Welcome To Other Duties as Assigned: A Day of Learning

#NoveListDayofLearning
1. RA Evolution: Going to Where we Have Been Before
2. RA Basics Renovated: Flip Your Focus and Think Like A Reader
3. Islands in the Stream: Navigating the Waters of Collection Development
4. Digital Storytelling: Moving Your Storytime Online
5. Surprise! Contactless Browsing to Keep Readers Coming Back
6. Email Newsletters: Easy as 1-2-3
7. #Library: Digital Readers' Advisory
Reader’s Advisory Evolution: Going to Where We Have Been Before

Duncan Smith, Co-Founder NoveList
Chief Strategist, Public Libraries
A Reading Ecology: Relationships
A Reading Ecology

Discover → Discern → Deliver
Library Value in the Ecosystem: Yesterday

<table>
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<tr>
<th>Discovery</th>
<th>Discernment</th>
<th>Delivery</th>
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![Delivery Icon]
Library Value in the Ecosystem: Today & Tomorrow

<table>
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<th>Discovery</th>
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<tr>
<td><img src="image1" alt="Discovery Icon" /></td>
<td><img src="image2" alt="Discernment Icon" /></td>
<td></td>
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</table>
A Reading Ecology: Adding Value Today & Tomorrow

Discover → Discern → Deliver → Deepen
A Brief History of Readers’ Advisory

1920s

- Jennie M. Flexner—NYPL
- Reading plans focused on learning
- Ongoing relationships with readers
Joyce Saricks & Nancy Brown develop concept of appeal

Betty Rosenberg publishes *Genreflecting*

Adult Reading Roundtable (ARRT) formed in Chicago area

Readers’ Advisory Service in the Public Library published

First copy of NoveList sold to Joyce Saricks at Downers’ Grove Public Library in Illinois (came with its own computer!)
Moving up the Reader Engagement Ladder

1. Introduce reader to new authors and titles.
2. Increase reader ability to understand what they like.
3. Expand reader strategies for finding more.
4. Deepen their appreciation of reading.
5. Support reader in sharing their reading with others.
Titles for Joanne

The Prince of Tides
Pat Conroy

Margaret Maron
Bootlegger's Daughter

Charlaine Harris
Dead Ever After

The Overstory
Richard Powers
Autumn suggests *There, There* to Joanne

I chose this based on some of the things you mentioned in your book talks.

You like a story rich in characters.

You also mentioned that you enjoy reading about racial injustice.

You also talked about enjoying books with humor – while this book tackles difficult themes, the author adds humor to this power book.
Joanne’s Response:

Yes, this looks like a book I’d enjoy. The evaluation of why I would is good.

I’m adding it to my list! Am happy to say the library as the ebook!
In her short reply, Joanne indicates that she thinks she might like the book.

She was motivated enough to take action to obtain the title by checking to see if the library owned it.

She put it on hold.
Increase reader understanding about what they like and why.

RA is the art of introducing unknown items to a reader and connecting that item to identified reader interests.

Autumn focuses on elements that the reader has stated as preferences. Then explicitly restates the reader’s preference allowing the reader to make the connection.

This approach increases the likelihood that the reader will consider the title. Joanne’s response to Autumn’s description also indicates that this reader feels heard!
We might respond to Joanne’s email reaction with something like this:

*If you are interested in reading about different cultures or diversity issues, we have a resource that identifies authors by their nationality and ethnic origin. It also can be used to search on topics like racial justice, etc. I would be happy to send you a link to this resource or set up an online meeting where I can show it to you.*
Consider evocative questions that invite the reader to explore their reading experiences.

Racial justice is a popular reading interest right now. Are you willing to share a book on this topic that provided new understandings or insights for you on this topic?

This question might lead the reader to talk about: *The Queen of Palmyra.*
Ask the reader if they would be willing to join a book discussion of this title or attend a virtual “author talk” by this author.

Encourage the reader to review the “list” of titles dealing with racial justice to encourage her to share her thinking.
What Reader Problem Do I Want to Solve?

I would like to help older adults find what they want to read. I want to have a readers conversation and dig in, narrow down what they are actually looking for in that next book.

Most of the time a patron can tell you an author they like, but not necessarily why they liked it.
Reader Conversations

• Call older adult homebound patrons like normal.

• Change the questions being asked.
  - Instead of "What kind of books would you like me to bring?" Or, "What author would you like to read?"
  - Start with, "Out of the books I pulled for you last time, which one stood out?"
  - What was the last books you really enjoyed?
Further Reader Conversations

In further conversations expand the questions being asked to include past reading experiences

- What is the first book you remember reading?
- Was there one person who was a big influence on your reading habits?
- Do you reread books? If so which ones?
- What book genres do you love?
- Do you ever read a book based solely on its cover?
- Are there any book dealbreakers for you?
• I have been taking her books for 14 years.

• Learning new things. Like she does reread books, but only non-fiction.

• Got her thinking about her parents and their influence on her reading habits.
Reader Engagement Goals: Measurement

1. **Introduce reader to new authors and titles.**
   - Sample measure: Did you learn about new titles/authors as a result…

2. **Increase reader ability to understand what they like.**
   - Sample measure: Did you learn something about the type of books you like as a result…

3. **Expand reader strategies for finding more.**
   - Sample measure: Will you look for your next book differently as a result…

4. **Deepen their appreciation of reading.**
   - Sample Measure: How do you feel about reading as a result…..

