

**RA Rethink:**

**Or ...**

**Displays and Talking About  
Library Services and Programs**

**Presented by Becky Spradford**



**For: Utah State Library  
February 12, 2019**



# Think Outside the Shelf



# It's A Whole Library Philosophy

- ❖ Use the principles of RA Service to rethink your organizational culture
- ❖ 3 Simple Steps:
  - Recapture love of our core service 
  - Create a space where “books” are shared by all 
  - Build a team where the LIBRARY comes first
    - smash the horizontal silos!





# Libraries Jump on the Bandwagon



[Pictures from Anythink Libraries](#)  
[Visual Merchandising Guidelines](#)

Figure Out What Works For  
Your Library, But Overall  
Goal--Build Displays That  
Build Excitement for the  
LIBRARY-- Its Services,  
Holdings and Staff!



displays...

# Behavioral Merchandising

- ❖ Most commonly seen with fiction
  - To separate or not separate genre?
- ❖ Put different formats together
  - Audio, LP, and Print, QR codes for ebook all together
  - Documentary videos with subject area
    - WWII video with WWII books, not with videos
- ❖ Go Dewey Free!

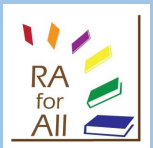


New Endcap Signs



# Merchandise Your Services and Programs

- ❖ Introduce the concept of upselling
  - Don't worry I have a resource on the next slide
- ❖ Start right away:
  - Offer services and activities from other desks/departments at every desk/program
  - Create a “programming” committee
- ❖ Train your patrons to think “whole library”
  - I wonder what is new for me?



# Upsell Everything

- ❖ Jez Layman: Beyond Booktalking: Whole Library Promotion
  - Same skills, new application: program and service talking
- ❖ “Promotion is everyone’s job!”
  - Hmmm...where did I hear that before?
- ❖ “Promotion isn’t just marketing, it’s conversation”
- ❖ “You aren’t just promoting the service, you are promoting the library as a whole.”



# Merchandise Your Staff

Laural W.



Romance, Women and Friendships, Urban Fantasy, Comics, Zines, Young Adult Fiction  
Read more about Laural and her recommendations. →

Ask Laural W. what to read

Alison K.



Northwest, DIY, Underdog, Coming-of-age, Apocalypse, Literary, Art  
Read more about Alison and her recommendations. →

Ask Alison K. what to read

Ruth A.



Kids, Teens, Non-fiction, Brit Lit, Police Procedural, Memoirs, Historical Fiction  
Read more about Ruth and her recommendations. →

Ask Ruth A. what to read

Alicia T.



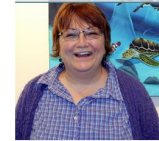
Teens, Comics, Horror, Art, Fashion, Design  
Read more about Alicia and her recommendations. →

Ask Alicia T. what to read



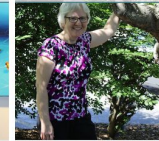
Get to know your friendly library staff with Bookology - the science of good books. Learn about our favorite books and hobbies, and contact us for recommendations. Find your next favorite book from staff who like what you like!

Annie J.



Nonfiction, Biography, Mysteries, Cereal boxes... I read anything.

Bonnie R.



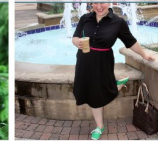
Memoirs/Biography, History, Nature, Pets, Travel

Debra W.



Teen Fiction, Sci Fi, Fantasy, Literary Fiction, Animated Films

Erin L.



True Crime, Young Adult, Graphic Novels, Picture Books

## Downers Grove [IL] Public Library Bookology



## RA for All post about "My Librarian"

## Lawrence [KS] Public Library Book Squad

# Easy Ideas To Get Staff Involved


- Ask Staff for their top 3 books every month
  - Just send an email and ask, but ask everyone on staff
- Take pictures of staff with a favorite item
- Get permission to use 5 star rating from Goodreads
- Ask staff to share their expertise
- Try Becky's Reader Profile exercise
  - It's fun and has multiple learning objectives
  - Double sided form for your use

# Merchandise Your Super Patrons

## Browser's Corner

"Books People Like at the Berwyn Public Library"

HOME ABOUT **BOOK LOVERS CLUB** READING MAPS SUGGESTED READING LISTS



### Book Lovers Club

On the last Tuesday of odd numbered months the Book Lovers Club meets at [Olive or Twist](#) ( 6906 Windsor Ave, Berwyn) at 7pm. We don't discuss one book, but lots of titles! Participants come each month to talk about what they have read and loved, then mingle and chat with other book lovers. This eclectic martini bar offers a refreshing backdrop to thoughtful literary conversations.

It's social networking for book lovers, but the old fashioned way...in person.

