



# Readers' Advisory Model

Creating and Marketing a Holistic Collection Advisory Service

Elena Gleason, Julie Botting, Karen Hayes, and Anna Nakano-Baker  
Hillsboro Public Library

Oregon Library Association Conference  
April 20, 2021

# Introductions



**Elena**

Readers'  
Advisory  
Librarian



**Julie**

Library  
Assistant



**Karen**

Youth Librarian



**Anna**

Spanish Collection  
Development  
Librarian

# Outline

1. **Definitions**

---
2. **What We Did: The Find Your Next Campaign**

---
3. **Impact**

---
4. **How to Create Your Own Model**

---
5. **Tips**

---
6. **Q&A**

---



01

# Definitions

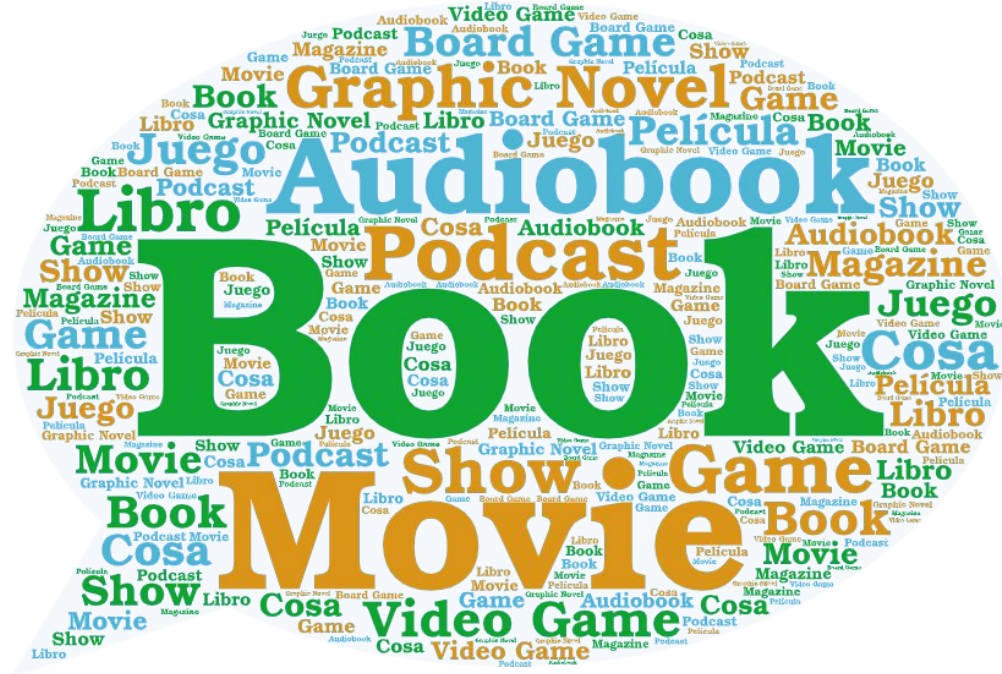
# What do we mean by “readers’ advisory model”?

- Encompasses all (or at least most) RA services and programs **across the library**
- Unique branding
  - Could include name, logo, colors, hashtag, etc.



<https://lplks.org/book-squad-info/>

# What is a holistic collection advisory service?



Help patrons engage with **every** collection in your library...and beyond!

02

# What We Did: The Find Your Next Campaign

# What is Find Your Next?

## Active

- Request forms (print & online)
- Subscription box idea (modified)
- Social media real-time recommendations
- Events (book discussions, author fair)

## Passive

- Book Lists
- Displays
- Bookmarks
- Shelf Talkers
- Podcast



# Marketing - Branding

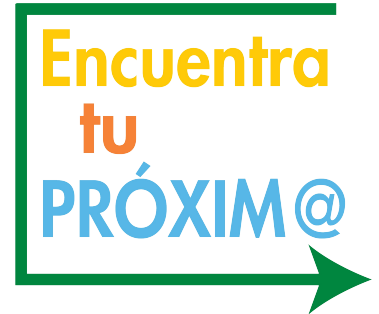
What will it look like? We needed to rebrand our Shelf Talk book recommendation service.