5. **Support reader in sharing their reading with others.**
   - Sample Measure: Will you talk/share with anyone about this/these books or your insights about reading?
“Remember that today’s problems come from yesterday’s solutions.”

Peter Senge

*The Fifth Discipline: The Art and Practice of the Learning Organization*
Thank you and keep up the great work!
Flip Your Focus and Think Like A Reader: RA Basics Renovated

Becky Spratford, RA Specialist, RA for All
Autumn Friedli, Readers Services, TSCPL
Presented for NoveList Day of Learning
February 10, 2021
#NoveListDayofLearning
Conversations vs Transactions

- Evolution of RA service
- Shift in emphasis means...time to renovate!
- 4 easy to replicate segments
  - Or renovate our ideas and turn them into your own
- RA Service is 60% Listening, 40% Action
Sharing Anything (whether you read it or not)

- Somebody HAS read it, just not you
- Be honest - “I haven’t read this, but my friend Chris loved it.”
Sharing Examples

- Create a culture of sharing books in your library.
- Podcasts...shameless plug TSCPL’s The Bookmark
- Webinars
- Blogs
- Goodreads
- NOVELIST! The reason we are here today!
- Be creative and look for other resources.
Conversation Starters

- Creating relationships NOT tallying transactions
- Dialog NOT monologue
- Talking about books, book news NOT making a match
- Why NOT what
- Listen and learn
Conversation Starters Examples

● In person-- have fun “why” questions:
  ○ What’s your least fav book? What’s your fav to recommend? Where do you get book recommendations for yourself? What was the most fun you had reading a book in the last year?

● Socially Distant: Curbside Passive RA

● Online-- Unboxing Videos

● Both-- interactive displays

● Both-- use props
  ○ Grab an item in person or post it online and share why you picked it
The Art of the Handoff

- Could be a book, a resource...or both.
- The HOW is just as important as the WHAT.
- Think RELATIONSHIP not TRANSACTION.
Handoff Examples

● Explain the why and use their words
  ○ Prove you heard them
● Connect them to more
  ○ Don’t be a Pushy Salesperson
● Encourage feedback
  ○ Think “Reading Relationship”
Inspiring All Staff To Help

- Working together is your best resource.
- Real talk...You will never know all the books!
- All staff can be part of core service.
- The more staff included, the more diverse your pool of suggestions.
Working Together Examples

- Don’t wait for volunteers
  - invite participation
- Goodreads Shelves
- Stock Your RA Pantry
- Did you listen to patrons?
  - Use what they have shared.
- Covid Success Story:
  - Des Moines Public Library
  - Their Goodreads
Final Thoughts

- 6 Ways Anyone Can RA, Regardless of Job Title
  - Article in NoveList by Becky
- No correct way to do this, but guiding principles to renovate your thinking.
- Share, Converse, Handoff, Work Together
  - Make it fit your strengths, staff, and patrons
- RA Service is 60% Listening, 40% Action
Questions? Now or Later

- Becky Spratford
  - bspratford@hotmail.com
  - RA for All
  - Twitter: @RAforAll

- Autumn Friedli
  - afriedli@tscpl.org
  - tscpl.org/podcast

#NoveListDayofLearning
ISLANDS IN THE STREAM

Welcome to the world of Collection Development
Presenters

Robin Bradford
• Collection Development Librarian

Kendal Spires
• Collection Development Librarian
I'm here, now what?

01 Whether Collection Development is one of your brand new duties... or whether it's just an ordinary Tuesday...

02 There will likely be a day when you'll stare at the screen and not know where to start.

03 The good news is that you can start anywhere!
If you're brand new to everything...

1. Get familiar with your tools.
2. Become an explorer.
3. Ask a tour guide.
4. Get familiar with your landscape.
5. Know your limitations.
Get familiar with your tools

◦ How do you do selection at your library?
  ◦ Do you have a primary vendor? Multiple vendors?

◦ Where have you been discovering titles?

◦ What are the things specific to your library that are required for selection?
  ◦ The "how to" for your location
  ◦ Differences specific to a subject area (Children's selection vs. Adult or Fiction vs. Non)
  ◦ Differences specific to format

◦ What processes do you need to know about?
  ◦ Setting up carts
  ◦ Sending carts
  ◦ Working with adjacent departments (cataloging, etc.)
Become an Explorer

◦ Look everywhere for materials – allow space for **Discoverability**.
◦ Don’t be afraid to **try something new** (within reason).
◦ It’s okay to settle into a process.
◦ What works for others may not work for you.
◦ Everything about Collection Development is **trial and error**.
◦ Keep an open mind.
Ask a tour guide

- Talk to people who have done this at your library.
- Talk to people outside your library who also have collection development experience.
- Take a holistic approach to collection development.
  - Talk to catalogers.
  - Talk to shipping & receiving.
  - If you only do collection development, talk to public services staff (ALL staff, not just librarians).
Get familiar with your landscape

- Landscape = Collection Development Areas.
- Discover the old standbys in your area.
- Discover what is popular.
- Look for ways to expand.
Know your limitations

<table>
<thead>
<tr>
<th>Know</th>
<th>how much you can spend.</th>
</tr>
</thead>
</table>
| Know | any restrictions for your area and overall.  
• Such as age cutoffs for collections, format specifics, etc. |
| Know | how the entire process works.  
• A lot of things done on the selection end can make life easier down the line. Your coworkers will love you. |
Not new, but feeling unsettled...

