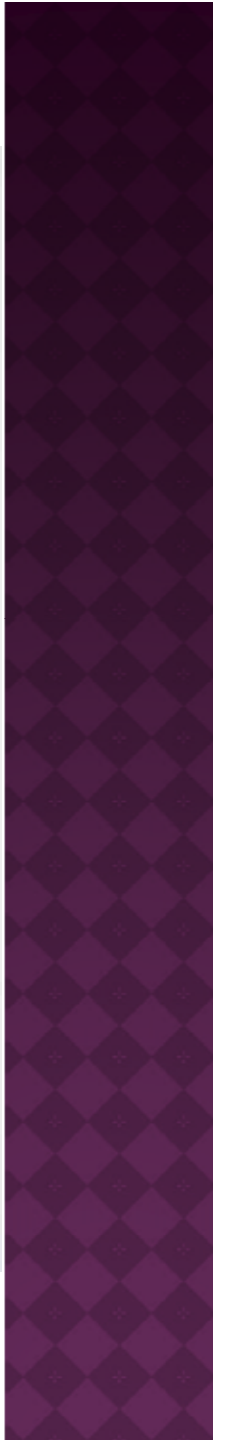


<http://flickr.com/photos/furnari/8583122/>

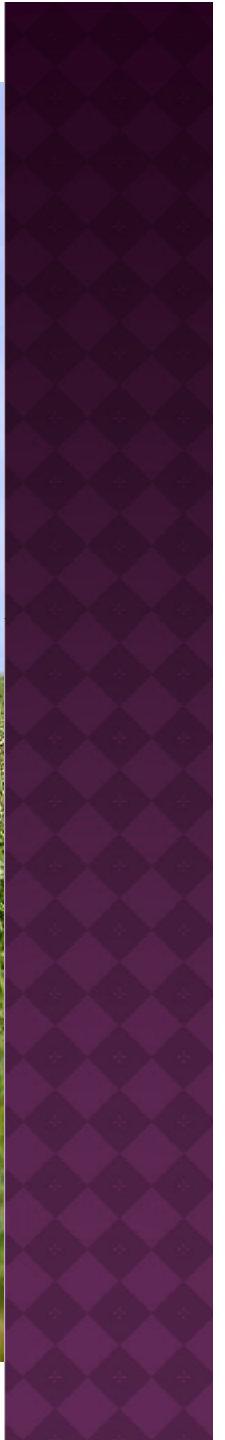


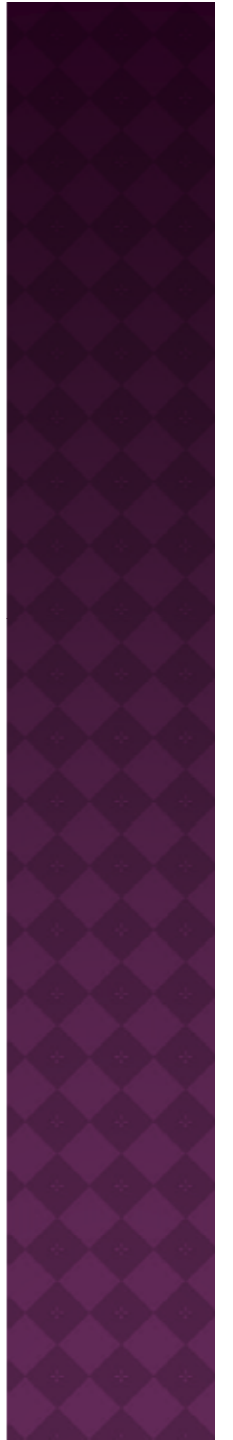
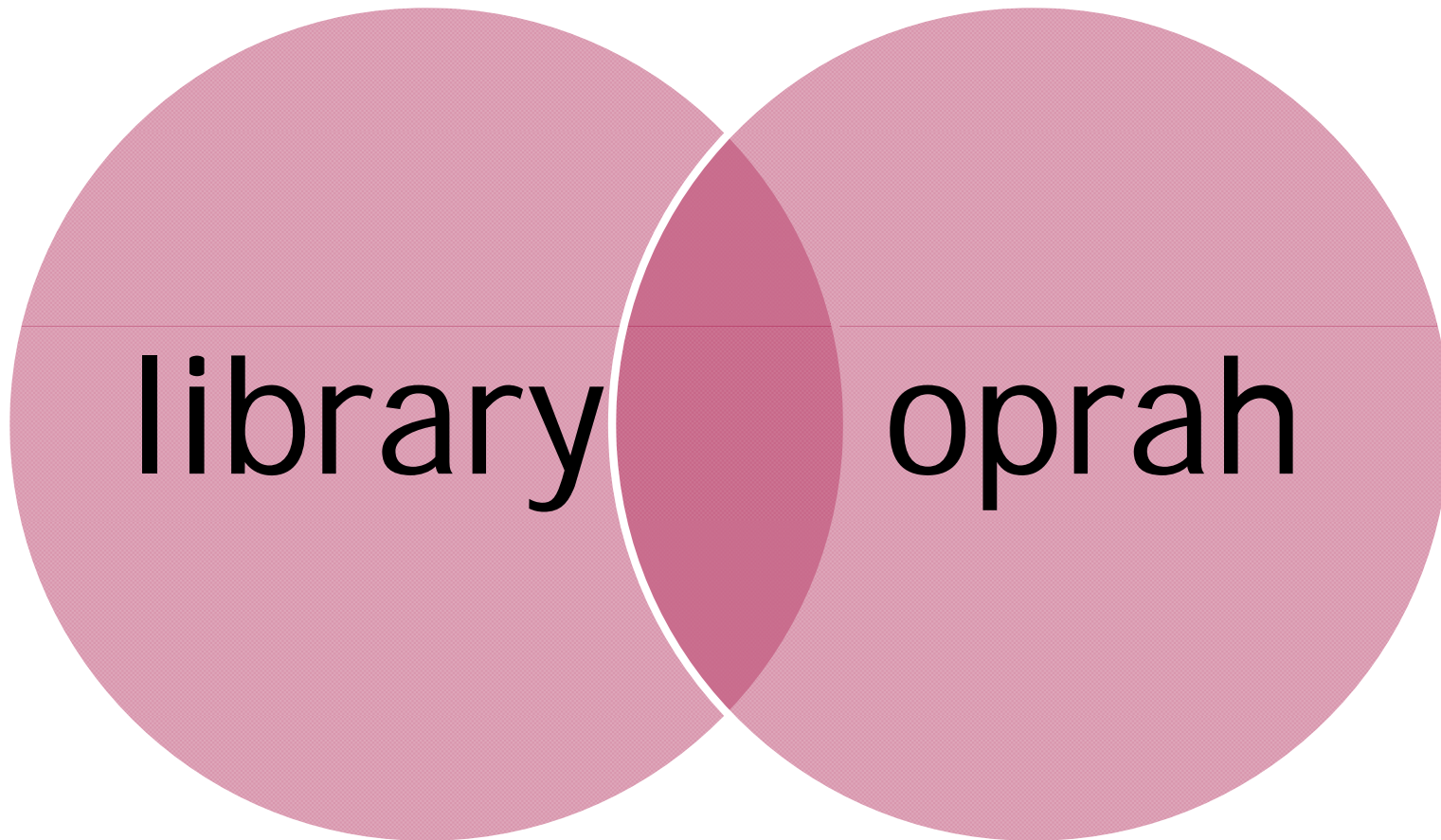


