



# READERS' & REFERENCE ADVISORY

PROFESSIONAL DEVELOPMENT SERIES: LIBRARIANSHIP

## Contents

Readers' Interest Assessment .....	2
Resources.....	5
Interpersonal Skills and Interviews .....	7
Reference Review of Non-Fiction Materials .....	10
Marketing and Merchandising.....	12

# Professional Development: Readers' and Reference Advisory

## Readers' Interest Assessment

Part 1 of 5 for Librarianship Track

Intended Participants: Library Associate, Library Clerk

Time Commitment: 4 hours



**Goal:** *Conduct successful Readers' Advisory interviews with patrons of all demographics.*

- Abstract: Readers' Advisory isn't just successfully connecting a patron with an item they'll enjoy, but also an opportunity to build a relationship.
- Driving questions:
  - What questions will help me know what is appealing to a patron?
  - How do I know my collection without reading every title?

### Articles, webinars, documents

- [Readers' Advisory Services](#) (1-hour self-paced WebJunction course)

Abstract: Interview, marketing

What to get out of it?

- Genre Fiction that appeals
- How to get patron to articulate books that appeal
- Ideas for suggesting
- Promoting different genres

Impact on practice: Find your approach to effective, helpful readers' advisory

- [LibraryReads Readers' Advisory 101](#) (excerpts from 1.5-hour webinar)

Section 1: Appeal (starts at 0:00, ends at 6:03)

Section 2: RA Conversations (starts at 6:04, ends at 14:03)

Section 5: How to Read a Book in 5 Minutes (starts at 33:00, ends at 50:34)

Section 6: Keeping Up with Books (starts at 50:35, ends at 1:06:51)

Abstract: Consider key elements of Reader's Advisory including what makes a book appealing to a reader as well as how to build your knowledge of the thousands of books in the collection.

What to get out of it:

- Question flow to determine the heart of a patron's reading desire
- Develop a strategy to become familiar with the books in our collection

Impact on practice: Have questions on hand and recommendations available for readers advisory.

- [Supporting Developing Readers at the Library: Reader's Advisory for K-3<sup>rd</sup> Graders](#) (1-hour CSL in Session webinar)

Click on "View the Archive" to watch the webinar.

Abstract: Early literacy is everyone's job. Technology, emotional intelligence, communication, executive function, citizenship, cultural competence, and more are significant parts of a young child's early education (full spectrum literacy).

Knowing the 5 basic principles of reading and recognizing those elements in texts allows you the librarian to support children and caregivers in their text selection.

What to get out of it?

- An understanding of the 5 basic principles of reading
- Identify supportive elements in texts for developing readers
- Navigate reading levels
- Apply the five grade level reading skills to readers advisory.

Impact on practice: Provide reader's advisory for developing readers and their caregivers to support the love of reading.

### **Suggested Conferences or Memberships**

- CLiC Spring Workshop  
Abstract: Frequently book talk sessions are sessions held throughout the conference  
What to get out of it: Familiarity with a wide range of books and strategies
- CLEL Annual Conference  
Abstract: Early Literacy conference highlighting resources and services for those 8 and under  
What to get out of it: Tools and awareness for our youngest library patrons

**Network** (ListServ, Social media, or library(-ies) to visit)

- [Monthly Newsletters from Novelist and LibraryAware](#)  
Novelist provides a monthly newsletter highlighting library trends, readers advisory and suggestions for staying aware of the books in your collection.
- [Blog from Novelist and LibraryAware](#)  
Select the Tag, "Readers' advisory" for recent posts highlighting anything from strategies in your conversation to suggestions for road trip books.
- Facebook groups
  - Program Librarian: "Bring together all types of librarians interested in public programming for their patrons."
  - Storytime Solidarity: "Songs, tips, resources, and book recommendations to support little learners, their families, and each other"
- Book Reviews
  - NY Times Book Review, *Denver Post*
  - NPR
  - BookPage: discover your next great book
  - BookList

### **Now what?**

Role play some readers' advisory questions

- We had a patron ask about the next step past early chapter books that wouldn't be too overwhelming for her 3<sup>rd</sup> grade daughter.
- My grandkids are coming to stay. What should I take for them?
- I need a book. What do you recommend?