<table>
<thead>
<tr>
<th>Make</th>
<th>Make a &quot;to get done&quot; list then prioritize.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pick up</td>
<td>Pick up unfinished projects.</td>
</tr>
<tr>
<td>Do</td>
<td>Do the most fun thing about your job or Do the worst thing and use the other as a reward.</td>
</tr>
<tr>
<td>Look</td>
<td>Look at statistics.</td>
</tr>
<tr>
<td>Start</td>
<td>Start work in a different area.</td>
</tr>
</tbody>
</table>
A "to do" list is immediate. A "to get done" list is an exercise to try and rein in wild and wandering thoughts.

It can be a concrete list or an aspirational list.

Use this as an exercise to settle thoughts.
Pick up

- Collection Development can be a series of ongoing projects.
- If you have multiple subject areas, move to a new one.
- If you have other collection responsibilities (weeding, statistics, patron requests) move to one of those.
- Again, the purpose is to give your brain a break so you can regain focus.
Do

- Do the **most fun** thing about your job.
- Do the **least fun** thing about your job and use the most fun thing as a reward.
Look

- Look at statistics.
- Calculate (I know, I know!) some numbers.
- Look for new ways to measure performance.
Start

- If you have other responsibilities, switch to those.
- Move around in collection development.
- The key is to do something different to jumpstart motivation.
- When all else fails, I look for cake.
DON'T BE AFRAID OF CHANGE

- But also, make *thoughtful* changes.
- Make the distinction between corrections and changes.
- NOTHING IS LIFE OR DEATH.
- Get comfortable with making mistakes and then learning from them.
- Ask for help, advice, guidance, and ideas.
Leave your mark

It doesn't matter if you're temporarily filling in or permanently taking over.

It doesn't have to be in a big and flashy manner. Subtle changes work as well.

Don't forget to check your progress.
THANK YOU! Any questions?
DIGITAL STORYTELLING
Moving Your Storytime Online
Meet Our Presenters

Amy Godfrey
Little People, Big Questions

Brierley Ash
NovelList Metadata Librarian
Agenda

1. Storytelling tools
2. Storytelling platforms
3. Engagement
4. Questions
Digital Storytelling Tools

Camera
- Computer
- Phone
- External recorder

Microphone

Headphones
Which Platform?

Live Platforms

Prerecorded Platforms
Live Platforms

- Instagram Live
- Facebook Live
- YouTube Live
- Zoom
Prerecorded Platforms

YOUTUBE

VIMEO
ENGAGING THROUGH SCREENS
Questions?

Thank you!

Amy Godfrey | Little People, Big Questions
Brierley Ash | NovelList Metadata Librarian

amygodfrey@gmail.com | bash@ebsco.com
Surprise!
Contactless Browsing to Keep Readers Coming Back

Presenters

Elena Gleason
Readers’ Advisory Librarian
elena.gleason@hillsboro-oregon.gov

Kathy Lussier
Manager, Engagement and Services
klussier@ebsco.com
People really miss the library.
How do you help browsers when your stacks or even your entire library buildings are closed?

- Surprise Bundles and Bags
- Personalized RA
- Provide a Window into the Library
- The Return of the Book Talk
- Virtual Browsing
Surprise Bundles and Bags
Surprise Bundles at Hillsboro

- 5-7 items in a paper bag, labeled with a category and quantity
- Currently 28 categories encompassing books and AV for kids, teens, and adults in English and Spanish
Surprise Bundles at Hillsboro

- Contents check out on self-checkout machines using RFID
- Grab and go only - not holdable or customizable
HPL2Go patron today was raving about the mystery bundles. She said she got one at her last visit and she read 3 of the books, which weren't what she usually would read, ended up loving them, and was visiting today to pick up the holds she placed on the authors that were in the bundle--she's hooked! 📚
11,426

surprise bundles created at the Hillsboro Public Library between August 2020 and December 2020
Questions to Start With

- Pre-made or on demand?
- Generic or customized?
- Which categories?
- How many bundles will be needed to meet demand?
- How many items per bundle?
- Who will create them? When?
## Scale it for Your Library

### Less Intensive
- Create a set number of bundles per day or per week, available “while supplies last.”
- Choose only the most popular collections to keep workload down and manage patron expectations.

### More Intensive
- Add more categories based on patron demand.
- Add bundles to your catalog and allow patrons to place holds.

### Bundles are Life
- Offer custom bundles created to order.
- Create bundles using appeal terms, e.g. “Moving and Own Voices,” “Quirky and Heartwarming.”
Let the Library take you to the movies! Find our "Films to Go!!" bags in the catalog and place a hold on your favorite kind of movies. We'll fill your bag with four feature films for your movie marathon. Popcorn included!
### Bundle Tips and Tricks

**Keep Backstock**
Set out a limited number of bundles but keep extras on hand for restocking. Just don’t overdo it!

**Bag Donations**
Local grocery stores are often willing to donate paper bags.

**Save Your Shelvers!**
Pull bundle contents from shelving carts and help save your shelvers’ time.

**Include Quantity on Your Label**
If you intend patrons to keep bags closed during checkout, include item quantity on your label.

**Use Bundles for Promo**
Include event guides, promotional bookmarks, etc. in your bundles to help market library events and resources.

**Appointment Only?**
Add a bundle request to your appointment form.
Bundle label examples from Hillsboro Public Library (upper left), LibraryAware (upper right, bottom)
Personalized Readers’ Advisory Services
Put Those RA Forms to Work!