## Find Your Next/Encuentra tu próximo@



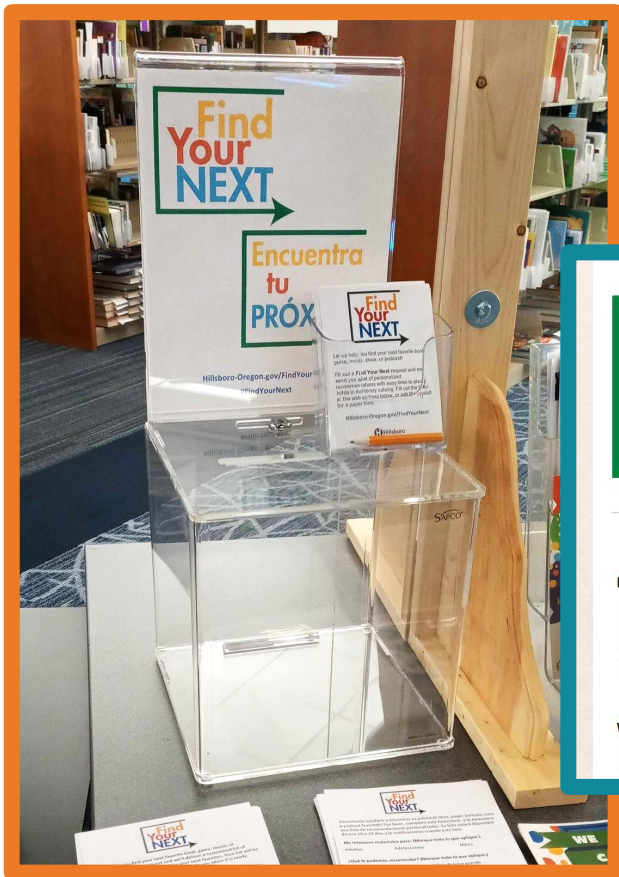
#FindYourNext

#Encuentratuproximo



[Hillsboro-Oregon.gov/FindYourNext](https://Hillsboro-Oregon.gov/FindYourNext)

# Request Forms



Let us help you find your next favorite book, game, movie, thing, or podcast!

Hillsboro Public Library's **Find Your Next** service provides personalized reading, viewing, listening recommendations and more!

Fill out a Find Your Next request below and we'll send you a list of personalized recommendations with easy links to place holds in the library catalog or access the material online. Your list will be available within 10 to 14 days, and we'll notify you when it is ready.

I'm interested in items for: ?

- Adults
- Teens
- Children

What can we recommend? ?

- Book



# Book Tasting

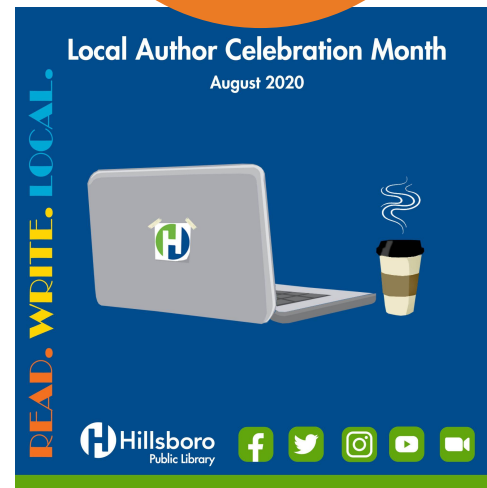


# Events

## Book Snacks




## Local Author Fair



# Cross-promotion - Event, bookmark, display & list

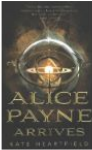
TOPIC GUIDE  
**Book Tasting: Time Travel**

By:  Hillsboro Julie B  
Washington County Cooperative Library Services

Staff-created list


Time keeps on slippin' into the future...or something new (or old).  
#wccls #HillsboroLibrary #FindYourNext

Like Share

 **Alice Payne Arrives**  
by Heartfield, Kate  
Book - 2018

In the 18th century, Alice, a no-nonsense woman, walks through a time shimmer.

Available in some locations

 **Just One Damned Thing After Another**  
by Taylor, Jodi  
Book - 2016



## The Lime Machine

For the distinguished time traveler

### Ingredients

- 3 lemons, quartered
- 3 limes, quartered
- A few drops of jasmine essence
- 2oz (65g) sugar
- 1qt (1l) chilled water or club soda

### Directions

1. Squeeze the juice of the lemons and limes into a pitcher and add the leftover peels.
2. Add the jasmine essence and sugar to 2fl oz (60ml) of water in a saucepan and stir until the sugar dissolves. Add to the pitcher of lemon and lime juices.
3. Top with chilled water or club soda and mix well. Pour into 4 glasses and serve immediately.

4. Extra text from directions will overflow into this text box automatically.



Recipe credit: Khanna, Vikas. *Mocktails, Punches & Shrubs*. Penguin Random House, 2017. pg.52, Lemon, Lime, and Jasmine Mist.  
Hillsboro-Oregon.gov/FindYourNext #FindYourNext



# Shelf Talkers



STAFF RECOMMENDATION

**Find Your NEXT** →

**Their Eyes Were Watching God** by Zora Neale Hurston      Call No. HURSTON Zora Neale

The story of Janie Crawford's epic journey to independence, this is historical fiction set in the 1930's American south. Hurston's lush prose, mixed with dialect of the setting, is stunning. An acclaimed title in African-American literature, this is a book to read more than once.

