

Breaking the Mould: Leisure Reading
Not Just for Public Libraries Anymore

Who are we?

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What we're going to talk about:

- The History
- Why Have a Leisure Reading Collection?
- Events + Marketing
- Budgeting
- Collection Development
- User Engagement
- Where Are We Going Next?
- Road Map

The History

How did we get started?

University of Guelph, Student Life Innovation Fund

The image shows a screenshot of the University of Guelph's Student Life website. At the top left is the University of Guelph logo. The main header is a dark red bar with the text "Student Life" and "The journey is the reward". Below this are navigation links: "StudentHealth101", "GryphMail", "WebAdvisor", "CourseLink", and "GryphLife". A yellow bar on the left contains the text "CHANGING LIVES IMPROVING LIFE". A dark grey bar below that contains "Math Package Solutions" and "DIRECTORY | JOIN OUR TEAM". The main content area features a large photograph of three young women in a rickshaw, eating. Overlaid on the right side of this photo is a green and blue graphic for "The Better Planet Project" which includes the University of Guelph logo, a green apple, and silhouettes of people. At the bottom right of the website screenshot are social media icons for YouTube, Twitter, Tumblr, and Facebook.

How did we get started?



Our Current Team

Committee Chair
(Librarian)

5 Library Staff
Members

- 2 Librarians
- 2 Professional Staff
- 1 Support Staff

2 Student Committee
Members

Library
Communications Co-
Op Student

- Communications
Department Rep

**Why have a
leisure reading
collection in an
Academic
Library?**

What are the benefits?



What are the benefits?

College students read for pleasure
the more likely they are to develop a
strong vocabulary and cultural
literacy (Babbitt Bray et al., 2004)

What are the benefits?

Pleasure reading can provide valuable insights into personal relationships and experiences and can have a substantial impact on readers' understanding of themselves and the world (Ross, 1999)

Marketing and Events

Promoting Your Leisure
Collection

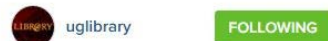
Appealing and Accessible



GRYPH READS



Working With Library Communications



27 likes 15w

uglibrary Come "Fall" in love with one of our new books in our Gryph Reads collection! Check out the new display on the first floor @uoguelph #GryphReads #NewBooks #FallReading #GetCaughtReading

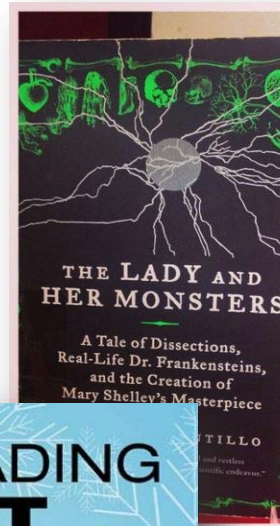


27 likes 25w

uglibrary Looking for a good summer read? We've got you covered #gryphreads

♡ Add a comment... 600

Change up the Space!



HOLIDAY READING WISH LIST

Help us fill next year's **Gryph Reads** collection with books you want to read!

Post a sticky note on the snow man with the books you've been craving.

Happy Holidays!



Running Events



Library Carnival Booth, September 2015



Blind Date with a Book, February 2015



The \$



Collection Development

Developing and
Managing Your Leisure
Collection

“Leisure/popular reading materials, fiction and non-fiction, with a Guelph twist.”

Collection development

- Recent and popular titles
- Bookstore feel
- Browsable?

Broad categories

fiction

literature - best sellers, award winners, titles on top lists, Canadian Literature, EAL/ESL

genre fiction - mystery, fantasy/sci-fi, historical, young adult, romance/chicklit, graphic novels, movie/T.V. tie-ins

non-fiction

popular science, sports, business, music, media, animals

(mental) health, healthy lifestyle, cookbooks, travel guides, how to

books with buzz, books in the media, current events

Tools

Literary Awards lists:

- [The Giller Prize List](#)
- [The Governor General's Literary Awards](#)
- [Man Booker Prize](#)

Top Lists

- [CBC's Canada Reads](#)
- [The Globe and Mail Bestsellers List](#)
- [Maclean's Bestseller List](#)
- [Indigo Books: Heather's Picks](#)
- [Public Library Lists - WPL Reads](#)

Social Media and News sites:

- [Goodreads](#)
- [Buzzfeed](#)
- [NPR's Book Concierge](#)

Title selection

Key Selectors:

Committee Members



Google
Sheets

User Recommendations

Staff

Students

Surveys

Holiday Wish List

Collaborative Decision Making

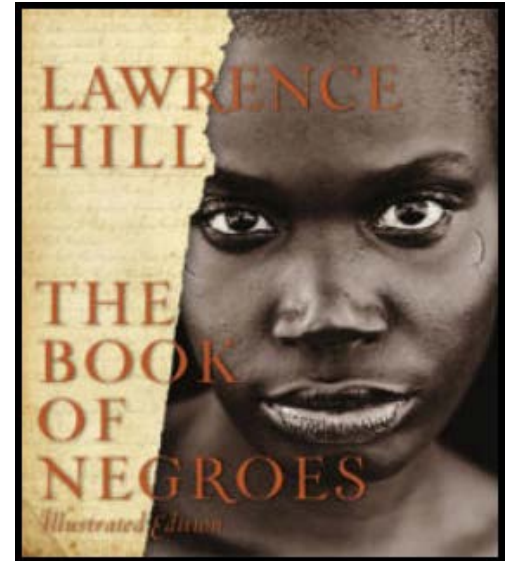


Ordering and processing of new titles

YBP Library Services GOBI®

New titles ordered and processed by Acquisitions

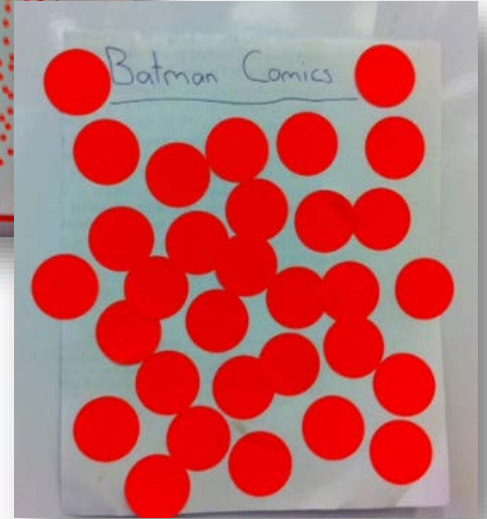
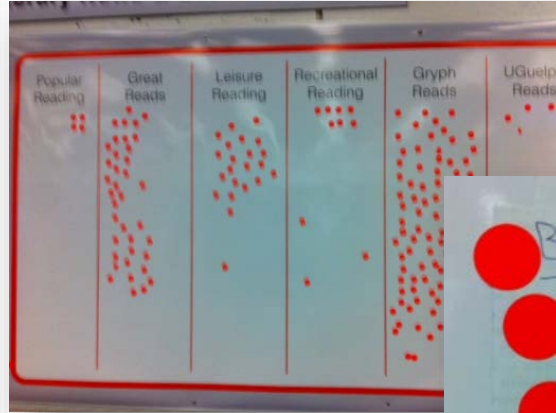
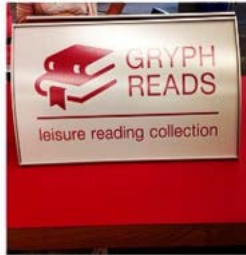
Titles moved to Gryph Reads from the main collection



A large red square with a white border, centered on a white background. Inside the square, the text "Engaging with our Users" is written in white, bold, sans-serif font.

**Engaging with
our Users**

Getting Our Users Involved



Lessons Learned

Be okay with letting things go.

MADNESS GRYPH READS MARCH MADNESS

Which book will take it ALL?

ROUND 1: TRILOGIES

Divergent by Veronica Roth

Catching Fire by Suzanne Collins

VS

ROUND 3: BOOKS MADE INTO MOVIES

The Help by Kathryn Stockett

Perks of Being a Wallflower by Stephen Chbosky

VS

Vote for your favourite book each day. The two most popular books will be putted in a ballot box, which will determine the winner.

ROUND 4: WINNER TAKES ALL

Catching Fire by Suzanne Collins

Game of Thrones by George R. R. Martin

VS

Against all odds, Katniss has won the Hunger Games. She should be relieved, happy even. Yet nothing is the way she wishes it to be.

As Warden of the north, Lord Eddard Stark's honour weighs him down a court where a true man does what he will, not what he must ... and a dear enemy is a thing of beauty.

Lessons Learned

Create display materials that can easily be reused and adapted, year to year

Lessons Learned

Collaborative Marketing and
Events can be effective and save
time

Lessons Learned

Be prepared for your events
being both less and more popular
than expected and contingency
plan

Lessons Learned

Having a committee helps spread the workload more evenly for marketing

Future Directions

Incorporating our new student members into our event planning.

Future Directions

Changing classification /
organization of collection



GRYPH
READS

Future Directions

Movies / DVDs



GRYPH
READS

Future Directions

Formalizing Donation Policy



GRYPH
READS

Future Directions

Formalizing Collection
Development Policy / Plan



GRYPH
READS

Future Directions

Representative Collection

EAL

Students of
Colour

Aboriginal

Diversity

LBGTQ

Variety of
Perspectives

Variety of
Interests

Future Directions

eBooks / Audio Books

Future Directions

Online Presence

Future Directions

Book Clubs

A Roadmap to Starting a *Pleasure Reading Collection* at Your Academic Library

Get Funding and Buy-in

- Talk to stakeholders and secure physical space

Build your Collection

- Set up your initial collection and space; try to gain a regular budget line for pleasure reading purchases

Get students involved!

- As major consumers, they have a lot of potential to help build and promote your collection

Reflection

- User Experience Testing
- Surveys
- Revise policies / approaches and procedures

Build a team

- We have a GryphReads Committee, with representation from different areas of our library

Develop a brand identity and promote

- If you have a communications department, they can be especially helpful
- Keep it simple and easily identifiable

Maintain the collection and continue to add and weed titles

- Develop policies to help with decision making

Questions to think about:

How will you organize your collection?

What formats will you include?

Will you take donations? If so, what are your criteria?

How will you ensure your collection is appealing to different groups?

How will you decide what gets added to the collection?

How will you market your collection?

How will you use the internet / social media to build your brand?

What type of events would appeal to your audience?

How will you learn more about your users?

How will you decide what to remove from your collection?

How will procedures fit in with current staff processes?