5 Tips for serving the 21st Century Patron



Eat your own dog food





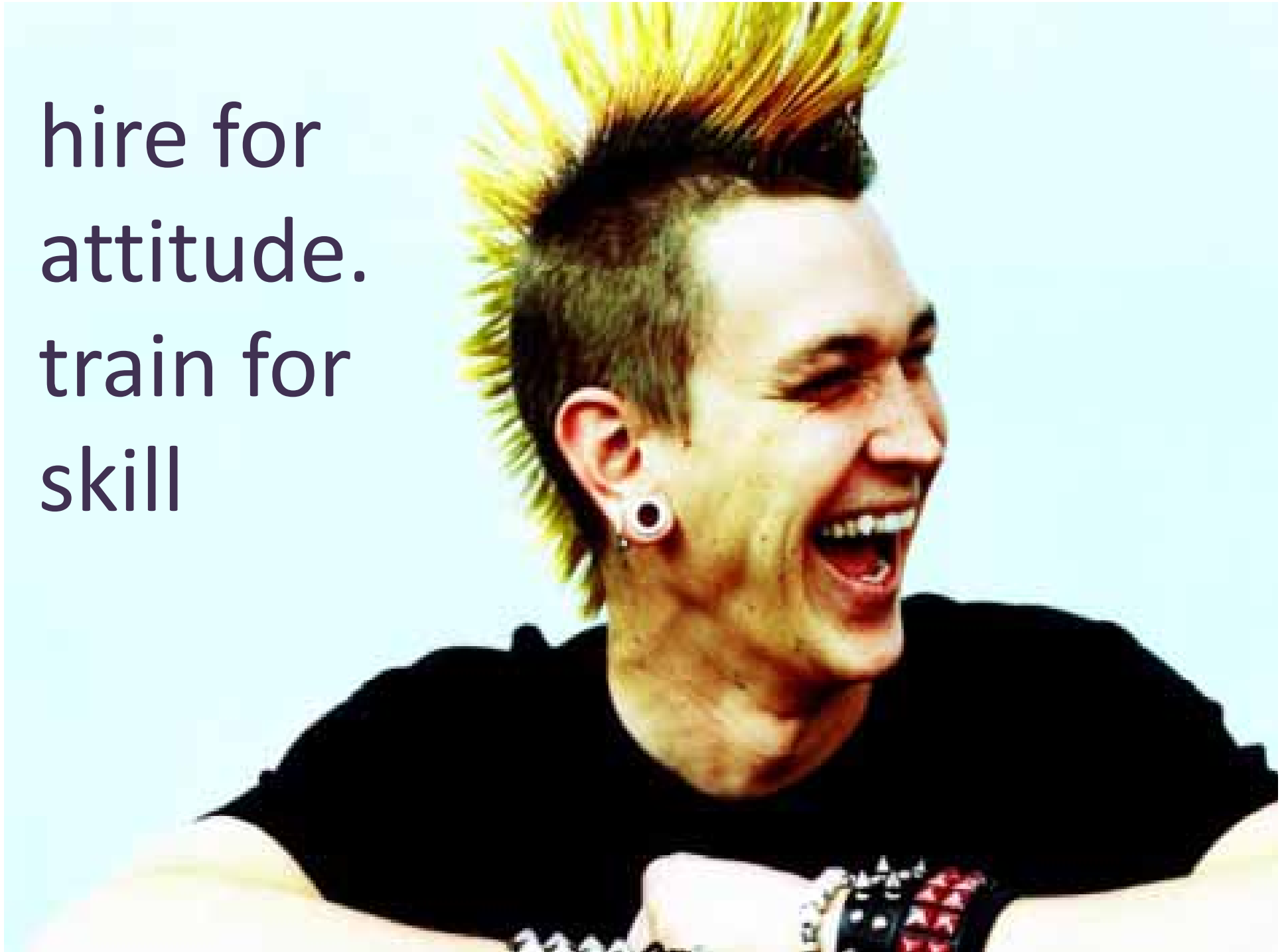
Past Library Use—by Age of U.S. Respondent

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

	Total U.S. Respondents	U.S. 14-17	U.S. 18-24	U.S. 25-64	U.S. 65+
Past Usage					
Increased	24%	35%	33%	21%	22%
About the same	45%	39%	44%	46%	44%
Decreased	31%	25%	23%	33%	34%

