



# The Tween Scene

## Scene

A year of programming for ages 10-14

Tiffany Balducci

Brianne Wilkins-Bester



# Meet the Team

- **Brianne Wilkins-Bester**

- Branch Manager/Teen Librarian, Innisfil Public Library (2004-6)
- Children's Librarian, Oshawa Public Libraries (2008-10)
- Believes the library should be a fun and wacky place for kids of all ages!



- **Tiffany Balducci**

- Former Teen Librarian, Oshawa Public Libraries, began February 2008
- Currently Branch Librarian, Oshawa Public Libraries
- Worked in both Public and Academic libraries since 1999
- MLIS with a concentration in Youth Services
- Currently a member of the White Pine Selection Committee
- Obsessed with Pop Culture including, but not limited to: Perez Hilton, MTV, Degrassi, 90210, Gossip Magazines, and reality television





## Who are “Tweens”?

- “The time between childhood and adolescence”
- Consistently 8-14 years old
- Generation Y/Millennials (ages 13-14)
- Gen Z/Post Gen/iGeneration/Gen Wii/Pluralistic Generation (ages birth to 12)
  - Everything is a game, connectivity, ethnically diverse, won’t take risks



# Why Serve “Tweens?”

- KAGOY (kids are getting older younger)
- They are powerful!
- There are more of them!
  - 1,920,355 tweens
  - 1,809,895 school age children
  - 1,877,095 birth to 4 ....(2011 Canadian Census)
- To create life-long library users



# Where to Begin

- Ask the Tweens
- Pop Culture
- Look online
- Practice what you know
- It's nice if you can relate it to reading. . But you don't have to!
- If you feed them, they will come
- Break the ice
- Swag



# Oshawa Public Library Tween Programs

- For ages 10-15
- Average age: 12
- Monday nights 6:30-7:30
- Advertising via posters, newsletters, newspapers, online events listings, social media
- Budget
- Prizes



# Oshawa Public Library Tween Programs

- 2008: 2 programs
  - 40 participants
- 2009: 12 programs
  - 165 participants
- 2010: 18 programs
  - 324 participants
- 2011: 24 programs
  - 465 participants
- 2012: 43 programs (system-wide)
  - 600+ participants