For further exploration:

- [Book Tasting in the Library: A recipe for reading](#) (1 hour WebJunction webinar)  
Increase engagement with your collection through a book tasting. In this webinar, presenter Angela Maxwell will share examples of multiple book tasting events targeted at a teen audience. Attendees will have access to templates, as well as free online tools to implement their own book tasting event.

# Professional Development: Readers' and Reference Advisory Resources

Part 2 of 5 for Librarianship Track

Intended Participants: Library Associates, Library Clerk

Time Commitment: 3-4 hours with practice



**Goal:** *To be able to utilize GCLD resources to assist patrons with reference and readers' advisory questions.*

- Abstract: Building up your knowledge of series, authors, titles, isn't a momentary instant learn; however, there are many tools for both yourself and patrons available to use that can help you best serve the individuals in your community.
- Driving questions:
  - What resources do I have at my fingertips so I don't have to read and know every item in the library intimately?

## Articles, webinars, documents

- **Marmot Consortium Training Videos and Documents for Pika**

Abstract: Our online public access catalog (OPAC) called Pika includes a wide variety of tools for librarians and patrons to be able to find their next read.

Become familiar and knowledgeable about the functions available in Pika for searching items including More Info, More Like This, Also in Series, and Similar Series.

What to get out of it: Know the ins and outs of PIKA in order to assist patrons.

Impact on practice: A tool in your librarian toolbox.

[Browsing the Catalog](#) (video: 0.58) and [How to Search the Catalog](#) (video: 1.35)

Basic review of a PIKA search

[Library Catalog/OPAC/Pika Discovery Layer Overview](#) (web document)

Step-by-step instructions for using the functions in Pika

[Pika/Catalog/OPAC Basic Outline](#)

Training Outline of items to be familiar with Pika

- **NoveList**

Abstract: NoveList Plus is the premiere database of reading recommendations, available through libraries around the world. It is a comprehensive source of information about books that includes expert recommendations, reviews, articles, lists, and more. Staff and patrons have access to NoveList both

through our website, <http://www.gclid.org/ebooks-and-learning-tools>, as well as

through our OPAC.

What to get out of it: Know the ins and outs of NoveList in order to build your own knowledge for reader's advisory as well as assist patrons.

Impact on practice: A tool in your librarian toolbox.

[NoveList 101](#): 19 to choose from, please be sure to watch these below

- [Basic Search in NoveList](#) (video: 1.41)

- [Advanced Searching with Field Codes](#) (video: 1.49)

- [Searching by Genre](#) (video: 1.23)
- [Searching for Read-alikes in NoveList](#) (video 1.27)
- [Finding Books using Appeal](#) (video: 1.46)

Additional videos on how to use NoveList can be found on Novelist's YouTube channel: [How to Use NoveList](#)

- All our online resources have advanced search capabilities. Be sure to review and consider what is available.
  - Libby
  - Kanopy
  - Newsbank

### **Now what?**

[Pika Basic Training Exercises](#): Marmot Training Exercises Document for PIKA

- Practice with the following common patron asks
  - Award winners
  - Grandchild visiting
  - I like Carl Hiaasen, what do you recommend
  - My middle schooler doesn't like to read
  - My child is a 7<sup>th</sup> grader and reading at a 3<sup>rd</sup> grade level, but I don't want something babyish

# Professional Development: Readers' & Reference Advisory

## Interpersonal Skills and Interviews

Part 3 of 5 for Librarianship Track

Intended Participants: Library Clerk, Library Associates  
Time Commitment: 4 hours



**Goal:** *Conduct a successful reference interview with patrons of all demographics.*

- Abstract: Getting to the heart of a patron's interest and desire is an art but there are some simple approaches to patrons to better pin down what the patron is wanting.
- Driving questions:
  - What questions do I ask that don't overstep but provide clear feedback?