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1220.

hire for
attitude.
train for
skill

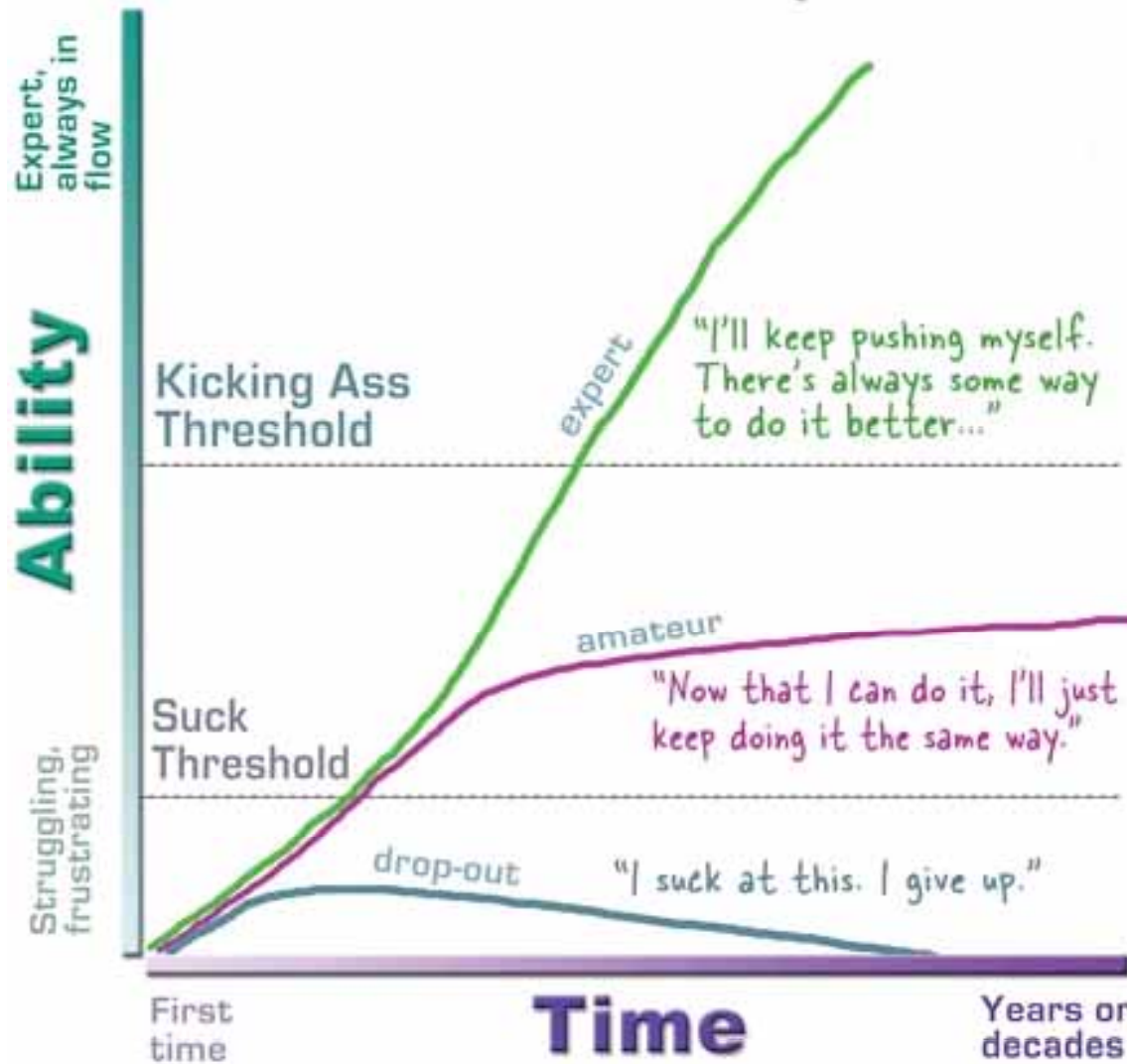


**THE USER IS
NOT BROKEN.**

**YOUR SYSTEM IS
BROKEN UNTIL
PROVEN OTHERWISE...**



How to be an expert



Color Your Day!