Revisit your RA form (or create one)

- Does your old form hold up to new circumstances?
- Is it kid and parent-friendly?
- Do you offer more than books?
Custom bundles, boxes, or totes

Hillsboro Public Library’s Find Your Next service

Image Credit: Coos Bay Public Library
Go Live!
Provide a Window into the Library
Photos of New Books

Great new books languishing without browsers to find them? Snap a quick photo and share on social media!

Make it fancy: Include brief blurbs for a couple titles and add links to your catalog.
Window Shopping

If your library gets a lot of foot traffic, create a bookstore style window display with instructions for how to get the books (place a hold or ask staff now).

Make it fancy: Add a QR code linking to your catalog.
Battle of the Holds!

Clear out overcrowded shelves and remind patrons about their favorite series with a popularity contest on social media.

Our shelves are overflowing with Big Nate and Garfield graphic novels! Help your favorite character win this contest by putting a hold on their books - let's see who leaves the library first!

Put a hold on Big Nate books here: http://wccls.bibliocommons.com/v2/search?l_STATUS=11...
Put a hold on Garfield books here: http://wccls.bibliocommons.com/v2/search...
The Return of the Book Talk
Book Talk Videos and Broadcasts

Format:
- Instagram or Facebook Live
- Pre-recorded videos
- Slides with voiceover

Content:
- Staff picks
- New books
- Themes

Find Your Next LIVE on Hillsboro Public Library’s Instagram
Book Talk Videos and Broadcasts

Three on a Theme from Cedar Mill & Bethany Community Libraries
Podcasts

Left: In the Good Books podcast from Yarra Plenty Regional Library, Australia

Bottom: Book Talk Bakersfield from Kern County Library

Book Talk Bakersfield
Kern County Library
Books

[Listen on Apple Podcasts]

JAN 10, 2021
Fitness Goals = Reading Goals
Join Kern County Library staff members, Fahra, Jasmin, and Rafael (Librarian at the Southwest Branch Library), to talk about what we're reading, watching, listening to, as well as our fitness goals and how audiobooks help motivate us.

[PLAY] 1 hr 2 min

JAN 8, 2021
The Elfhame Obsession
Catch up with Kern County Library staff members, Fahra and Jasmin to talk about their love for The Folk of the Air Series by Holly Black and what they have been reading, watching, and listening to.

[PLAY] 46 min
Ideas from other libraries…
Virtual Browsing

- Turn your homepage into a digital end cap.
- Show off New Releases in new ways.
- Turn inboxes into bookshelves.
Turn your homepage into a digital end cap.
New Material

Adult - Teen - Children

Adult Fiction - Authors L - O

Newest items are displayed first. Click on a title for more information or to place a hold.

November

Shelter in place : a novel
by David Leavitt

Unsuccessfuly challenging her influential friends in New York to perform an online search for tips on how to assassinate Donald Trump, a social hostess impulsively purchases a grand off-limits apartment in Venice, triggering an unexpected affair.

The arrest : a novel
by Jonathan Lethem

Working as an archeologist in a post-apocalyptic world devoid of technology, a former Los Angeles screenwriter unexpectedly reconnects with his once-famous partner, who has revitalized a nuclear-powered digger to launch an unknown agenda.

Fool me twice : a novel
by Jeffry P. Lindsay

A sequel to Just Watch: He finds thief and disguise artist Remy Wolfe continuing his Robin Hood-inspired crusade against the wealthy elite by orchestrating the thefts of a fairly named Italian arts. By the
Search: virtual browsing

- Biography & Memoir
- Cookbooks
- Storytime
- Romance
- Horror
- Thrillers & Suspense
- Audiobooks
- Fiction A to Z

Made with love in LibraryAware • libraryaware.com
Show off your New Releases in new ways.
New & Now copies of bestsellers are available at branches on a first-come, first-served basis.
Browse the collection online and call your local branch to check on availability.
You can view a full list of our current New & Now titles here.
To receive email alerts about our latest arrivals, click here.
Explore our current titles or join the wait list by following the links below.
On mobile? View list here.

DVDS

0-9, A-D

21 Bridges
by Brian Kirk

What's it about?
When uncovering a massive conspiracy, an embattled NYPD detective is thrust into a citywide manhunt for a pair of cop killers.
Turn inboxes into bookshelves.
Now Read This!

JANUARY 2021

Our New Read This newsletters offer suggestions for your next favorite read, from hidden gems to the latest hot pick. In this issue, you will find a featured book of the month, a special event worth checking out, a curated selection of newly acquired and upcoming biographies and memoirs, and booklists for further reading. Whether you prefer reading about the lives of historical figures or the rich and famous, your friendly BPL Reader Services Librarians have recommendations for every reader.

Want more suggestions? Need fewer emails?
Manage what newsletters you get in the future.

Book of the Month

Beans Heumann: An Unrepentant Memoir of a Disability Rights Activist
by Judith E. Heumann

One of the most influential disability rights activists in US history, tells her personal story of fighting for the right to receive an education, have a job, and just be human.

Event Spotlight

Shelf Service Live: Personalized Reading Recommendations
Wednesdays 3:00 PM - 4:00 PM

Not sure what book to read next? Take advantage of our live reader recommendation hour on Twitter to ask a librarian! Tweet to @BPLBoston using the hashtag #ShelfServiceLive to let us know what you’re looking for, and we’ll do our best to find your next favorite read. We’re looking forward to talking books with you.

