

Hillsboro



Reads

Illuminating Advice for Your Community Wide Reading Program

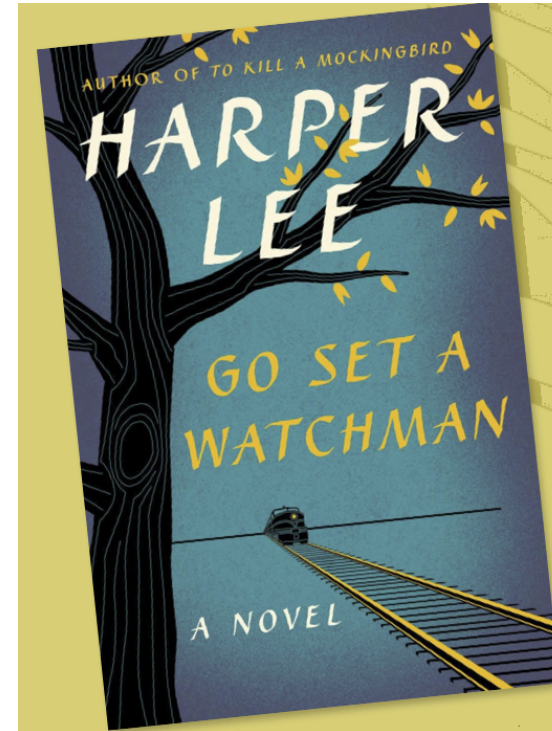
Annie Sprague, Supervising Librarian

Carol Reich, Library Manager

Hillsboro Public Library

Taking the plunge: 2015

- ▶ **Go Set a Watchman by Harper Lee**
- ▶ Established our standard components
 - ▶ Staffing
 - ▶ Funding and Budget (Hooray for the Friends and Foundation!)
 - ▶ PR plan
 - ▶ Book Distribution
 - ▶ Programming
 - ▶ Featured speaker



Marja Mills, friend and neighbor of the Lee sisters,
Chicago Tribune journalist, and author of *The
Mockingbird Next Door*



Timing is Everything

- ▶ October is Hillsboro Arts and Culture Month
- ▶ Friends of the Library Book Sale!

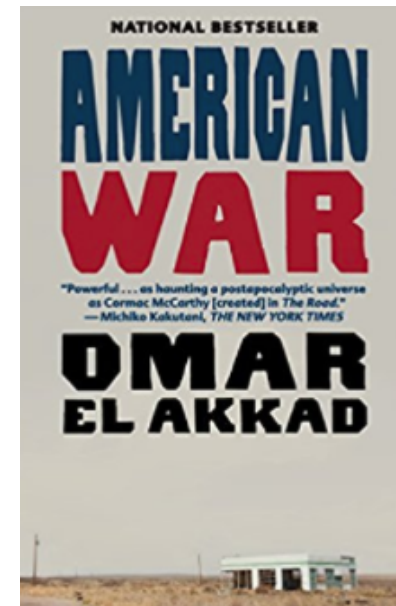
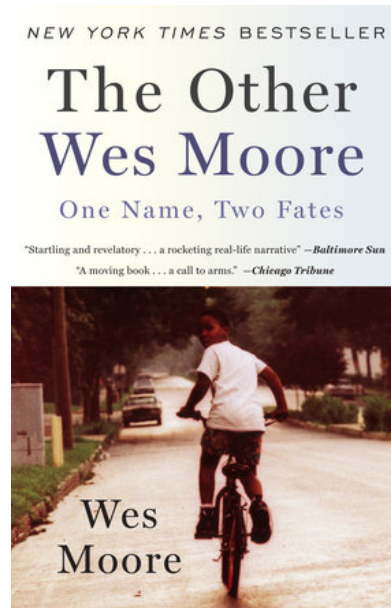


Achieving Our Initial Goals

- ▶ Build a stronger community through reading and discussion
- ▶ Based on
 - a shared reading experience
 - celebrating reading for pleasure
 - promoting intergenerational and cross-cultural discussion
- ▶ 350 participants

Like a fine wine...

- ▶ 2015 *Go Set a Watchman* by Harper Lee
- ▶ 2016 *Spare Parts* by Joshua Davis
- ▶ 2017 *The Other Wes Moore* by Wes Moore
- ▶ 2018 *American War* by Omar el Akkad



Building on Our Success & Challenges

Our 10 Best Tips from our 10 Best Learning Moments

- ▶ Failure - just a part of the process
- ▶ The challenge/success feedback loop
- ▶ Our Plus/Delta analysis

What is this plus-delta you speak of?

- ▶ Whenever you look back at a project, an event, or a span of time, keep a ledger column for plusses. Take stock of things gone well. With every evaluation, be sure to acknowledge and evaluate the good things that happened.
- ▶ And there is no need to put a negative label on the other column. Call it Delta, the mathematical symbol for change. These are things that you would change if you could do it over, things you intend to improve in the future.
- ▶ This two-column method of looking at the past, plus-delta, helps us learn from past mistakes yet carry optimism into the future.

<http://www.craigfreshley.com/plus-delta/>



The Book

Citizen book selection
committee



Book selection drama!

PR

Comprehensive
marketing plan



Say what?? ヲ_(ツ)_ノ

Planning

Invested & capable
group of planners



Finding the right roles

Presenters

Quality of speakers



Lessons learned by working with agents
and contracts

What a pleasure!



She's so unusual

Uncommon Events



Devising multiple ways to interact
with the book

Organization

Ducks in a row



Ugly ducklings

Community reaction to books

We succeed through
event planning



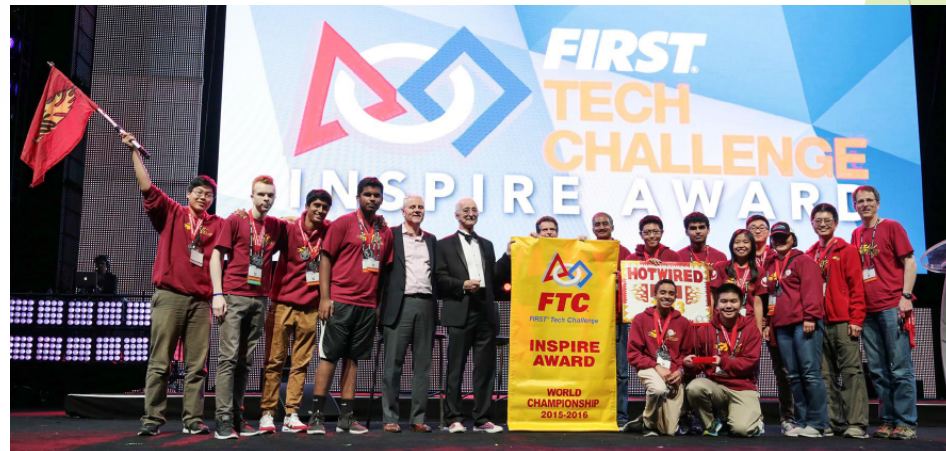
People say I've got a bad reputation!

Howdy, pardner

Established community partnerships



Seeking partnerships & thinking broadly



Stats and Opinions

Documentation



Lack of internal/external evaluation

Q and A

Let's get to it!