

Upper Hudson Library System and Mohawk Valley Library System

present

Tweens, Teens, and Libraries: Becoming BFF!

Tuesday, December 11, 11:30 AM – 2:30 PM

William K. Sanford Town Library

Address & directions at www.colonie.org/library

What do 21st century tweens love, hate, fear, and need from caring adults? National youth marketing expert Michelle Poris studied hundreds of young people to help libraries answer these questions and improve our service. Her answers may surprise you! You will leave with two or more ideas for making your library's services to tweens and teens more effective.



- 11:30–12:30** Creating a Grab 'n Go Teen Collection: Print and E-books for Teens That Actually Go! (BYOL: Bring Your Own Lunch) - Mary Fellows, Chrissie Morrison, & Sue Rokos
- 12:30 – 1:00** Dessert and networking (we'll supply the treats!)
- 1:00 – 2:30** The Digital Lives of Tweens and Young Teens: How Can the Library Connect? - Michelle Poris

Michelle Poris, Ph.D., has nearly 20 years of research experience with youth and families, including over 12 years of designing and executing business building research for many of the world's largest corporations, among them Hasbro, Mattel, Nickelodeon, Disney, EA, Cartoon Network, Crayola, and McDonalds. She is currently Quant Savant at Smarty Pants, a full-service market research and strategic consulting firm, for which she leads all custom and syndicated quantitative research initiatives.

Chrissie Morrison is the Tween & Teen Librarian at the East Greenbush Community Library and the Vice President/President-Elect of the Youth Services Section (YSS) of NYLA.

Sue Rokos is Assistant Director/ Youth Services Consultant at Mohawk Valley Library System.

Mary Fellows is Manager, Youth and Family Services at Upper Hudson Library System.

Registration Cost: MVLS and UHLS member libraries: \$ 10.00
All others: \$ 25.00

DEADLINE FOR REGISTRATION: Friday, December 7, 2012

Name _____ Phone # _____

Email _____

Library _____ System _____

Tell us about any special food needs: _____

Amount enclosed: _____ (Checks made out to UHLS)

Send registration to Mary Fellows, UHLS, 28 Essex Street, Albany, NY 12206