**Recommended by Jennie F (Hillsboro)**

# Podcasts



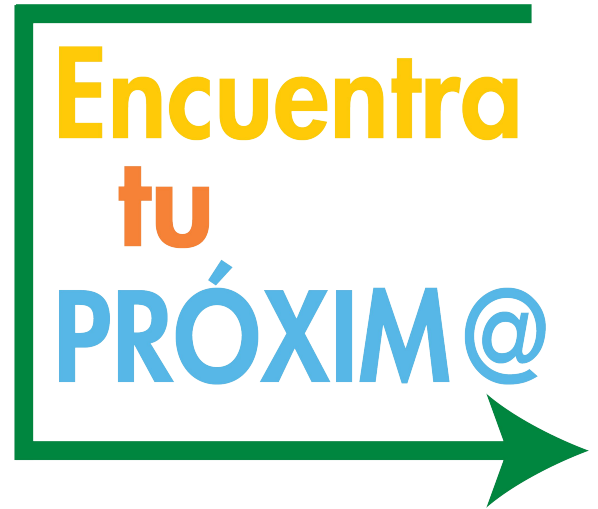
## I Blame My Shelf

**A monthly podcast from the Hillsboro Public Library that aims to give our patrons new ways to interact with their public library, by suggesting materials, services, and resources for them to discover and explore. Hopefully we entertain as well.**



# Encuentra tu próxim@

- Parallel campaign in Spanish
- “Spanish Advocacy Group” of 7
- Communicating the **Readers’ Advisory package** for the first time!





# Encuentra tu próxim@ and Hillsboro\_yTu

IF YOU LIKED...  
**Frida Kahlo**  
BY HESSE, MARÍA  
Staff-created list

YOU'LL LIKE THESE BECAUSE...

Si les gustó la biografía de Frida Kahlo, estos libros sobre grandes personajes también les van a interesar. Estos libros levantarán el espíritu, les harán sentir fuerte y orgullos@s, y les recordarán de las cosas increíbles y hermosas de que las personas somos capaces.

#Findyournext #Encuentresuproximo #Español #WCCLS #WCLLSespañol #hillsborolibrary #hillsborolibraryespañol

Más allá del invierno  
by Allende, Isabel  
Book - 2017



# The Shutdown

MARCH 15, 2020

BEST SELECTION  
NO HOLDS • NO RENEWALS • NO WAITING

Book Tasting



# The Pivot



- Convert in-person events to digital
- Digital lists
- Social media recommendations
- Weekly book lists

# LIVE Recommendations



hillsborolibrary • Following

hillsborolibrary Find Your Next LIVE

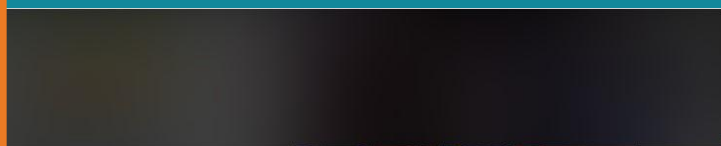
Hillsboro Public Library staff shares some recommended reads for October.

13w

160 views

OCTOBER 6, 2020

Add a comment... Post

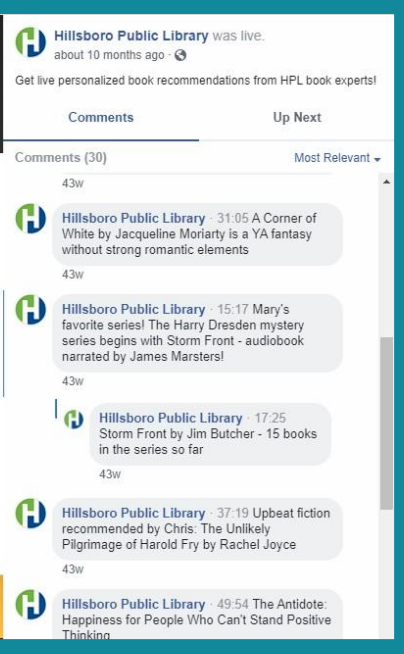


Find Your Next

Hillsboro Public Library



our Next Read LIVE



Hillsboro Public Library was live. about 10 months ago

Get live personalized book recommendations from HPL book experts!

Comments Up Next

Comments (30) Most Relevant

43w

Hillsboro Public Library · 31:05 A Corner of White by Jacqueline Moriarty is a YA fantasy without strong romantic elements

43w

Hillsboro Public Library · 15:17 Mary's favorite series! The Harry Dresden mystery series begins with Storm Front - audiobook narrated by James Marsters!

