



ALKEK LIBRARY

Gaming in the Library: Texas State University's Experiences with Alkek Game Night

Presented by Sarah Chestnut and Lynn Fortney

April 2018 – TLA Annual Conference



The rising STAR of Texas



Objectives

- ❖ Explain the benefits to providing gaming in the library
- ❖ Examine how Texas State University's Alkek Library began and continues its gaming event
- ❖ Discuss Alkek Library's plans to grow the event in the future



Benefits of the Game Night

- ❖ Benefits to patrons
 - Creates a stress-free environment
 - Makes staff more approachable
- ❖ Benefits to library workers
 - Creates opportunity for interaction between departments
 - Adds fun variety to job duties
- ❖ Benefits to the library
 - Increases usage statistics
 - Creates opportunity for cross-promoting



Getting Started

- ❖ Building a team
 - Volunteers more invested in mission
 - The more people the better
- ❖ Providing games
 - Library collection
 - Ask for donations from staff
- ❖ Creating a workflow
 - Use resources from other departments or events
 - Therapy Dogs task chart
 - Chose day of week using statistics and door counts
 - Use everyone's skills



Getting Started

❖ Trial & error

- Begin with a “pilot” event
- Learn from mistakes
 - Providing food
 - Date and location of event
 - Themes

❖ Marketing

- Marketing on brand
- Social media, paper flyers, digital flyers





GAME ON

Join us for our 4th
Alkek Game Night
 Alkek Library, 2nd floor
 @ Instant Theater
 Wednesday
 November 4th
 6:00—9:00p.m.

PICTIONARY

G What London station do trains for Paris leave from?
 E What movie character was Elmo Lincoln the first to portray?
 H What U.S. president graduated from Southwest State Teachers College in 1930?
 AL What was the price of the first issue of TV Guide?
 What month were you born in if your birthstone is sardonyx?
 What was the International Olympic Committee's motto at the 1936 Summer Games?

Branding

JONGEON

Alkek Library Game Night

Wednesday June 28th 6pm-9pm
 Alkek 1st Floor Room IO5/IO6

Try your hand at a game while
 enjoying free snacks!

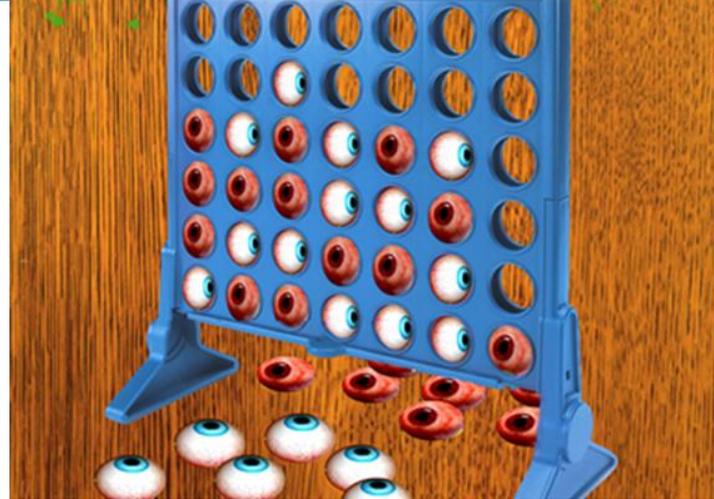
Special game
 feature:



GAME ON



GAME ON



October 24th @ 6pm-9pm
 Alkek Room 105/106

New Games Available!

...ship, 90's & College Cards Against Human



If you need accommodations due to a disability in order to participate, please contact Sarah Chestnut at least 72 hours in advance of the event.
 Email: skc60@txstate.edu or Phone: (512) 245-5203

and join us for a game or two.
 January 31st @ 6pm-9pm
 Alkek Room 105/106
 Inability in order to participate please contact Sarah Chestnut at least 72 hours in advance of the event. Email: skc60@txstate.edu or Phone: (512) 245-5203





Keeping Momentum

❖ Measures of success

- Head counts
- Surveys
 - Reaching right demographics (i.e. people who don't often come to the library)
 - Happiness with location, games, snacks, frequency of event
 - Suggestions for future themes or events

❖ Gaming acquisitions

- Classic, easy to learn games are often cheaper and may be more justifiable for purchase