From Pat's presentation

Presented by Michael Sauers

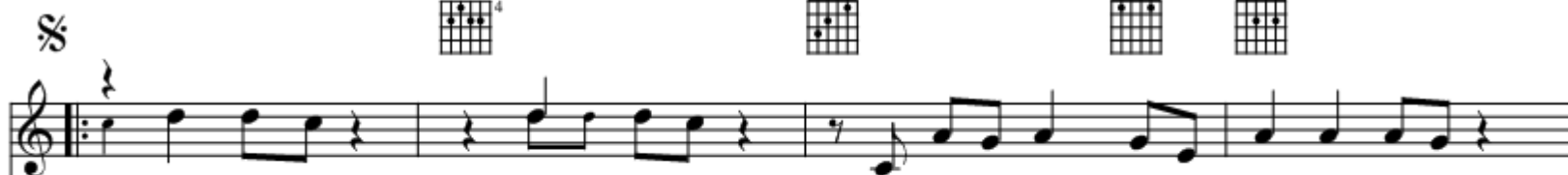
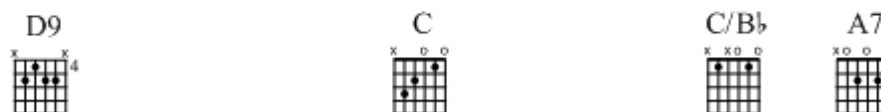
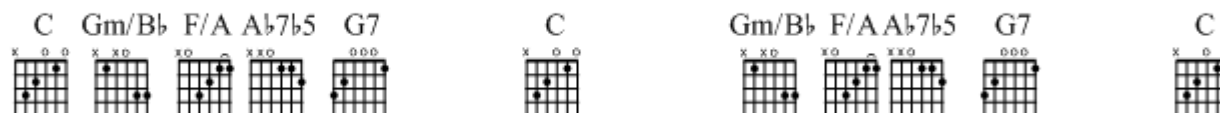
Serving the 21st Century Patron

BATTLEDECKS

EVERYTHING OLD IS NEW AGAIN

Words and Music by PETER ALLEN
and CAROLE BAYER SAGER

Moderately (♩ = ♩³)



