Building Reading Culture at Your Library
Introductions

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What We'll Discuss

- Why Reading Culture is Important
- History of RA at OPL
- Laying the Groundwork
- Defining RA for Your Library
- Readers' Advisory Teams
- Branch and System-wide Efforts
- Impact
Why Is Reading Culture Important for the Library?
We are THE resource for our community
Discovery

You can also rent movies, stream music, download e-books, use 3D printers, learn a new language, etc. all for free.

Ok I am TOO excited about this and need to share!

I did the math. On average I read 2 books/week and pay ~$12/book so I am saving almost $100/month!
I just went to the public library for the first time in ~23~ years. I could not believe my eyes. Did group storytelling with Luna, ran around hiding in nooks and crannies, got inspired by 1 million cookbooks and spotted many a difference in a highlights magazine. was awesome.

why are we hating on this wholesome content? I go to the library like every other week and I still get jazzed about it every time. They’re very cool!!!

Show this thread

1:03 PM · Aug 7, 2019 · Twitter Web App

2.4K Retweets  53.4K Likes
Word of Mouth

christine teigen (@chrissyteigen)

demotivational speaker

5,021 Following 11.5M Followers

I wanna start a chicken soup for the soul book club at the library and we just read to each other and drink wine. Can you legally serve free wine at the library?

1:04 PM · Aug 9, 2019 · Twitter for iPhone

2.8K Retweets 72.5K Likes
History of Readers' Advisory at OPL
Laying the Groundwork
- Decide ownership
- Get permission
- Involve others
- Establish networks
- Spread the word
Staff Training
BECKY SPRATFORD

- RA for All
- Training librarians to help leisure readers since 2004.
- All-staff in service trainings
- Personal assessment of your library's services to readers
- Book discussion leadership training

OPL'S RA FOR ALL TRAINING

- All-day training
- 50 OPL staff + other area library staff
- Basics of readers’ advisory
- Booktalking
- Demystifying genre
Defining Readers' Advisory at Your Library
What Does R.A. Look Like for Your Library?

- **WHERE ARE YOU COMING FROM?**
  Are you correcting a past culture? Or are you starting from scratch?

- **WHO PARTICIPATES IN READERS’ ADVISORY WORK?**
  Who participates currently? Who should be participating? (Ideally, everyone.)

- **WHAT DOES READERS’ ADVISORY WORK LOOK LIKE FOR YOUR STAFF?**
  How will you practice it?
Readers' Advisory at OPL

WHERE ARE YOU COMING FROM?
- Decades of ingrained culture that has excluded staff at certain levels from participating in readers’ advisory work.
- Mixed messages across the organization about what qualifies as readers’ advisory.

WHO PARTICIPATES IN READERS’ ADVISORY WORK?
- Everyone at OPL is allowed to talk about books, but we've made a distinction between talking about books and readers' advisory.

WHAT DOES READERS’ ADVISORY WORK LOOK LIKE FOR YOUR STAFF?
- For OPL, readers’ advisory specifically refers to questions that require the use of online tools or other resources to answer.
At OPL, all staff should feel empowered to talk to patrons about books, especially when it comes to materials that we have in our collections.

There is an important distinction to be made between what is casually talking about books in the same manner you would talk to friends and family and what is providing formal readers’ advisory.

We want everyone to talk about books, but it’s best to pass readers’ advisory transactions -- questions that require the use of online tools or other resources to answer -- over to a staff member who is specifically trained to do reference and readers’ advisory work.
Share Your R.A. Definition
AT EVERY OPPORTUNITY

- Internal Meetings
- Staff Training & Resources
- Casual Conversations
R.A. Toolkit for Managers

"WHAT I'M READING"
Add a round of What I'm Reading to your staff meetings

#READERS ADVISORY
Take the reading conversations online

READING SWAG
Distribute Ask Me What I'm Reading lapel buttons
Self-Paced Readers' Advisory Course

- What readers' advisory means at OPL
- Talking about books vs. RA
- Readers' advisory interview basics
- Appeals terms and NoveList Plus overview
- Intro to catalog and staff-created resources
RA Resources

ONLINE RESOURCES
- NovelList Plus/K-8 Plus
- Goodreads
- Fantastic Fiction
- KDL What's Next
- Juvenile Series & Sequels
- Blogs & Articles
- Genre Websites

OTHER RESOURCES
- Webinars
- OPL's Professional Collection
- Well-Read Collective Genre Studies
Advanced Reading Copies
Readers' Advisory Teams
Well-Read Collective

The Well-Read Collective is a team of Omaha Public Library staff members who love books and want to talk to you about what you’re reading.

- Genre Studies
- Web Content
- Reader-Focused Outreach
- Library Programming
Digital Content

**READER PROFILES**
- Reader description
- Books read
- Reviews & ratings
- Recommended reads

**BLOGS**
- Reviews & readalikes
- Local event tie-ins
- Programming promotion

**WEB LISTS**
- Personal recommendations
- Patron requests
- Contribution to website Lists
Genre Studies

HOW TO
- Schedule regularly
- Pick a genre
- Read
- Discuss

OUTCOMES & OUTPUT
- Shared knowledge
- Genre resource creation
- Team building
- Practicing your reading culture
Reader-Focused Outreach

**WHAT**
- Show, not tell (your community what you do)
- On-the-spot reading recommendations
- Lots of talking about reading

**WHERE**
- Farmers' markets
- Music festivals
- Author & book related events
THE READER'S ADVISOR 5¢ FREE
Reader-Focused Outreach

WHAT
• Show, not tell (your community what you do)
• On-the-spot reading recommendations
• Lots of talking about reading

WHERE
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• Music festivals
• Author & book related events
Digital Lists
omahalibrary.org/browse/books
Digital Lists

- Team of 20 Staff
- Planning
- Promotion
- Accessability
Omaha Picks: First Day Back to School
recommended by Omaha Kids Librarians

The first day of school can be a nerve-racking time. Check out this list of early readers and chapter books all about starting or...