Surveys

Year	Library Attendance	Other programming	More trivia	Setting	Difficulty	Themes	Other Comments
Freshman	5+ per week	Game Night ; Nanow rimo	Yes	Relaxing	Just right		
Freshman	5+ per week	Game Night	Yes	Bigger	Just right	Specific book; Decades	
Freshman	1-2 per sem	None	Yes	Fun	Just right	Gaming; History; Decades	
Freshman	2-4 per month	None	Yes	105/106	Too Hard		
Sophomore	2-4 per month	None	Yes	Cool	Too Hard	Musicals; Celebrities; Movies	
Sophomore	2-4 per week	Maker Day	Yes	Good	Just right	Science	
Junior	2-4 per month	Game Night	Yes	Good	Too Hard		
Junior	1-2 per sem	None	Yes	Fun; w elcoming	Just right	Science; Animals; Movies; History	Love the snacks!
Junior	5+ per week	Game Night	Yes	105/106	Just right	Harry Potter; Marvel; Books vs. Movies	
Junior	2-4 per week	None	Maybe	105/106	Too Hard		
Junior	2-4 per week	None	Maybe	Good	Too Hard	General	
Senior	1-2 per sem	Game Night	Yes	Harsh lightng	Too Hard	Science; Other subjects	
Senior	1-2 per sem	Game Night	Yes	Alright	Just right	Geography	
Senior	2-4 per month	None	Yes		Just right	Tv Show s; Movies	No hints!
Senior	2-4 per week	Game Night	Yes	Alright	Too Hard	Movies; Gaming; Celebrities; Musicals; Space	80's is too hard
Senior	5+ per week	Game Night	Yes	Perfect	Just right		
Senior	2-4 per month	Game Night	Yes	105/106	Just right	Harry Potter; Marvel; Comics vs. Movies; Books vs. Movies	Y'all are great! *cat drawing*
Senior	1-2 per sem	None	Yes	Good	Just Right	History; Science	
Senior	2-4 per week	Maybe	Yes		Just right	Tv Show s	Thanks for the free food
Graduate	2-4 per week	None	Maybe	Alright	Just right	Star Trek; Horror films	No hints!
Freshman - 20%	Sophomore - 10%	Game Night - 45%					
Junior - 25%	2-4 per week - 30%	Nanow rimo - 5%		Positive - 45%	Just right -	Specific Book/Series (Harry Potter, Marvel) ; Tv Show s (Star	
Senior - 40%	2-4 per month - 25%	Maker Day - 5%	Yes - 85%	Negative - 30%	65% Too	Trek, 30 Rock, The Office) ; Decades/Eras ; Gaming ; History ;	Love the snacks! ; No hints
Graduate - 5%	1-2 per sem - 25%	None - 50%	Maybe - 15%	Neutral - 25%	Hard - 35%	Musicals ; Movies ; Celebrities ; Science ; Animals ;	80's is too hard ; Y'all are
						Books/Comics vs. Movies ; Geography ; Space ; Horror	great



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Keeping Momentum

❖ Stay Flexible

- Review and return to previous ideas by learning from your mistakes
- Allow team members to rotate

❖ Know your patron base

- Be aware of snack inventory to learn taste preferences
- Track game usage during event to learn gaming style
- Listen to suggestions!





Momentum in Action





The Future of Alkek Game Night

- ❖ Location may have to change to accommodate library renovations
- ❖ Segue to new events
 - Trivia Night
 - Creating questions that relate to library mission
 - Interaction with patrons by using social media polls
 - Library Con
 - Include in Texas State University's Weeks Of Welcome (WOW)
- ❖ Student Involvement
 - Gamers at Texas State student club



Main Takeaways

- ❖ Game events at the library benefit everyone: the patrons, the workers, and the library itself.
- ❖ Don't reinvent the wheel: use resources already available to you, including your own teammates.
- ❖ Create room to fail: your event will change and grow as you learn what works specifically for your audience.
- ❖ Stay flexible and keep an open mind in order to keep the momentum of the event.



Special Mentions

- ❖ **Lorin Flores** – Suggested event to Alkek Promotions Team and wrote proposal
- ❖ **Tricia Boucher** – First chair and wrote proposal
- ❖ **Hithia Davis** – Graphics for flyers
- ❖ Other team members: **Jeremy Moore, Donna Dean**
- ❖ New team members: **Emily Segoria, Gina Watts, Erin Mazzei**



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Sarah Chestnut

S-Chestnut@txstate.edu

(512) 245-5203

Lynn Fortney

lrf45@txstate.edu

(512) 245-3901