New and Upcoming Titles

No Time Like the Future
Michael J. Fox

“Fox shares personal stories and observations about illness and health, aging, the strength of family and friends, and how our perceptions about time affect the way we approach mortality.”

The Baddest Bitch in the Room
Sophia Chang

“The first Asian woman in hip-hop shares the inspiring story of her adventures in the music business, as well as her candid account of marriage, motherhood, marginalization, and martial arts.”

Speak, Okintrina
Elizabeth Miki Brina

“A searing, deeply candid memoir about a young woman’s journey to understanding her complicated parents and her own fraught cultural heritage.”

The Beauty in Breaking
Michèle Harper

“A female, African American ER physician describes how encounters with her patients led her to realize that every human is broken, but moving towards a place of healing can bring peace and happiness.”

Being Lolita
Alison Wood

“A lonely and vulnerable high-school senior is given a copy of Lolita by her charismatic young English teacher before the girl becomes the victim of a deeply abusive, forbidden relationship.”

The Cobbler
Steve Madden

“Entrepreneur, award-winning designer, and business titan Steve Madden shares what it took to get where he is today and the lessons he’s learned along the way.”

American Daughter
Stephanie Phymal

“Phymal explores in unsparring details the complex interplay between intimate family ties, generational abuse, and cataclysmic losses.”

Once a Warrior
Jake Wood

“The co-founder and CEO of a volunteer disaster response organization explains how he found healing and renewed purpose after tours in Iraq and Afghanistan.”

The Three Mothers
Anna Tubbs

“Scholar Anna Malakia Tubbs celebrates Black motherhood by telling the story of the three women who raised and shaped one of America’s most pivotal heroes.”

Find Your Next Good Read

Boston Memoirs: 18 Books Here in Beantown
From Boston politics to undercover detectives, pop stars to rock stars, chefs and doctors, these memoirs describe what it means to be a Bostonian.

For More Suggestions...
Waiting for a Promised Land? 9 Titles to Read While You Wait
This Month's Nonfiction Books

New Adult Nonfiction

Armchair Travel

Biography and Memoir

Recommended Books, Movies, Music, and More

Check out Fresh Picks for the freshest, hottest books and audiobooks curated by our librarians. We have something for everyone's interests—whether it's bestsellers, mysteries, kid's books, romance, and many more categories. Sign up for your favorites to have them delivered straight into your email inbox!

Sign up for Fresh Picks Emails

Browse By:

Fiction Nonfiction Kids Teens Media

This Month's Fiction Books

New Adult Fiction

Fiction A-Z

NoveList
Useful Resources

Custom Boxes

Bitmoji Classrooms
Any questions?

Contact Us:

Elena Gleason
Readers’ Advisory Librarian
Hillsboro Public Library
elena.gleason@hillsboro-oregon.gov

Kathy Lussier
Manager, Engagement & Services
NoveList
klussier@ebsco.com
E-mail Newsletters: Easy as 1-2-3

Part I: Why e-Newsletters?
Shreve Read Online Case Study
This is Shreve Memorial Library

Caddo Parish
21 Branches
2 Mobile Libraries
1 Mobile Makerspace
1 Support Services Center
24/7 e-Branch
You can do WHAT at the Library?
Introducing The Shreve Read Online

Bi-Weekly Newsletter

Opt-Out Subscription

Information Mix – Programs, Services, Updates, etc.

Book Suggestions for all ages

The Shreve Read Online
09.18.2019

Join SML & Professor QB and Talk Like a Pirate September 19!

Ahoy, Matey! September 19 is International Talk Like a Pirate Day! Join SML and Professor QB for a pirate-talking good time! Professor QB, pirate extraordinarire, is visiting SML branches with a fantastic show full of magic, jokes, ventriloquism, and quirky fun. Children of all ages will laugh and have fun through the entire show. You can catch Professor QB today at the North Shreveport and Cedar Grove Line Avenue Branches and tomorrow at Hamilton/South Caddo, Morencio, and Broadmoor Branches. Be sure to don your favorite pirate hat, brush up on your pirate lingo, and join the fun in talking like a pirate!

Upcoming Events

Join a Book Club
Reading is better together!

Upcoming Book Club Meetings at SML

Experts in Arthritis Seminar Sept. 28

Heritage & Harvest Tour Stops in Gilliam Sept. 28
Dream. Discover. Do.
Shreve Memorial Library and You!
Something for Everyone

System-Wide Events
Programs for Children, Teens, and Adults
Library Spotlight
News & Tech Updates
New Books at the Library

Celebrate National Comic Book Day
September 25

Shreve Memorial Library branches are celebrating National Comic Book Day on Wednesday, September 25! Visit your favorite branch and create your own comic strip, watch movie versions of comic book classics, or check out a comic book or graphic novel to read.

National Comic Book Day celebrates one of America’s most famous literary exports - the comic book. The day celebrates all aspects of the comic book genre, including comic books, comic strips, full-length novels, graphic novels and movie adaptations.

Nominate Your Favorite Librarian for the I Love My Librarian Award

Librarians touch the lives of people they serve every day. The I Love My Librarian Award encourages library users to recognize the accomplishments of exceptional librarians. Each year 10 librarians are selected. Each librarian receives a $5,000 cash award, a plaque, and a travel stipend to attend an awards ceremony and reception held in their honor.