Omaha Picks: Where the Crawdads Sing
recommended by Omaha Adult Librarians

These are atmospheric reads that contain beautifully described nature settings, poignant themes, or unconventional coming-of-age stories.

Omaha Picks: Superheroes in Picture...
recommended by Omaha Kids Librarians

POWI WHAMI ZAPI Check out these picture books all about superheroes because every hero has a story.

Omaha Picks: Purrfect International Cat...
recommended by Omaha Adult Librarians

August 8 is International Cat Day. Celebrate the infinite cuteness of our fluffy feline friends with these art books!

Omaha Picks: Scary Stories to Tell in...
recommended by Omaha Teen Librarians

If you are a fan of Alvin Schwartz's "Scary Stories to Tell in the Dark", check out this list of read-alikes for teens. The...
Print Lists

READING SUGGESTIONS
FOR: Fans of Lizzo

Pleasure Activism: The Politics of Feeling Good
By Adrienne M. Brown
2019

I Got Thunder: Black Women Songwriters on Their Craft
By LaShonda K. Barnett
2007

The Body Is Not An Apology: The Power of Radical Self-love
By Sonya Renee Taylor
2018

Trick Mirror: Reflections on Self-delusion
By Jia Tolentino
2019
Custom Reading Lists
omahalibrary.org/custom-reading-list

Custom Reading List

Looking for a good book? We can help! Answer the following questions and we will create a reading list just for you.

To get help with homework or other questions, please call us at 402 444 4800 or use our AskOPL service.

For OPL cardholders only.

* indicates a required field

Name *
First: [blank]
Last: [blank]

Email *
[blank]

Library Card Number *
Enter your 14-digit card number
[blank]
5 of 14 max characters

I'm looking for books written for... *
[blank]

Who would you like to create your custom reading list?

- Any librarian
- Beth
- David
- Elly
- Erin
- Kris
- Melanie
- Michelle
**Custom Reading Lists**

<table>
<thead>
<tr>
<th>WHAT KIND OF BOOK ARE IN THE MOOD FOR NEXT?</th>
<th>NAME THE LAST THREE BOOKS YOU READ THAT YOU LOVED AND TELL US WHAT YOU ENJOYED ABOUT THEM.</th>
<th>PREFERRED READING FORMAT</th>
<th>ADDITIONAL QUESTION FOR AUDIENCE LEVEL</th>
</tr>
</thead>
</table>
| (a page-turner, a scary mystery, a romance, a true story, etc.) | Include titles and authors. | audiobook, downloadable audiobook, book, eBook, large print, Playaway, no preference | Kids = age, type of book (picture book, chapter, etc.)
Teen = age
Adult = threshold for sex, violence, language |
Custom Reading Lists

- User-friendly
- Drives web traffic
- Browsable
- RA Tool & Resource
OPL's Top Shelf

topshelf.omahalibrary.org
Reading Challenge
omahalibrary.org/2019-reading-challenge

2019 Reading Challenge
OPL challenges you to read more adventurously in 2019!
Mix up your reading routine and explore new literary realms in the coming year! OPL librarians have created a series of reading challenges to help you stretch beyond your reading comfort zone. Tackle them in order or mix it up, take on one each month, or knock them out on your own timeline! Complete the following 12 challenges to broaden your horizons and qualify to win prizes:

- January: Read an author's debut novel
- February: Read a book in one sitting
- March: Read a book by a Nebraska author
- April: Read a book from OPL's 2018 Top Shelf list
- May: Read a book by an author of color
- June: Read a book set in a different country than your own
- July: Read a comic book or graphic novel
- August: Read a collection of short stories or essays
- September: Read a book published in 2019
- October: Read a book related to your ancestry
- November: Read a classic that's new to you
- December: Read a memoir or biography

As you read or listen your way through books for each challenge listed, log them on this printable reading challenge tracking sheet to help monitor your progress. Starting April 1, 2019, you may enter your reading log online or submit your completed tracking sheet at your nearest OPL branch. All completed submissions will be entered into a drawing for some fun literary-themed merchandise!
BLOGS

Explanations, bloggers' personal recommendations for challenge

LISTS

Coordinates with blog, linked to in blog but also accessible on their own
Hello peers! Let’s settle in and talk about these #fridayreads, 7/19!

Please. Share those #fridayreads for 8/2 here! https://giph.is/2J1Mngxg
What We're Reading Lists

- MONTHLY LIST
- CONNECTING STAFF TO PATRONS
- GREAT WEB TRAFFIC
Find Your Readers' Advisory Champions

WHO'S REALLY EXCITED TO TALK ABOUT BOOKS?

- Find them
- Put them to work
- Grow their ideas
Impact

- In-branch visits
- Repeat customers
- Patron & staff responses
- 44% increase in web list views
I've never been a fan of New Year’s resolutions. As the comedian Joey Adams once said, "May all your
Use and Scale These Ideas
QUESTIONS?
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