43w

Hillsboro Public Library · 17:25 Storm Front by Jim Butcher - 15 books in the series so far

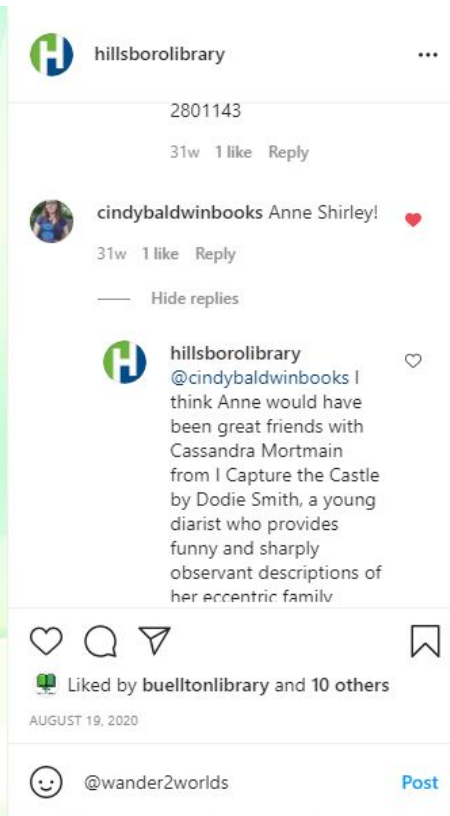
43w

Hillsboro Public Library · 37:19 Upbeat fiction recommended by Chris: The Unlikely Pilgrimage of Harold Fry by Rachel Joyce

43w

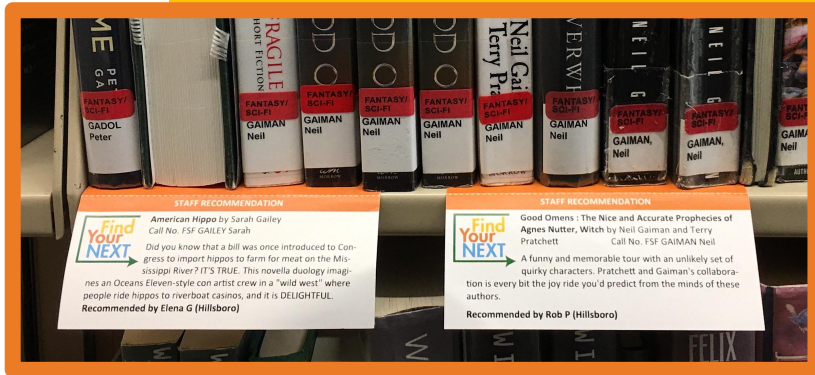
Hillsboro Public Library · 49:54 The Antidote: Happiness for People Who Can't Stand Positive Thinking

# Social Media Prompts



# Where Are We Now?

- Current Displays
- Surprise Bundles
- Events: Quality over quantity
- Bringing back campaign's physical elements



# Where Are We Now?: Encuentra tu próxim@



# Expanding Encuentra tu próxim@ Programming

## January 2021: ¿Qué te gustó del 2020?



Hillsboro Public Library was live.  
Published by BeLive · January 21 ·

12 56 Comments 223 Views

Like Comment Share

Comments Hide

Most Relevant ▾

Top Fan  
Jenny Moore ·



2

Like · Reply · Message · 9w

Sharer  
Hillsboro Public Library · 1:03:59  
[https://wccls.bibliocommons.com/.../1816709319\\_qu%C3%A9...](https://wccls.bibliocommons.com/.../1816709319_qu%C3%A9...)



WCCLS.BIBLIOCOMMONS.COM  
¿Qué te gustó del 2020? -...