Average attendance: 16 participants



# A Year of Tween Programs!

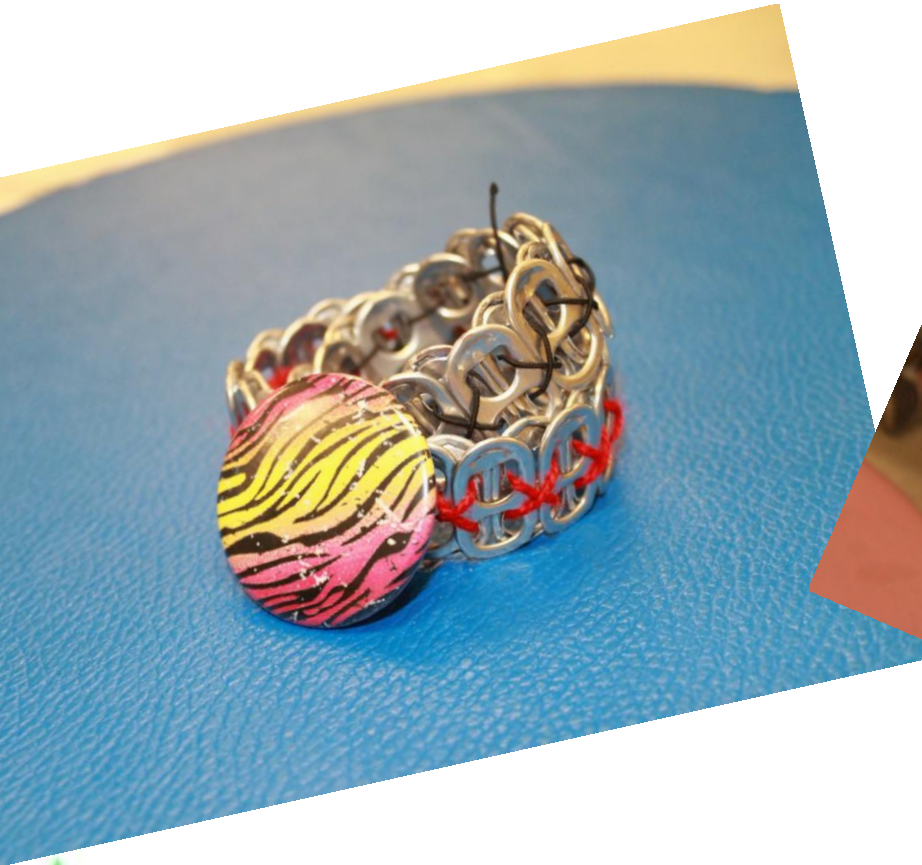




# January: Fiesta in the Biblioteca



# February: BFF



# March: Iron Chef



# April: Party Like an April Fool!



# May: Greek Out!



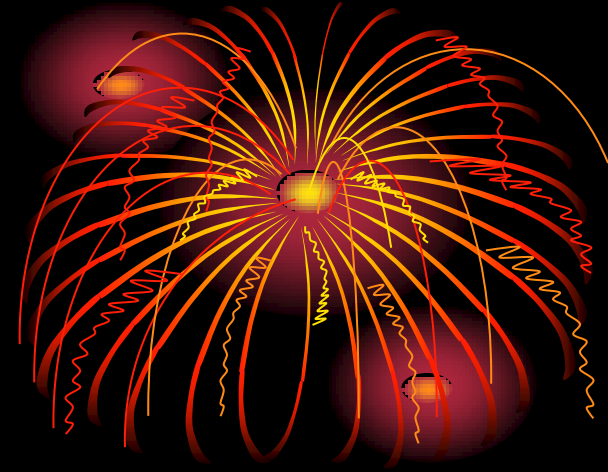
<b>Α</b> Alpha (ai-fah)	<b>Β</b> Beta (bay-tah)	<b>Γ</b> Gamma (gam-ah)	<b>Δ</b> Delta (del-ta)	<b>Ε</b> Epsilon (ep-si-lon)	<b>Ζ</b> Zeta (zay-tah)
<b>Η</b> Eta (ay-tah)	<b>Θ</b> Theta (thay-tah)	<b>Ι</b> Iota (eye-o-tah)	<b>Κ</b> Kappa (cap-pah)	<b>Λ</b> Lambda (lamb-dah)	<b>Μ</b> Mu (mew)
<b>Ν</b> Nu (new)	<b>Ξ</b> Xi (zie)	<b>Ο</b> Omicron (om-e-cron)	<b>Π</b> Pi (pie)	<b>Ρ</b> Rho (roe)	<b>Σ</b> Sigma (sig-mah)
<b>Τ</b> Tau (tau)	<b>Υ</b> Upsilon (up-si-lon)	<b>Φ</b> Phi (fie)	<b>Χ</b> Chi (kie)	<b>Ψ</b> Psi (sigh)	<b>Ω</b> Omega (oh-may-gah)