Nominations for the 2019-2020 I Love My Librarian Award are open through October 21. Click here for more information and to submit your nomination.

What's New at the Library

New Adult Fiction
New Children's Fiction
New Teen Books

Dream. Discover. Do.

Shreve Memorial Library
Support Services Center
836 Bert Kouns Industrial Loop
Shreveport, LA 71119
318-212-1011
www.shreve-la.org
Marketing Efforts

Newsletters & E-mail Blasts
Billboards
Posters & Flyers
Print, Radio & TV ads
Social Media (@shrevememorial)
Website
Press Releases

Join SML & Professor QB and Talk Like a Pirate September 19!

Ahoy, Maties! September 19 is International Talk Like a Pirate Day! Join SML and Professor QB for a pirate-talking good time! Professor QB, pirate extraordinaire, is visiting SML branches with a fantastic show full of magic, jokes, ventriloquism, and quirky fun. Children of all ages will laugh and have fun through the entire show. You can catch Professor QB today at the North Shreveport and Cedar Crest Library Branches, and tomorrow at Hamilton/South Casino, Morningrose, and Broadmoor Branches. Be sure to don your favorite pirate hat, brush up on your pirate line, and join the fun! In talking like a pirate!
But then COVID-19...
Keeping Patrons Informed

Library Updates

Online Digital Resources

Virtual Programs

Upcoming Events & Celebrations

Drop In & Craft Out at Home with SML

If you’re like us, you’re probably missing those great craft programs at the library. No worries, with Drop In & Craft Out at Home videos you can try a new craft from the comfort of your own home. You can make things like DIY Dog and Cat Toys, DIY Cat Castle, or DIY Junk Mail College. Be sure to subscribe to the Shreve Memorial Library YouTube channel for more videos!

SML Art Club at Home

Attention art enthusiasts! The latest SML Art Club at Home project is now available. This week, Lindsay teaches you how to recreate Paul Cezanne’s famous painting, The Blue Vase. All you need is paper, pencil, and color to create your own interpretation of this classic work of art. Check out the tutorial here and be sure to share your finished work with us on social media!

Library Spotlight - Placing Holds Online

In order to utilize the library’s curbside pickup service, you will need to place a hold online to reserve your library books, DVDs, and other materials. Placing holds online is easy to do. Simply visit our online catalog at www.shreveslib.org/catalog, browse the catalog for the items you’d like to reserve, and select “Place Hold” on the item. You’ll receive a notification when your items are ready for pickup.

Effective Monday, May 18, 2020

Curbside Pickup Service Begins Monday, May 18

"We are so excited to begin offering curbside pickup service to our patrons. Our plan is to roll out this service to seven of our larger branches, with plans to expand the service to other library branches in the near future. We want to be able to provide the best service to our patrons, while doing everything we can to maintain the health, safety, and well-being of both our staff and our patrons." - John Tuggle, Shreve Memorial Library Executive Director

Beginning Monday, May 18, curbside pickup service, as well as call-in Readers’ Advisory and reference help, will be available at the following Shreve Memorial Library branches: Broadmoor, Cedar Grove, Line Avenue, Hamilton/South Caddo, North Caddo, North Shreveport, Wallela, and West Shreveport. Curbside pickup will be available Monday through Saturday from 10:15 a.m. to 5:15 p.m.

Learn More
Share Your Story
E-Newsletter Headers Before COVID-19
E-Newsletter Headers After COVID-19
Measuring Success
The Shreve Read Online
(Pre COVID-19)

- Bi-weekly Distribution
- Approximately 40,000 subscribers
- Open rate of 12.37%
The Shreve Read Online
(Post COVID-19)

- Bi-weekly Distribution
- Approximately 45,000 subscribers
- Open rate of 14.57%

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Flesh could not keep its glamour, nor eyes their sheen, they would go to nothing soon, but monsters are forever.

- Clive Barker
Email Newsletters: Easy as 1-2-3

Jessica Lin

Engagement Specialist
Uploading a subscriber list using a bulk upload

Click the **Subscribers** link at the top of your screen.
Uploading a subscriber list using a bulk upload

Click the Add button. Choose Bulk Subscribers.
Uploading a subscriber list using a bulk upload

Give your bulk upload a name. Then upload a .csv or .txt file.
Uploading a subscriber list using a bulk upload

Type the subscriber interest group title. Click the Add link, then Import.
Uploading a subscriber list using a bulk upload

Opt-In Pages

Standard Opt-In Page

Below is the link to your opt-in page where a patron may subscribe to your Newsletter Lists and/or Interest Groups. You may copy and paste this link into any web page.

Options:
- Remove styling & branding (tip: great for iFrames!)

Show:
- Newsletter Lists & Interest Groups
- Newsletter Lists
- Interest Groups

Subscribe link:

http://libraryaware.com/2879/Subscribers/Subscribe

The above preferences cannot be saved. Please remember to copy the new link and update any locations or code where you wish to replace the old link.

Custom Opt-In Pages

Below, you may create custom opt-in pages for specific Newsletter Lists or sets of Newsletter Lists. Custom opt-in pages can be complex and are not for every situation.

