

Learn with NoveList®

Build staff confidence and skills



Hire a NoveList expert

Your staff is your library's most valuable resource, and ongoing professional development keeps their skills sharp and relevant. NoveList experts can help build the confidence and capacity they need to reach readers more effectively, whether it's at the desk, in the stacks, with book displays, newsletters, and social media, or out in the community through outreach and advocacy.

Staff development sessions are designed to help all staff, no matter their position, understand their role in connecting with readers and promoting the library. Our experts have extensive library experience and will work directly with your staff to guide them in developing effective strategies and exciting ideas for inspiring your community of readers.

Learn more: www.elsevier.com/novelists

Help your staff build and maintain skills across the library.

Available sessions include:



Readers' Advisory Foundations

Is some of your staff new to readers' advisory? Do you want help getting staff at all levels ready to excel at connecting readers with books? This course is just what your library needs to get staff on an even footing in their understanding of readers' advisory.



Genre Foundations

Do you want to help your staff have a basic understanding of a broad range of the most popular and challenging fiction genres? This session will review genres such as fantasy, science fiction, mysteries and thrillers, romance, horror, Christian fiction, mainstream/literary fiction, and historical fiction.



Using Story Elements with Readers

Whether your readers love a steamy marriage of convenience romance or can't get enough of thought-provoking first contact stories, the NoveList story elements — appeal, genre, and theme terms — provide a great way to talk to your readers.



Collection Promotion Deep-Dive

Are you staff comfortable with promoting the depth and breadth of your entire collection to all of your community? This course will inspire them to engage readers in both the expected and unexpected places.



Marketing Foundations

Do you want your staff to better understand their role in growing your circulation and programming numbers in an effective way? Do you or your staff find the idea of marketing overwhelming? Learn how to create a marketing strategy customized to your library using proven practices that get measurable results.



Telling Your Library Story

Raising awareness and garnering stakeholder support of libraries is particularly challenging right now. Whether you're concerned about budget cuts, seeking additional funding, or want to remain relevant especially while your services are limited, an advocacy plan is essential.



We've got an expert for that

NoveList has been working to help connect books, readers, and libraries for more than 25 years. The experts leading your sessions have extensive experience in libraries, serving as librarians, marketing specialists, branch managers, and more. They know and understand the unique and varied challenges your staff face.

Your expert will work with you to create a personalized, engaging, and interactive virtual learning session.



“The workshops were wonderful and we had great feedback from staff. The training has helped us re-think our readers' advisory services and generated an increased interest in and promotion of readers' advisory at all levels.”

Linda Stevens
Harris County Library

Learn more: www.ebsco.com/novelist