# June: Is the Price Right?



# SWITCH?

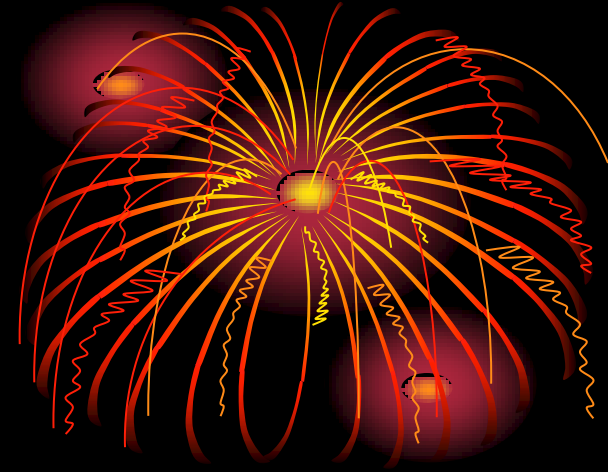


**\$2297**



**\$2649**

# SWITCH?



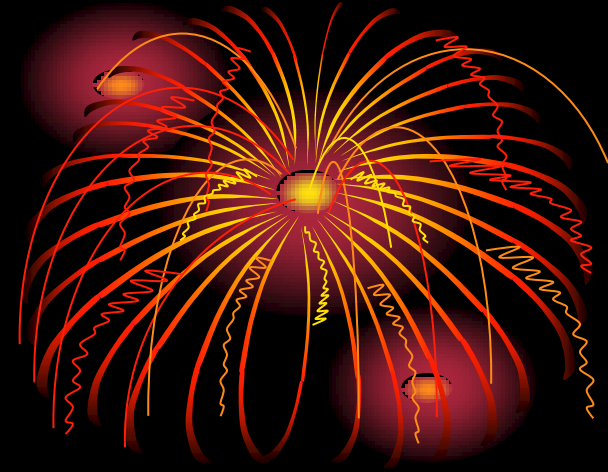
**\$2297**



**\$2649**

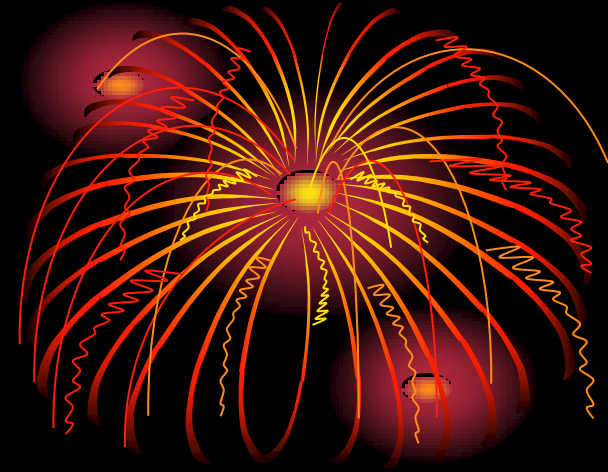


# SQUEEZE PLAY



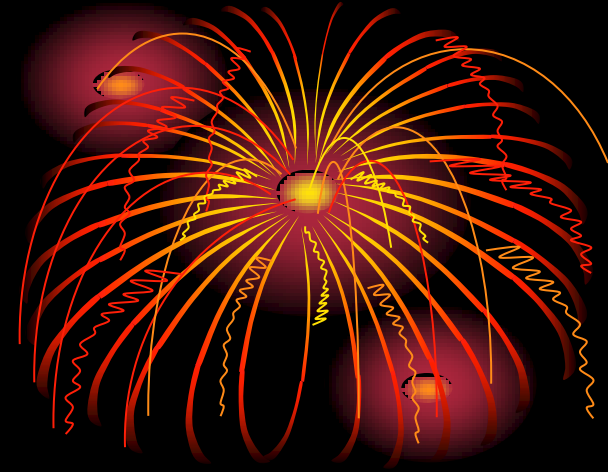