Each month the Library compiles a list of the books mentioned and some notes on what was shared about each title. Those notes are sent out to the members of Book Lovers Club and collected here for anyone to enjoy.

- September 2011
- November 2011
- January 2012
- March 2012
- May 2012
- July 2012
- September 2012
- November 2012
- January 2013
- March 2013

### RECENT POSTS

- Mornings in Jenin by Susan Abulhawa
- Night Film by Marisha Pessl
- The Virtues of War by Steven Pressfield
- The Woman Who Gave Birth to Rabbits by Emma Donoghue
- Binocular Vision by Edith Pearlman

Categories: Select Category

### TAGS

[Ambiguous](#) [Ambiguous atmospheric](#) [Award Winner Biography](#) [Book Club Friendly](#) [Books About Books](#) [Character-Centered](#) [Child's perspective](#) [Classic Coming of Age](#) [Compelling](#) [Cozy](#) [Current Events](#) [Detailed Setting](#)

## Groups > Organizations > Libraries

goodreads

(showing 1-20 of 803)

### Dubuque Virtual Book Club – 63 members – Last Activity 54 minutes ago

Organizations → Libraries

A place where Dubuquers can share and talk about the books (and audiobooks!) they love and connect with other readers. This group is moderated by libr ...more

### Salt Lake County Library Services – 1262 members – Last Activity 58 minutes ago

Organizations → Libraries

author visits, book clubs, and

### Sacramento Public Library

A virtual space for the Sacramento Public Library community to discover and talk about books.

category: Organizations -> Libraries  
tags: library and sacramento  
website: <http://www.saclibrary.org>  
group type: This is a public group. Anyone can join and invite others to join.  
rules: We love to discuss books and can't w...more

Join Group

### Collegedale Public Library

A virt Librar

### Collegedale Public Library

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### Currently Reading

Book Cover	Title	Author	Start date	Finish date	Discussion
	Smoke Gets in Your Eyes: And Other Lessons from the Crematory	by Caitlin Doughty	May 1, 2016	May 30, 2016	Let's Talk About

### Discussion Board


Topics: all | new | unread

Showing 2 of 2 topics – 10 comments total

- Let's Talk About: Death & Dying  
By Sacramento PU... - 2 posts - 14 views  
last updated May 05, 2016 03:41PM
- Let's Talk About: Racism  
By Sacramento PU... - 8 posts - 29 views  
last updated Mar 09, 2016 11:08PM

Showing 5 of 40 topics – 1,055 comments total

- General
- What Are You Reading: May 2016  
By Sacramento PU... - 9 posts - 17 views  
last updated May 25, 2016 07:17PM
- What Are You Reading: April 2016  
By Sacramento PU... - 16 posts - 32 views  
last updated Apr 29, 2016 10:17AM



# Work Together

## Missouri Book Challenge

When Missouri libraries compete, everybody wins.

[Home](#) [About the Challenge](#) [The Standings!](#)

### About the Challenge

We are recruiting teams for 2016 and beyond. Missouri and Kansas libraries/librarians can join the challenge by mustering a team and starting a blog (or using a current one). Then let us know you are ready to rumble and get added to the list. SO SIMPLE.


Why should you join this competition?

- It improves your readers advisory service.
- Makes you more aware of your collective reading "strengths" as a staff.
- Aren't all libraries supposed to have a blog now?
- Gives you lots of ideas for staff picks and displays.
- It is LOTS of fun.
- There is an ACTUAL trophy at stake.


[Find more information about how to join.](#)

Too constrained by these rules? We are willing to work with you. Have questions? Drop us a line [mobookchallenge@gmail.com](mailto:mobookchallenge@gmail.com)

### My Blog List

 **Fontbonne University Library Reads!**  
Expanding Universe:  
Photographs from the  
Hubble Space Telescope  
*9 months ago*

 **JCL Reads - Missouri Book Challenge**  
Sidney Chambers and the  
Perils of the Night by James  
Runcie  
*14 hours ago*

 **Joplin Loves 2 Read**  
Anne of Avonlea by L. M.  
Montgomery, 276 pages  
*23 hours ago*

**Kirkwood Public Library READS!**  
Discover Help for Holiday  
Feast Preparation  
*7 months ago*

 **Little Dixie Readers**  
"Wildest dreams" by Robyn  
Carr  
*5 months ago*





# Contact Me...



Training Librarians To Help Leisure Readers  
Since 2004  
Through Your Local Public Library

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**Becky Siegel Spratford**  
Readers' Advisor, MLIS

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bspratford@hotmail.com  
<http://raforall.blogspot.com>  
@RAforAll  
708.250.6698

...for slide access, questions, and everything RA