Like · Reply · Remove Preview · 9w

Azukitar Caramelo · 35:05



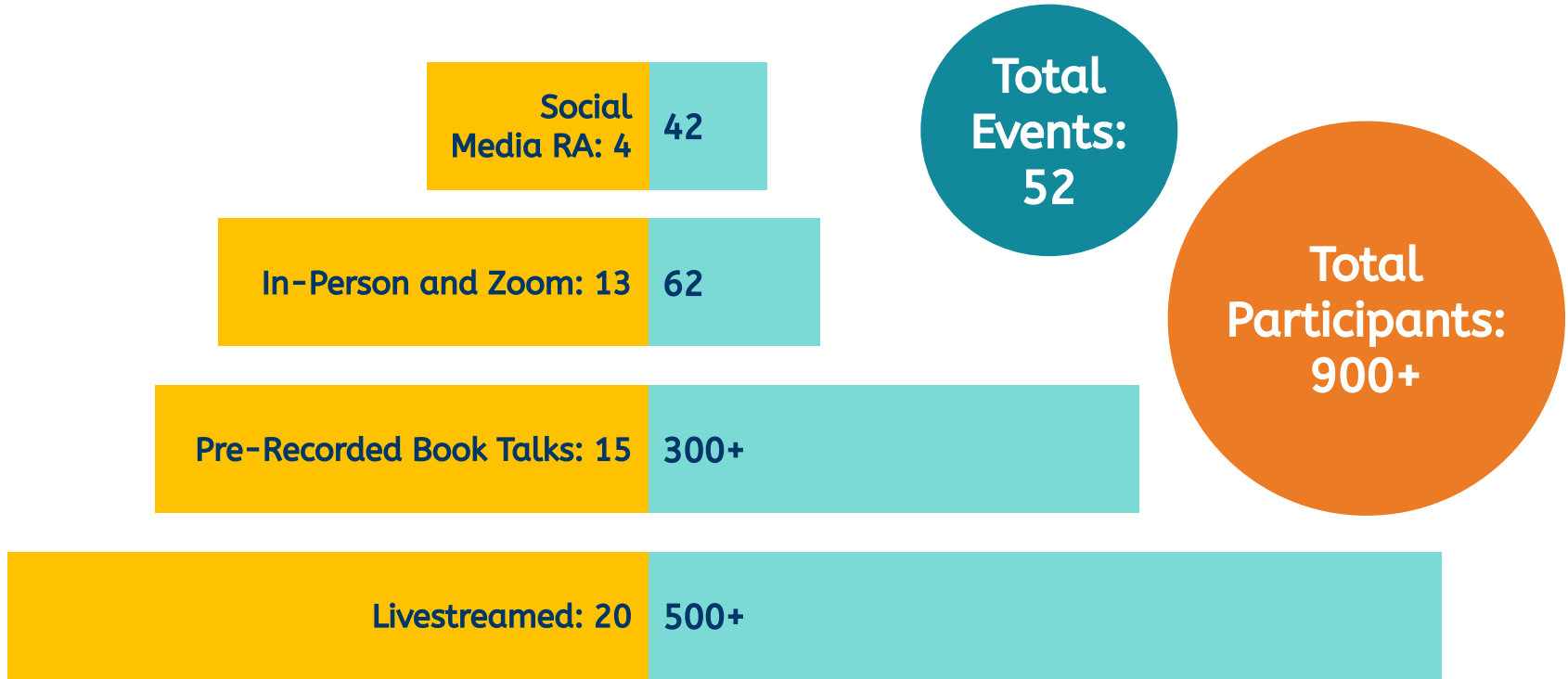
2



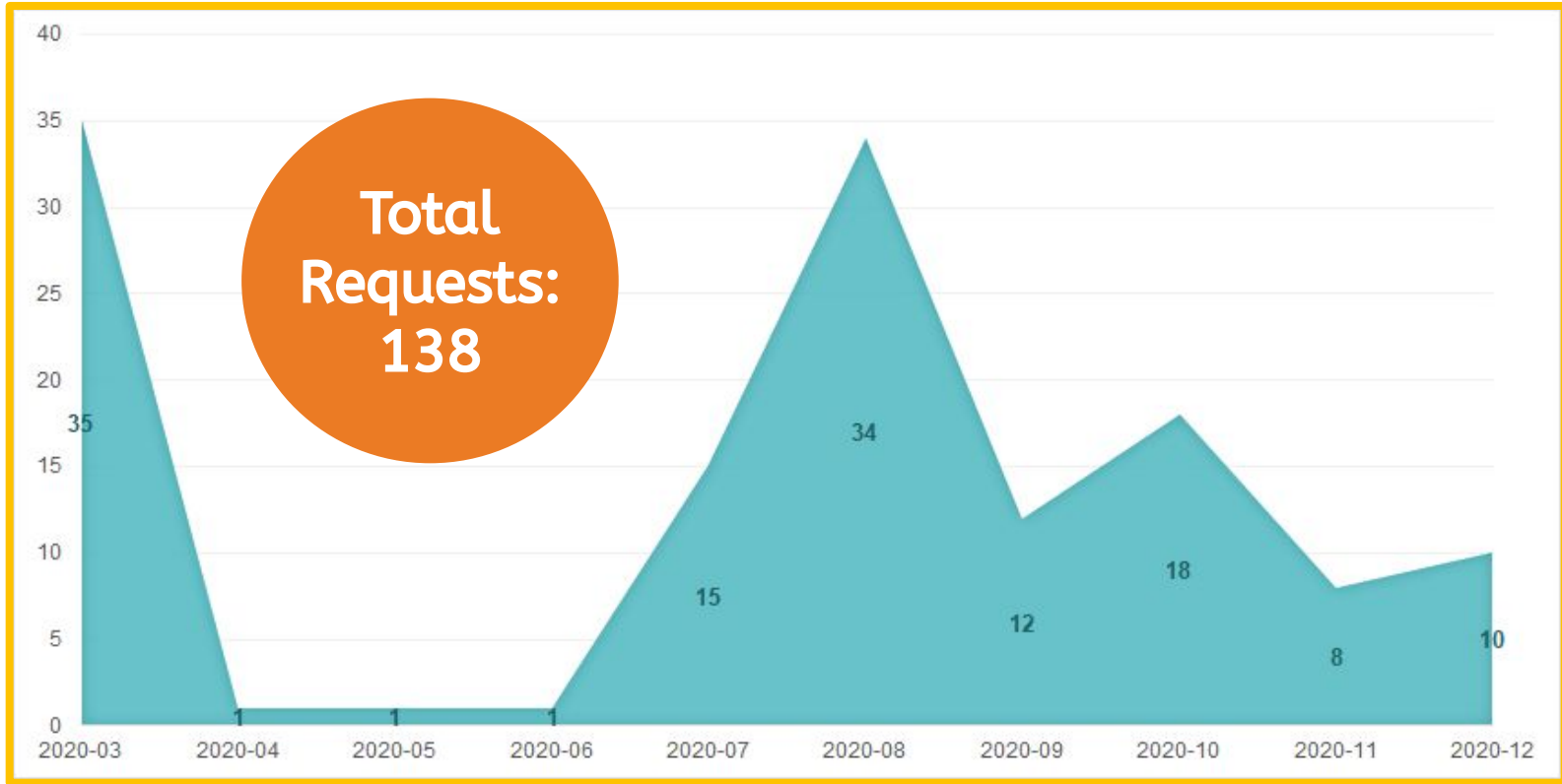
03

**Impact**

# By the Numbers: Events and Social Media



# By the Numbers: Personalized Lists



## Survey Says



Would  
recommend their  
experience with  
Find Your Next



Said we helped  
them find  
something new  
or exciting

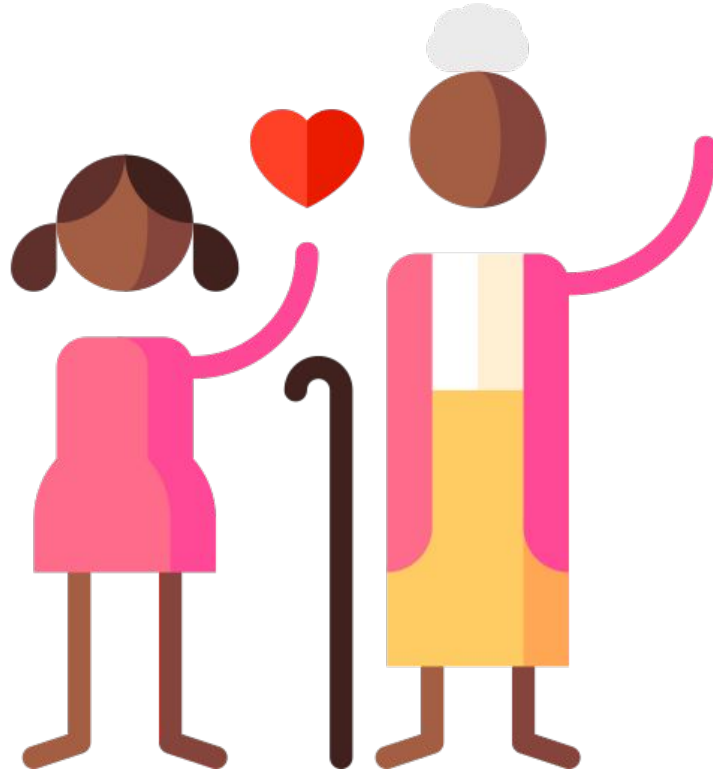


Discovered  
something new  
about the library

"I felt like the recommenders really understood what I wanted to read. Exceeded my expectations, and I'd never heard of any of the books before, so I probably would not have found them on my own."

**—Response to a Find Your Next personalized list**

# Impact on Spanish-Speaking Patrons



# Staff Impact

- Leveraging content means **less work for staff** and **more content for patrons**