Create Your Own Opt-In Page

Click the different radio buttons to get various opt-in page links.
Uploading a subscriber list using a bulk upload

<table>
<thead>
<tr>
<th>Subscribe me to these newsletters:</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Armchair Travel</td>
<td>Monthly Events</td>
<td></td>
</tr>
<tr>
<td>Audiobooks</td>
<td>Mystery</td>
<td></td>
</tr>
<tr>
<td>Biography and Memoir</td>
<td>Nature and Science</td>
<td></td>
</tr>
<tr>
<td>Christian Fiction</td>
<td>New books</td>
<td></td>
</tr>
<tr>
<td>DVD</td>
<td>New York Times Fiction Bestsellers</td>
<td></td>
</tr>
<tr>
<td>E-books</td>
<td>New York Times Nonfiction Bestsellers</td>
<td></td>
</tr>
<tr>
<td>Fantasy and Science Fiction</td>
<td>Picture Books</td>
<td></td>
</tr>
<tr>
<td>Fiction A to Z</td>
<td>Popular Culture</td>
<td></td>
</tr>
<tr>
<td>Healthy, Wealthy, and Wise</td>
<td>Romance</td>
<td></td>
</tr>
<tr>
<td>Historical Fiction</td>
<td>Spirituality and Religion</td>
<td></td>
</tr>
<tr>
<td>History and Current Events</td>
<td>Teen Scene</td>
<td></td>
</tr>
<tr>
<td>Home, Garden, and DIY</td>
<td>Thrillers and Suspense</td>
<td></td>
</tr>
<tr>
<td>Horror</td>
<td>Tween Reads</td>
<td></td>
</tr>
<tr>
<td>Kids’ Books</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Library Reads</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Send me updates on these topics:</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults</td>
<td>Gardening Club</td>
<td></td>
</tr>
<tr>
<td>Historical Fiction Book Club</td>
<td>Genealogy Group</td>
<td></td>
</tr>
<tr>
<td>Teens</td>
<td>Science Nonfiction</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Teen Book Club</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Welcome to Your Library</td>
<td></td>
</tr>
</tbody>
</table>

Opt-in page example
When to create a newsletter or e-blast

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>E-blast in folder section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book river or widget</td>
<td>Use targeted or segmented subscriber interest groups</td>
</tr>
<tr>
<td>Online archive</td>
<td></td>
</tr>
<tr>
<td>Embed issue on website</td>
<td>Additional email templates</td>
</tr>
</tbody>
</table>
Creating an e-blast

Type in a keyword in the search bar and refine results to **e-blasts**.
Creating an e-blast

Click on an image and then click the swap image button.
Creating an e-blast

Type in a search term.
Creating an e-blast

What keywords can I use to find design elements for my items?

When adding an image, search for these image keywords to find graphic elements to use in your items:

- **Icons** - Accent images with a transparent background such as clip art, infographic icons, and accent shapes.
- **Backgrounds** - Full-sized designs or images that can be placed in the background of a template such as patterns, full-sized illustrations and photos. Remember that you can adjust the opacity of your background image.
- **Patterns** - An image containing a pattern design. Usually full-sized backgrounds or borders.
- **Borders** - Designs intended to be placed at the top and/or bottom of templates as a border accent.
- **Lines** - A line or thin border that can be placed at the top or bottom of a template as a border accent, or used to separate spaces or text.

Use our design elements keywords help page for reference.
Creating an e-blast

Highlight the text or click the image you would like to add a link to.
Creating an e-blast

Copy and paste in the URL.
Creating an e-blast

To add a new section, click on the **Add New** button.
Creating an e-blast

Add text to Rich text area. Use the Insert Image button to add an image or button.
Creating an e-blast

Type keyword “button” or “e-audiobook” in the image selector menu.
Creating an e-blast

Click on a section and then click the Move button to re-order sections.
Creating a newsletter list and issue

Click **Newsletters** at the top and then **Newsletter Lists**. Click **Create List** button.
Creating a newsletter list and issue

Choose your layout template, branding set, font swatch, and color swatch.
Creating a newsletter list and issue

Click the **Create Issue** button.
Creating a newsletter list and issue

Add in images and text just like in an e-blast.
Creating a newsletter list and issue

Once your newsletter issue is complete, click **Schedule Send**. Edit details.
To check e-blast metrics, click **Reports** and then **Metrics** under Folders.
Checking metrics

To check newsletter metrics, click Reports and then Newsletter Send History.
**Personalize that CTA**

Use our button template to create personalized call to actions.

**Easy tie-ins**

Add in a Rich Text area at the top of your NextReads Newsletters to promote virtual events.

**More header options**

Create your own custom headers using 3:1 widget.

**Show the love**

Show patrons the individual attention with personalized reading recommendation emails.
Custom email headers

Type "3:1" in the search bar to find the templates you can use as custom headers.
Custom email headers

Add additional keywords to help narrow your results.
Custom email headers

Open the widget template and make any changes to text or images.
Custom email headers

Save your template.
Custom email headers

Open your newsletter or e-blast. Click the header and the Swap Image button.
Custom email headers

In the Folder Items tab, type in the **title** of your header item.
Custom email headers

Select the image, and it will be placed in your email. Add a link to the image.
How do I create a clickable button and add it to my item?

Creating & Using E-Blasts

1. Download the button template here. Use any of the buttons as is, or customize the text, colors, or shape to suit your needs.
2. Once you have the button how you would like to use it, right click on the button, and then choose Save as a Picture option. The picture will save as a PNG item type by default. Give it a title that you can easily find again.
3. In LibraryAware, open up your e-blast where you would like to add your button. Click on the Insert Image icon. Click on the Select an image from your computer button. Open the button you have previously saved.
4. Once the button is now in the text box, you can resize the button.
5. Click on the button and then click on the Add/ Edit link icon to add in a link when the button is clicked.