**\$5129**

# SQUEEZE PLAY



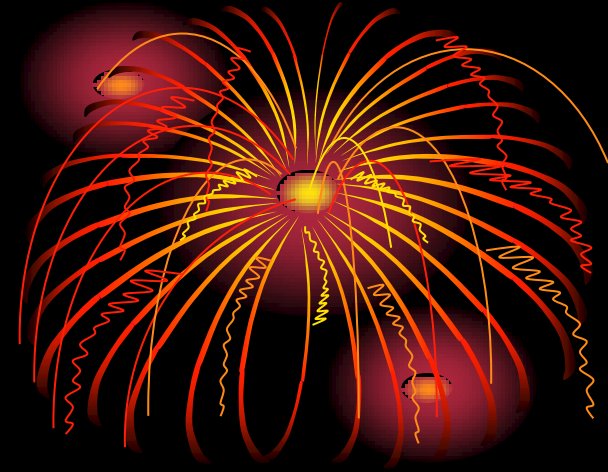
**\$519**

# PICK -A-NUMBER

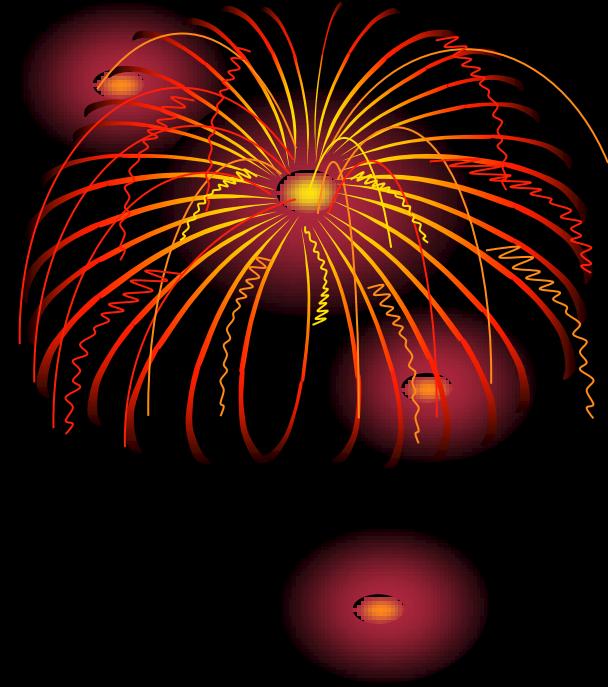


# \$15\_

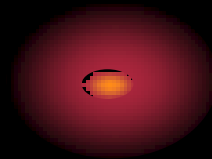
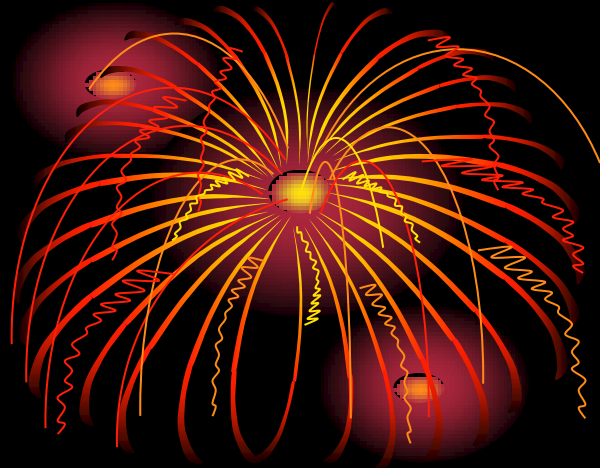
# PICK -A-NUMBER