- Allows staff to **make confident referrals** on the service floor
- **All staff can participate** and grow their RA skills!

04

**How to Create  
Your Own Model**



# First Steps - Get a team!

## Diversity

---

- Reflect your community
- Languages needed

## Staff levels

---

- Librarians/library assistants
- Youth/Teen/Adult

## Materials

---

- Genres
- Movies/Podcasts/Board Games/Video Games/Streaming

# Research Mode

Check out what other libraries are doing!

Write out every fever dream wishlist! No realism needed yet.

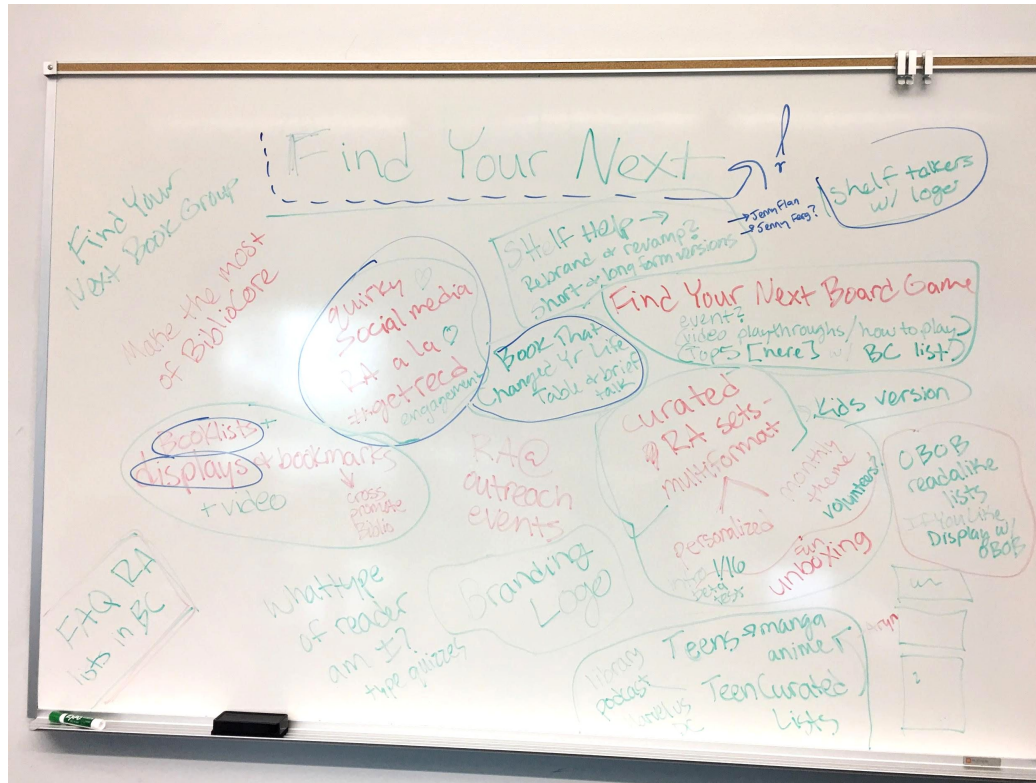
Move forward with cohesive service - doesn't need to be all new! But bring it under one umbrella.