Search "button" on our help pages.
Custom buttons

To Edit the button:
- Click on the button you’d like to edit.
- Replace the text to edit what the buttons say.
- Change the font family, size, color, alignment, etc.
- Change the entire look of the button by choosing “Quick Styles” in the toolbar above.
- Make further refinements using the “Shape Fill,” “Shape Outline” and “Shape Effects” buttons in the toolbar above.
- Resize the button by dragging the corner with your mouse.

Download the button template. Follow the editing instructions.
Search "readers advisory response."
Use NextReads to promote events

Add Rich Text areas at the top of relevant newsletters.
Thank You

Jessica Lin  |  Engagement Specialist

@ jlin@ebsco.com
#LIBRARY

Digital Readers’ Advisory

By Yaika Sabat and Monique Christian-Long
Objectives

- Learn how to effectively use social media to perform and promote readers’ advisory initiatives.
- Learn to design post to reach specific audiences.
- Learn to find recommendations using NoveList tools.
- Other digital avenues for readers’ advisory.
Social Media Strategy

- Social media is not just for marketing, but also for engaging library users.
- Get to know your audiences and what types of posts attract them.
- Take advantage of trends, hashtags and social media challenges when they apply.
- Use social media as a gateway to your other reader’s advisory services.
- Use diverse content in your posts.
- Consistency is key.
Readers’ Advisory Online

Social Media can lead people to other online readers’ advisory initiatives:

- Form-based
- Library Chat
- Newsletters
- Blog Posts

Use hashtags to highlight certain initiatives.

Having a link to the a reader’s advisory profile (i.e. blogs, newsletters, book-lists) can help readers connect with certain librarians and encourage them to use the services.
Twitter Trends

● More and more authors and readers are on Twitter. There’s a fairly vibrant book community.

● #AskALibrarian
  ○ Every Thursday from 12:00-1:00 pm (EST), libraries and librarians answer questions on Twitter.
  ○ Great way to practice readers’ advisory with a wider audience

● Hashtags to follow:
  ○ #diversebooks
  ○ #letmelibrarianthatforyou

● Tag the author in your posts about their books when possible.

Keep Track of your own hashtags:
#DPLWhatsNext

This is so very cool! My Personal Librarian from @DallasLibrary picked these out for me based on some of my favorite reads (chick lit, comedy memoir & young adult) and they are mine to keep. What an awesome program! You can request yours at dallaslibrary2.org/dplwhatsnext. #DPLWhatsNext
Instagram Influence

- Grabbing user’s attention with visuals is key.
- Instagram stories (and now Reels) are another way to reach your audience.
- You can post that you are recommending books during a certain time in your story. For each book you recommend, make a story.
  - Ex: Need to find your next read? We’ll be on Instagram Live from 3-4 to help you pick a book.
- Hashtags:
  - #bookstagram
  - #blackbookstagram
  - #weneeddiversebooks
Librarians of TikTok

- TikTok allows you to share up to 1 minute video and do voice overs, use music samples and perform duets with other TikTok users.
- This is a good platform for reaching teens.
- These post share outside of your followers, based on an algorithm.
  - Using popular sounds and music that are trending will increase viewers.
- #librariansoftiktok
  - Mostly shares funny videos about library life.
- #booktok
Facebook Friends

● Out of all the social media platforms, Facebook tends to be the most popular for libraries.
● A wide range of ages is represented, allowing you to reach a broad audience.
● Facebook Live
  ○ Librarians can use Facebook Live to answer RA questions live online.
  ○ To gain momentum start with previously answered RA questions and have books ready to discuss.
● Pre-recorded video
● Include links captions

Cobourg Public Library Facebook
Personal Librarian Project:
Form-Based Readers’ Advisory

● #DPLWhatsNext
  ○ Personalized Reading Recommendations using LibraryAware to send eblasts with information linked to our library catalog.

● Personal Librarians
  ○ Newsletters
  ○ Monthly Book-Lists

● PLP Fiction (But Not Just Fiction) Podcast
  ○ Available on all podcast platforms
  ○ Since the pandemic it has been recorded on zoom and streaming live to facebook.
  ○ Recording online allowed access to authors and other guests who weren’t previously available for in person recordings.
#Culture: Use Social Media to raise cultural awareness and inclusion

- Use a mixture of authors for your recommendations. Not just around cultural holidays.
- Promote cultural resources available at your library.
- If you need help finding sources some of the following sites can help:
  - We Need Diverse Books
  - American Indian Children's Lit
  - Social Justice Books
  - The Black Book Review
  - The Brown Bookshelf
  - Latinx In Publishing
  - LGBTQ Reads
Using NoveList for RA

- The Secret Language of Books
  - Especially For -- Readers’ Advisory -- Becoming a Better Readers’ Advisor
- Field Codes
- Appeal mixer
  - On the front page, search for titles by combining different appeal terms. It is divided by age.
- Recommended Reads
- Genre Outlines
  - Under the “Quick Links” tab at the top of the page
- Youtube channel
  - Crash course series
  - Training videos
- LibraryAware
Questions

How to contact us?

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ysabat@ebsco.com
Thank you for coming!
We loved seeing you all

Thank you to all the NoveList people who worked on this project behind the scenes

• Lori Reed
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• Jen Heuer Scott
• Denise Turner
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• Brianna Itz
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