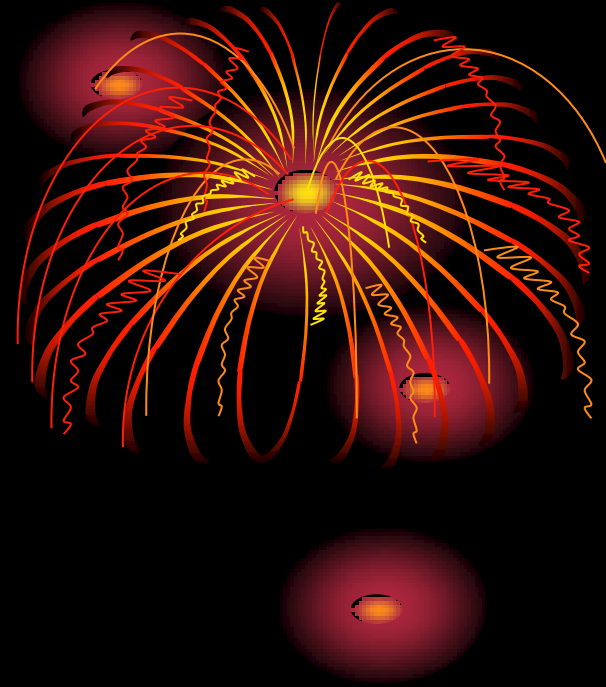


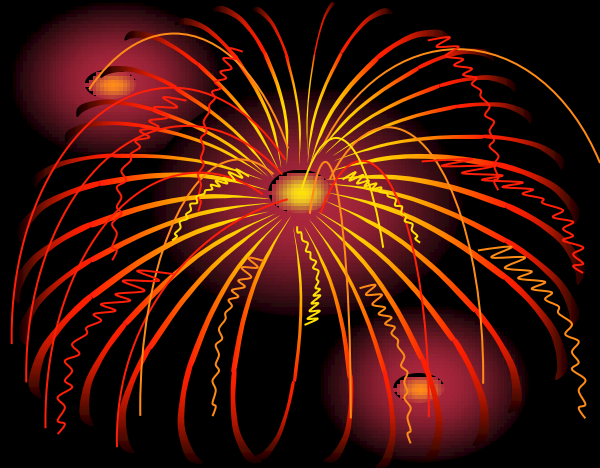
# \$159



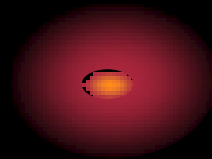
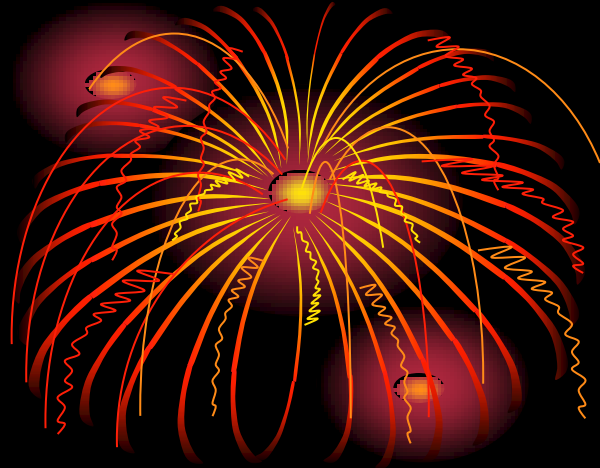
# SHOW CASE #1

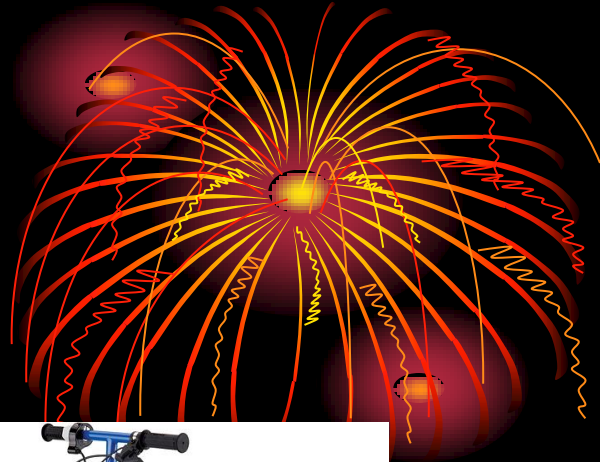




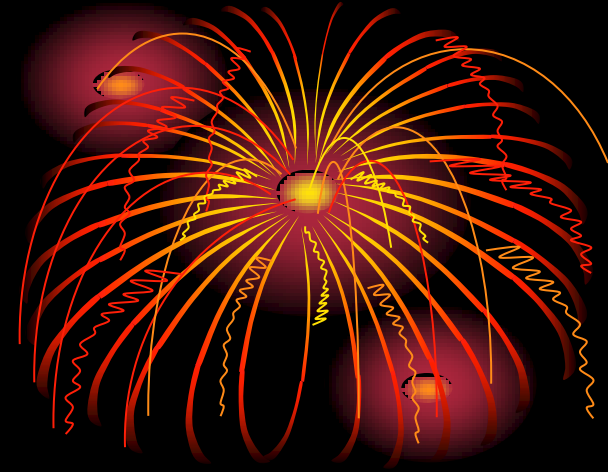




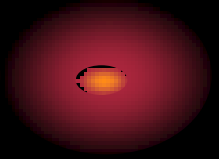




# Showcase #1



**\$ 14 785**



# TWIG

## Tween Interest Group

A new Tween Interest Group has launched at the Legends Centre Branch. Have your say in library programmes for your age group; review books, movies, music and video games; and participate in activities and games. Snacks will be provided. For ages 9-12.

