

Fun For All: Game-Based Programming Across the Generations

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Goodridge

Agenda for Today

This 60-minute webinar, based on the new book *Librarians Guide to Games and Gamers*, will provide attendees with tips and tactics to establish a variety of game-based programming in their libraries.

Specifically, participants will leave having ideas for cross-generational and specific user group programming suggestions outside of the perceived core game user group because you're never too old to have fun!

Who are we

I'm Matt - a Librarian at Wilfrid Laurier University who spends perhaps a bit too much time playing videos games after work.



I'm Michelle - a Librarian at Laurier who is the liaison and part time teaching faculty member for Game Design and Development program. HMU on Fortnite.



So who are gamers?

- In 2020, 201.9 million people played video games
- In 2021, **55%** of gamers identified as male, while **45%** identified as female.
- The total revenue of the American video game retail market was **4.85 billion in March 2022.**
- Video games generated approximately **31.9 billion** in revenue dollars in 2020, an increase of 15.4 percent from 2019
- The board game industry is set to hit **12 billion** in global revenue by **2023.**

(Statista statistics)



Outreach for Game Programming

- A mix of traditional and non-traditional library patrons
- Games and play cross generations and appeal to most user groups in some way
- May need to do additional outreach to encourage non-traditional users into our libraries



Outreach Strategies - it's all about connections!

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- Connect with local gaming clubs
- **Connect with local game businesses**
- Create targeted marketing and place in areas where gamers may be (eg. high school AV club, board game cafes, youth centres, summer camps, etc)
- Choose your wording and placement of programming on your website and in your newsletters carefully
- Connect with local game designers
- Try non-traditional forms of communication/promotion - find where the gamers are! (eg. TikTok, Twitch, Discord, YouTube)
- Create events and environments to build a gamer community in your library (eg. Library ComicCon, Cosplay days, etc)

Library Programming Considerations

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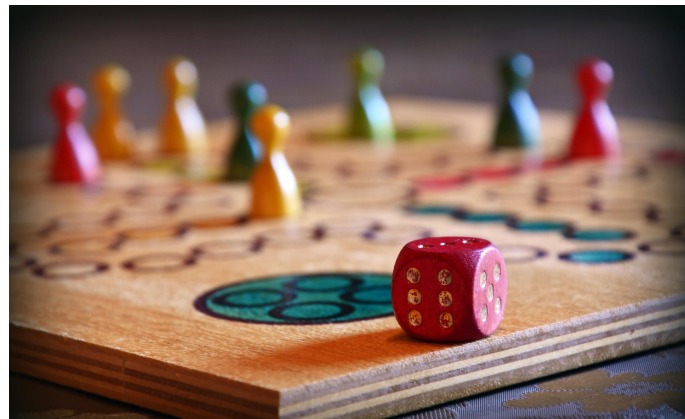
- Who are you targeting? Is that the right group?
- How are you marketing this program to your patrons?
- Who will/could be assisting you with this event/program?
- What materials and resources do you have available?
- Will this be a themed event?
- What are other libraries already doing?

Sample Programs

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Board Game Cafes in the Library:

- Can take multiple forms: Family Cafes, Teen Cafes, Adult Gaming Enthusiasts Cafes
- What you need:
 - Board games (obviously)
 - Knowledgeable staff member(s) - this can be a learning experience for them
 - Extra supplied
- This can be a good way to achieve community outreach.



Sample Programs



Retro Video Game Night:

- Attract young and old to play some nostalgic games
- You will need:
 - Older gaming consoles and CRT televisions with HDMI connectors
 - Access to emulators, reproduction vintage consoles, or internet access (eg. Internet Archive)
 - Volunteers to monitor the area or show how a console works
- Can be a great partnership with a local museum or vintage game collector
- Tip: spur some friendly competition by having parents play their children on the gaming systems they grew up with

Sample Programs



Visiting Virtual Reality with Seniors:

- Allows seniors the ability to travel the world from the comfort of their home
- You will need:
 - A laptop (or video game console) with preloaded games & experiences
 - VR equipment
 - Volunteers to set up and monitor participants for safety
- Can be very flexible in terms of content and audience
- Tip: have folks try it sitting down first before having them stand or try to move around for safety - also, take a poll ahead of time to find specific geographic material to fit the participants

Other Sample Program Ideas:

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- Intro to Dungeons and Dragons
- 3D Game Avatar Printing
- Google Cardboard Maker Day
- Video Game Tournaments
- Group Video Gaming Events
- Fail Game Day
- Game Jams
- Themed Live-Action Clue
- Game Night for Newcomers
- Creating digital games with Twine or Unity

Have a questions about a specific Program?
Ask us! We love talking about these Programs.



Measuring Success...is hard, but doable

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- Be prepared for some programs to “fail”
- Some programs take a while to build up (eg. Dungeons and Dragons startup)
- Analyze what happened and look for areas to improve
- Sometimes you’re too successful (eg. Harry Potter Live Action Clue)
- Gather traditional statistics (eg. participation numbers, registrations, community feedback, etc)
- Track gaming library collection circulation statistics post event/program
- Use web analytics to track engagement with related social media posts and content and webpage traffic

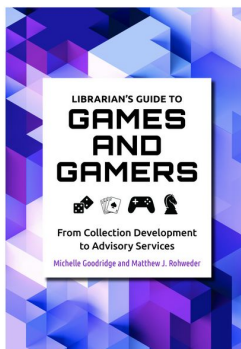
Where can I get more information?

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<https://www.abc-clio.com/products/A5911P>
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Or get it on Amazon

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Tools/Reference and Information
Services
Secondary Subject: Children's and
Young Adult Collection
Management/Acquisition and
Collection Development Guides

Librarian's Guide to Games and Gamers

From Collection Development to Advisory
Services

Michelle Goodridge and Matthew J. Rohweder

1 VOLUME

As games grow ever-more ubiquitous in our culture and communities, they have become popular staples in public library collections and are increasing in prominence in academic ones. Many librarians, especially those who are not themselves gamers or are only acquainted with a handful of games, are ill-prepared to successfully advise patrons who use games. This book provides the tools to help adult and youth services librarians to better understand the gaming landscape and better serve gamers in discovery of new games—whether they are new to gaming or seasoned players—through advisory services.

This book maps all types of games—board, roleplaying, digital and virtual reality—providing all the information needed to understand and appropriately recommend games to library users. Organized by game type, hundreds of descriptions offer not only bibliographic information (title, publication date, series, and format/platform), but genre classifications, target age ranges for players, notes on gameplay and user behavior type, and short descriptions of the game's basic premise and appeals.

FEATURES

Provides a new approach to gaming that fills the gap in the library by introducing the idea of gamers' advisory

Contains a representative list of board games, video games, roleplaying games, card games, and more for librarians to consult when working with patrons or programming

Questions?

Contact us!

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