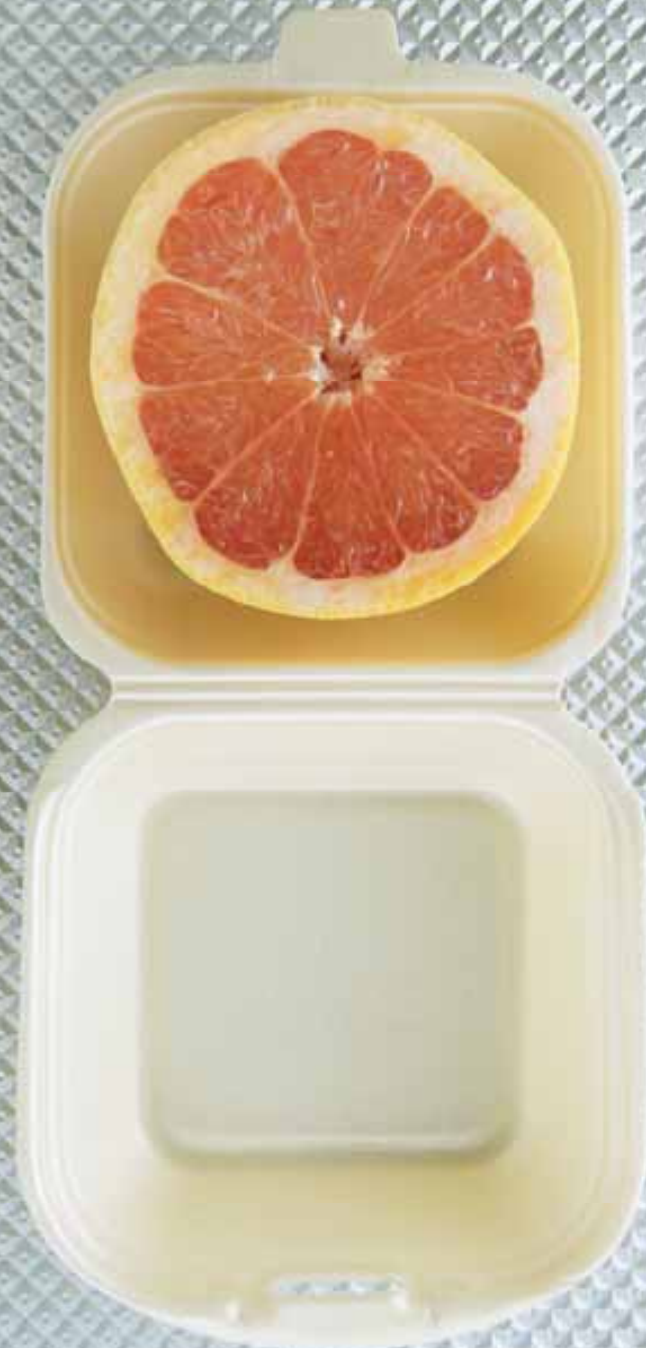
When trum-pets were mel-low and ev-'ry gal on - ly had one fel-low,
your Long Is - land Jazz Age par-ties, wait-er, bring us some more Ba - car-dis,
Don't throw the past a - way, you might need it some rain - y day.



expectation of customized, on
demand audience experiences



When
life
gives
you
grapefruits...