This is an ongoing programme that will meet on the first Thursday of every month at 7:00PM

Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
City: \_\_\_\_\_ School: \_\_\_\_\_ Grade: \_\_\_\_\_  
Phone: \_\_\_\_\_ Age: \_\_\_\_\_  
Birth date: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Name of Parent(s)/Guardian(s): \_\_\_\_\_  
McLaughlin Branch  
65 Bagot Street  
L1H 1N2  
Jess Hann Branch  
199 Wentworth St. W.  
L1J 6P4  
Northview Branch  
250 Beatrice St. E.  
L1G 7T6  
Legends Centre Branch  
1661 Harmony Rd. N.  
L1H 7K5  
[www.oshawalibrary.on.ca](http://www.oshawalibrary.on.ca)  
905-579-6111



# July: TWIG

# TWIG Review!

Attach another sheet or use back if necessary.

TITLE: \_\_\_\_\_  
AUTHOR: \_\_\_\_\_  
RATING: (Circle Total Number of Stars) \_\_\_\_\_



REVIEW: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

YOUR INFO:  
NAME: \_\_\_\_\_

# August: Mother-Daughter Book Club





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**Title**

Among the Hidden

Dunces Anonymous

Granny Torelli Makes Soup

Ida B

Moving Day (Allie Finkle's Rules for Girls)

Princess Academy

Rules

Sarah, Plain and Tall

Somebody Else's Summer

The Contest

The Mother-Daughter Book Club

The Penderwicks

The Sky is Falling

Three Cups of Tea (Young Reader's Edition)

Zorgamazoo

**Author**

Margaret Peterson Haddix

Kate Jaimet

Sharon Creech

Katherine Hannigan

Meg Cabot

Shannon Hale

Cynthia Lord

Patricia MacLachlan

Jean Little

Caroline Stelling

Heather Vogel Frederick

Jeanne Birdsall

Kit Pearson

Greg Mortenson/Sarah Thomson

Robert Weston

# September: Back to School Bash



# October: Haunted House





# November: Relic Hunter



# December: Happy Holiday

## SNOWFLAKE CARD



### Step one

Take the aluminum foil and hole punch small circles.

### Step two

Glue down the aluminum foil holes into whatever pattern you'd like. You can make a snowflake, a bell, a Christmas tree, etc.

### Step three

Write a message in white ink on the inside of the card. Done!





# More Great Programming Ideas...

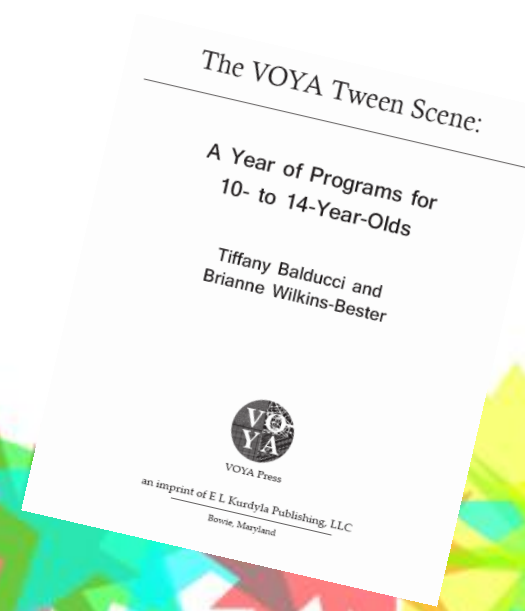
- One Direction Party
- A Wee Bit of Fun
- Bling a Birdhouse!
- Journey to Japan
- Grade 8 Grad Expo
- Chinese New Year Celebration

## For more information. . .

- Visit our web site or email us:

[http://sites.google.com/site/thetweenscene/  
tweenscenelibrary@gmail.com](http://sites.google.com/site/thetweenscene/tweenscenelibrary@gmail.com)

- Look for our upcoming publication “The Tween Scene” available from VOYA Press and E.L. Kurdyla Publishing.





## Articles to read. . .

- Horovitz, Bruce. Generation Whatchamacallit. USA Today. <http://genybother.com/usatoday-050412/>. May 4, 2012.
- Magid Generational Strategies: Frank N. Magid Associates, Inc. The First Generation of the 20<sup>th</sup> Century. <http://magid.com/sites/default/files/pdf/MagidPluralistGenerationWhitpaper.pdf>. April 30, 2012.
- Young Entrepreneur Council. Forbes Magazine. Five Tips for Marketing to Generation Z. <http://www.forbes.com/sites/theyec/2013/12/16/five-tips-for-marketing-to-generation-z/>