NEXT-LEVEL READERS ADVISORY

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WHAT IS READERS ADVISORY?

It’s connecting people with books and other media.

It’s curating and vetting content.

It’s building relationships with patrons.
WHY DOES READERS ADVISORY MATTER?

• It provides more personal and higher-quality customer service
• It is a value-added skill that resists automation and rewards a human touch
• It can increase circulation of older items and adoption of new formats
• Because we’re librarians
WHAT DOES R.A. LOOK LIKE IN 2016?

- Conversations, not interviews
- Everyone does it
- Self-directed and passive elements
- Integrative
- Digital and format-aware
NEXT-LEVEL READERS ADVISORY

• Refreshing the Readers Advisory Conversation
• Self-Directed Readers Advisory
• Integrative Readers Advisory
• Digital Readers Advisory
REFRESHING THE READERS ADVISORY CONVERSATION
GO IN PREPARED

• Make time for professional development and training
• Use professional and commercial resources
• Keep up with current trends and events
• Know your community
READERS ADVISORY RESOURCES

AV Club
BookRiot
CALS Recommends
Comics Worth Reading
Early Word
Fantastic Fiction

Genrefluent (pka Genreflecting)
GoodReads
NPR Books
New York Times Books
RA at WebJunction
Stop, You’re Killing Me!
ASK THE RIGHT QUESTIONS

• Introduce the subject with something specific, like ‘what’s a movie you’ve really enjoyed lately?’ or ‘what kinds of books do you usually like?’

• Follow up with open-ended questions to have a conversation with the patron that moves toward them offering appeal factors

• Wrap up with closed questions to narrow down preferred formats and set the stage for future conversations
WHEN YOU NEED A BACKUP PLAN

• Get the patron to talk more
• Augment with automated tools
• Lay groundwork for the next conversation

You can say you don’t have something.

But that can’t be the end of the conversation.
TIME TO ROLE PLAY!
SELF-DIRECTED (AKA PASSIVE) R.A.

- Book displays
- Staff Pick shelves
- Reading lists
- Posters and endcaps
- Bookmarks
QUICK TIPS

• Keep content fresh and topical
• Get everyone on staff involved
• Put items on display at every program and event
• Balance merchandising and creative expression
• Use self-directed RA tools to promote other RA services
INTEGRATIVE READERS ADVISORY
MAKING RECOMMENDATIONS ACROSS FORMATS AND COLLECTIONS
MAKING RECOMMENDATIONS ACROSS FORMATS AND COLLECTIONS
LET’S PRACTICE!
DIGITAL READERS ADVISORY
WEB-BASED APPROACHES

SPL: YOUR NEXT 5 BOOKS

WRL: LOOKING FOR A GOOD BOOK?
WEB-BASED APPROACHES

TCCL: YOUR NEXT GREAT READ

MCL: MY LIBRARIAN
YOU CAN DO IT

• Start out small
• Empower staff members
• Use existing technology
NEXT-LEVEL READERS ADVISORY

• Take a multi-faceted, systemic approach
• Use the people and resources you have in new ways
• Make creative use of technology
• Promote everything in your collections
QUESTIONS & COMMENTS?

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