NextGen



Mashup

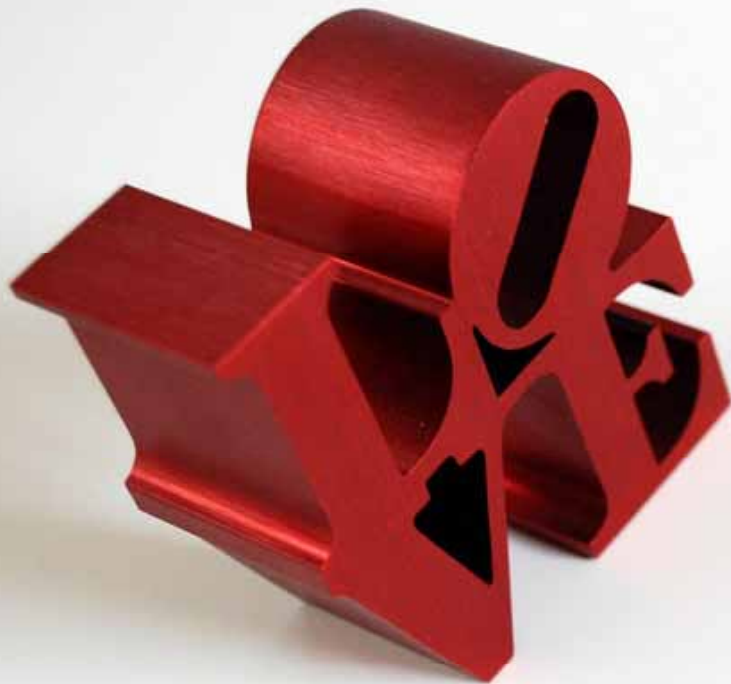
TECHNOLOGY HAS
FUNDAMENTALLY
CHANGED
HOW WE
CAN BE
TOGETHER



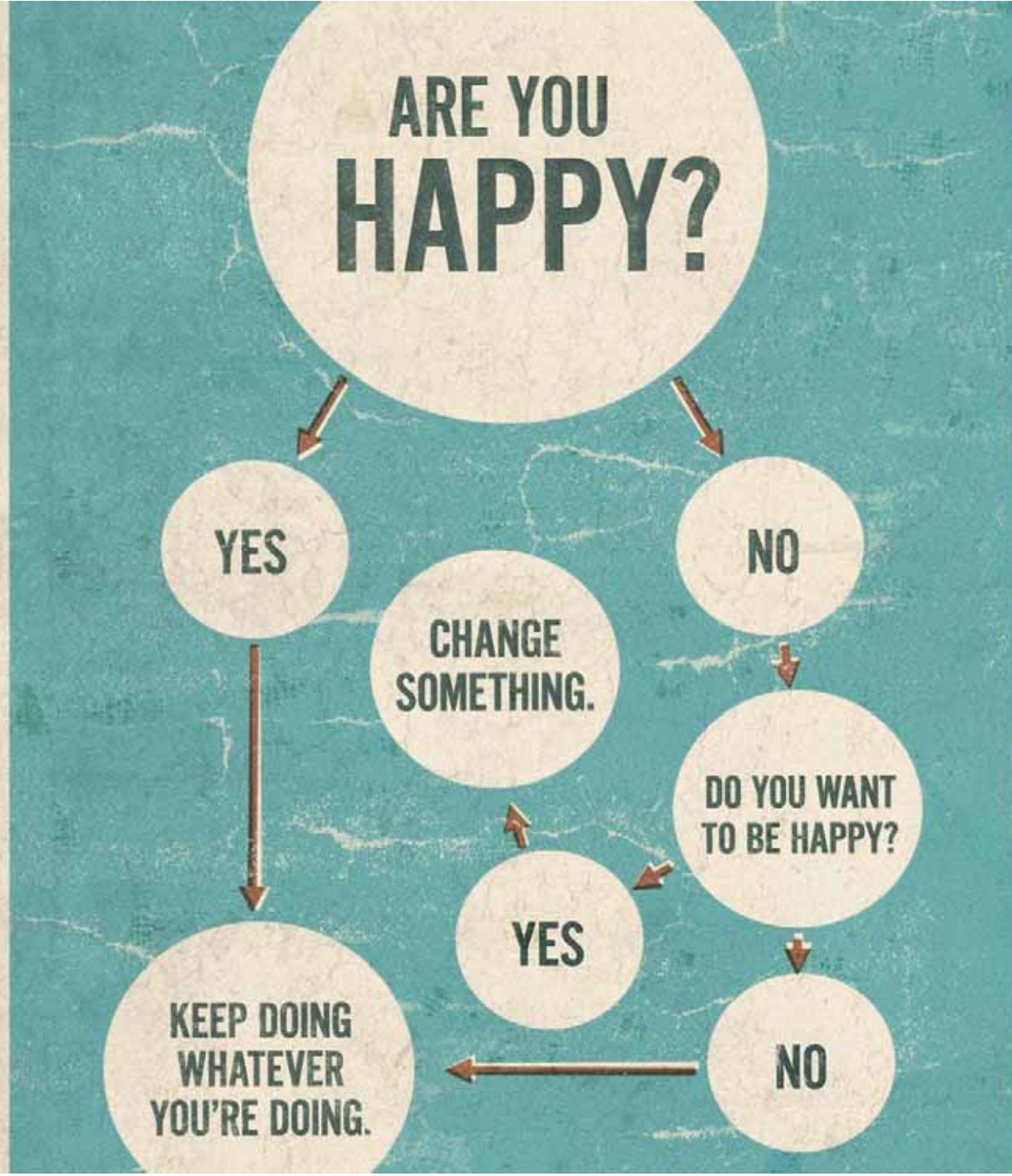


Patrons

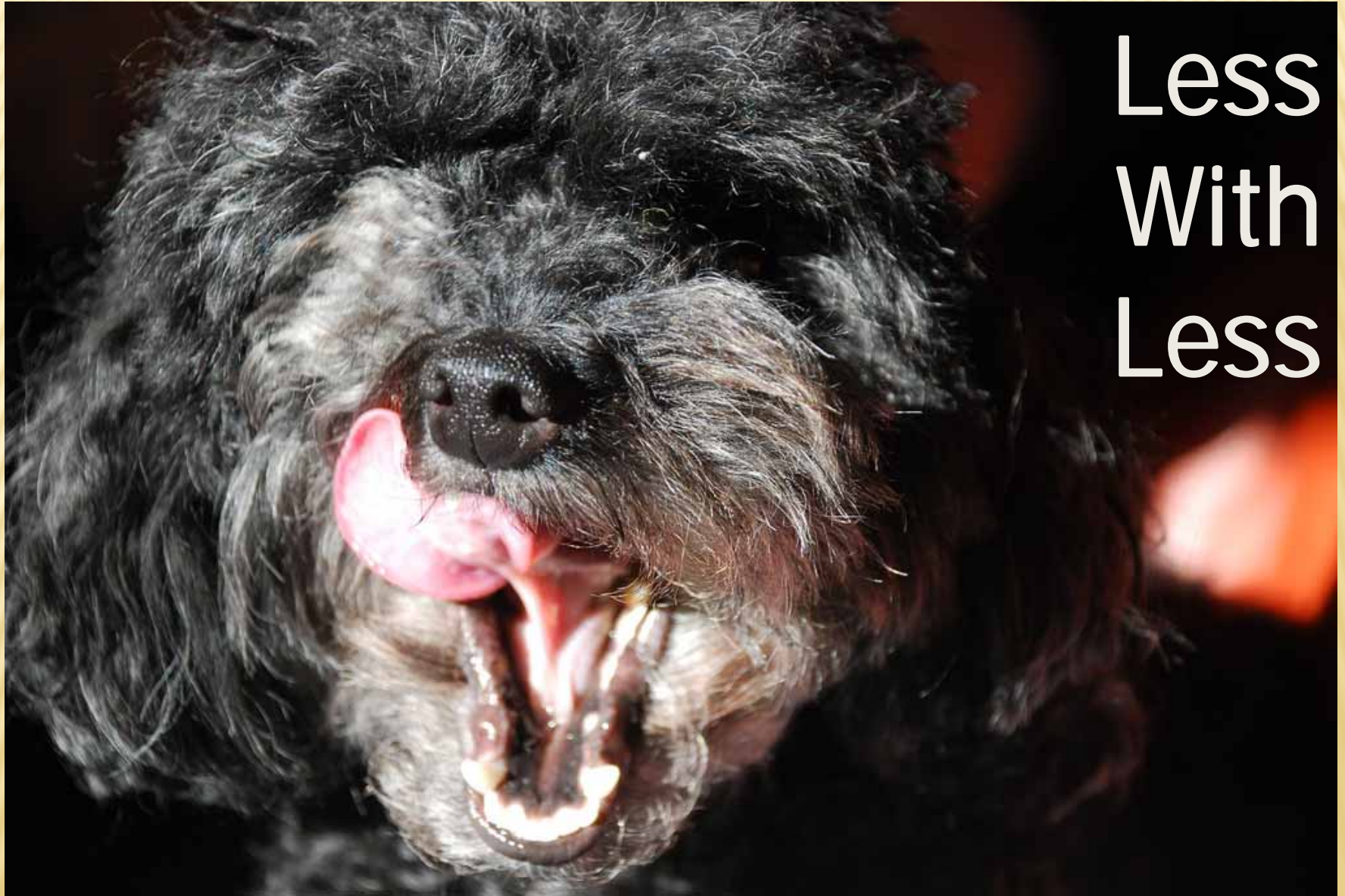
Grapefruits



5 Tips for serving the 21st Century Patron



Less
With
Less



Mission Critical





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

surveymonkey.com/s/wjconf