They may have bits and pieces that you want to integrate.

Then, pare down to what you have the budget and staff capacity to accomplish.

# Research & Brainstorming



# Process Planning



- Staff Assignments
- Set up a standard process
- Firm deadlines - communicate these clearly with patrons

# Assessment

- Event attendance
- Social media views/engagement
- # Find Your Next personalized lists requested
- Survey

**What did you think?**  
**Libraries love feedback**

*Would you recommend this experience?*  
Yes                      No

*Did we help you find something new or exciting?*  
Yes                      No

*Did you discover anything new about the library?*  
Yes                      No

*How did you participate in Find Your Next? (Circle any that apply)*

Personalized recommendation service      Book-related event  
Social media post                                      Other:

**Find Your NEXT**

# Launch Day



# 05

## Tips

# Build on Your Existing Foundation

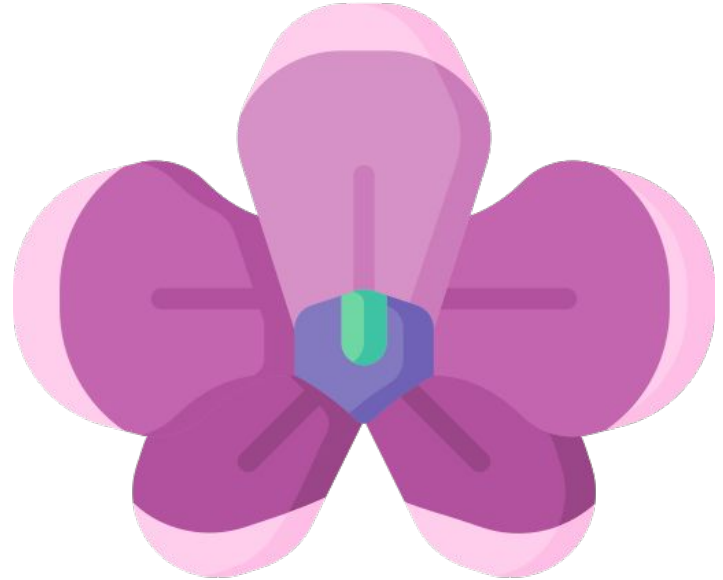
- **What RA services do you already offer?**  
How could they fit into a new holistic collection advisory model?
- Identify **new or unmet community needs** around RA, and start there.
- **You don't have to start big.** The framework you create will help your collection advisory services grow.





# Labor and Communication

- Utilize ALL your staff
- Staff communication
  - Trello
  - Slack
  - Email
  - White board
  - Communication to ALL staff



# Crowdsourcing



**Elena Gleason** 🐱 2 months ago

Anime fans, any suggestions for this familiar patron? @maryk @Alanna\_S @mollyv ?



**Alanna** 1 month ago

Streaming, huh? Castlevainia! We have seasons 1 and 2 physically, and seasons 1-3 are on Netflix! Aggetsuko is another Netflix exclusive, Outlaw Star might be good for a space itch... or Samurai Champloo.



**Molly** 1 month ago

Seconding Castlevania! Blood of Zeus is also good, as is Log Horizon, Dorohedoro might be up the same alley as well. If you want something interesting that's set in the same universe as Cowboy Bebop but is a very different story, Carol and Tuesday is delightful, and for some stuff that's sweet and has a chiller vibe to it, I'd recommend Little Witch Academia, Flying Witch, Monthly Girls' Nozaki-kun, My Love Story, and Ouran High School Host Club.



**Elena Gleason** 🐱 1 month ago

This is awesome, thank you, @Alanna\_S and @mollyv !



