



Bribery & Behavior Modification

A Rewards Program That Can Work for Any Librarian

By Abby Reidy

In The Beginning...

There
Was
Trivia



Teen Suggestion

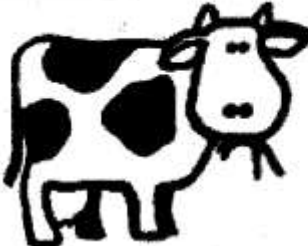
Develop an interactive reward system to:

- Get people involved with library
- Reward for good behavior
- Pay off fines

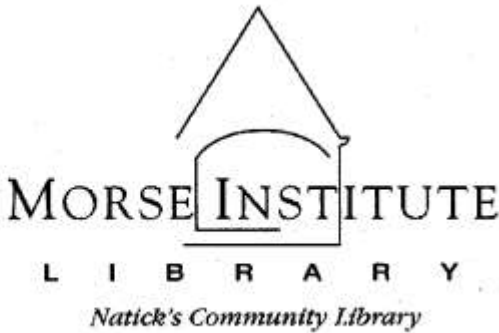


Morse Moo La

1 Non-negotiable for cash 1



Morse
Moo La

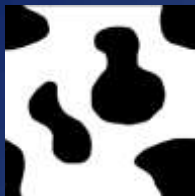


MORSE INSTITUTE
LIBRARY
Natick's Community Library



How Moo La Came To Be

- Reference Meeting (March 2007)
- Brainstormed ways to earn Moo La
- Reached out to Teen Advisory Group (TAG)
- Merged feedback from TAG and Ref Staff
- Established Moo La summer reading program
- Reference staff helped to create money and publicity
- Reference Desk staff implemented program (June 2007)



Moo La in Action

Ways To Earn

- Challenge library to a trivia match
- Book review
- Purchase request
- Wild Book Hunt
- Show library card
- Answer daily trivia

What to Buy

- Candy
- Pay off fines
- Mini prizes
- Gift cards
- Raffle tix – larger gift cards



Lessons Learned

PROS

- Staff involvement means staff ownership
- Positive reinforcement
- Teens familiar with library services
- Teens familiar with staff
- Staff familiar with teens

CONS

- Lots of paperwork
- Cheating
- Busy reference desk
- Saved Moo La woes
- How can we reward everyone?



Moo La Stats

- Summer 2007 120 participants
- Nov 2007 – Jan 2008 90 participants
- Summer 2008 44 participants
- Budget



McCornMuffin



- Moo La Cow Naming Short Story Contest
- Local ice cream store sponsored contest
- Winner recognized in community
- Trustee member awarded winner
- Article in Library Newsletter

Contact Information

- Email: areidy@minlib.net
- Phone: 508-647-6520 x1528
- Mail: Abby Reidy
14 East Central Street
Natick, MA 01760