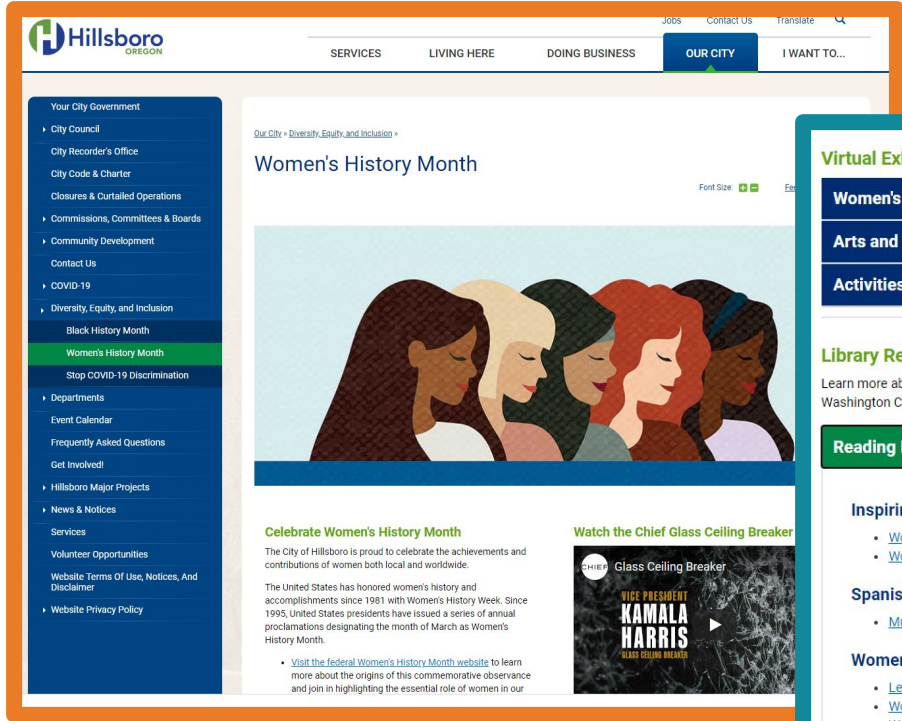
**Molly** 1 month ago

Forgot one! Would also rec Zombieland Saga for a fun slice of life/horror crossover.



2

# Cross-promotion: In the Community



## Virtual Exhibits, Activities, and Learning Opportunities

[Women's Suffrage Movement in Oregon](#)

[Arts and Culture](#)

[Activities](#)

## Library Resources

Learn more about women's history and culture, attend online events, and find reading lists for all age groups from our Hillsboro Public Library and Washington County Cooperative Library services (WCCLS).

### Reading Lists

#### Inspiring Reads

- [Women's Memoirs](#)
- [Women on a Mission](#)

#### Spanish

- [Mujeres inspiradoras](#)

#### Women in Science, Technology, Engineering, and Math (STEM)

- [Learn About Women in STEM for Kids](#)
- [Women in STEM for Young Readers](#)
- [Women in STEM for Adults](#)



# Accessibility and Usability

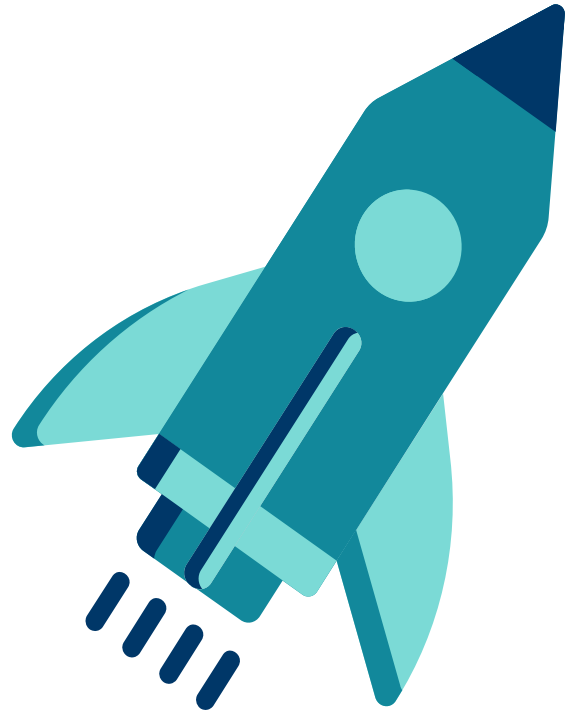
- **Print *and* digital** options
  - Make sure digital tools are accessible to those with vision impairments
- Which **languages** are included?
- Is it **kid- and caregiver-friendly**?
- **Test your tools** with different audiences in mind



**Don't be afraid  
to reiterate**



**You can do this!**



# Thanks!

Do you have any questions?

Elena.Gleason@Hillsboro-Oregon.gov

Julie.Botting@Hillsboro-Oregon.gov

Karen.Hayes@Hillsboro-Oregon.gov

Anna.Nakano-Baker@Hillsboro-Oregon.gov

**CREDITS:** This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik**.