### Articles, webinars, documents

- [ABLE 9 - The Reference Interview](#) : (1.5-hour Self-Paced Course)

Abstract:

What to get out of it:

- The value of reference
- Methods to make a patron feel comfortable
- Techniques for discovering the patrons' real information need
- Steps to check for patron satisfaction

Impact on practice: Find your approach to effective, helpful reference services.

- [Conducting the Reference Interview: How to Ask Better Questions to Make Customers Happy | CSL In Session \(cvlsites.org\)](#) : (1.25-hour webinar and readings)

*Abstract:* This class is intended to give an introduction and basic overview of the reference interview.

What to get out of it: A 6-step tool kit to asking better questions to match the information need with the library's resources.

Impact on practice: Consider how to dig through the general and ambiguous questions in order to give patrons exactly what they need.

### Suggested Conferences or Memberships

- [Colorado Association of Libraries \(CAL\) Interest Groups](#)

Abstract: Through our institutional membership through Marmot, CAL Interest Groups provide an opportunity to meet fellow librarians centered on a specific area of interest.

What to get out of it: Consider joining one of the many interest groups.

**Now what?**

Role play some examples of typical scenarios

For example:

- Yesterday, I had an older patron ask me to find her math workbooks that she could use to help stimulate her brain.
- I'm looking for a book or something on pancreatic cancer.
- Ugh, job hunting. Any ideas?

### For Further Exploration

- [Leaving Fort Ref - Reaching Out with Reference](#) : (2-hour Self-Paced Course)  
Through a series of small projects and collaborative efforts, Douglas County (CO) librarians explored a new dimension of modern reference service, one that places their expertise at points of need outside of the library to respond to the questions the public *didn't* take to the library.
- [Libraries Prepare to Answer Civil Legal Questions in Times of Crisis](#) : (1-hour webinar)  
With the economy staggering, unemployment soaring to unprecedented heights, and families reeling from weeks of confinement and uncertainty, people are turning to their libraries for help. Many of the issues people are struggling with involve civil legal information; questions related to unemployment, debt/money issues, foreclosures and evictions, or family stressors are all on the rise due to the COVID-19 pandemic. In this webinar, two law librarians highlight the most common civil legal issues they are seeing, provide guidance on key ways for public libraries to respond to civil legal needs, and discuss best practices for online reference services. Let's work together to re-empower our struggling communities and demonstrate just how essential libraries are in times of crisis.
- [Online Reference Basics](#) : (1-hour Self-Paced Course)  
Online Reference Basics will help the learner to provide basic online reference service involving email and chat. The course addresses the advantages and disadvantages of online reference, gives step-by-step guidance, and provides tips and resources.
- [Reference Services: Tried, True, and New](#) : (1-hour Webinar)  
Reference is still intrinsic to library services. It is evolving with changing patron needs, varied information resources and new delivery formats. Yet much of traditional practice remains important to providing quality information services to patrons. In this webinar, we will explore the balance between traditional and contemporary reference approaches, inviting you to join this open space conversation. What methods do you employ for reference today? What works? What doesn't? How does social media play a role? Let's learn from each other "how we do reference" so we can find the best fusion of traditional and modern reference service.
- [When I'm 64: Financial Literacy Resources for Those Nearing and in Retirement](#) : (1-hour webinar)



Patrons' financial interests and questions often highlight the complexity that an aging America faces as individuals transition to their golden years. Issues such as how much to save for retirement, protecting ourselves and our families from fraud, and helping loved ones manage their assets can be daunting for library staff tasked with directing patrons to reliable information. This webinar explores free resources provided by the Bureau of Consumer Financial Protection (formerly Consumer Financial Protection Bureau) that can help consumers navigate some of these complexities. You'll also hear about programming and resources from the Kansas City Public Library that help patrons as they near their retirement years—valuable information for you and your patrons!

# Professional Development: Reader's and Reference Advisory

## Reference Review of Non-Fiction Materials

Part 4 of 5 for Librarianship Track

Intended Participants: Library Associates, Library Clerk

Time Commitment: 5 hours



**Goal:** *To become familiar with reference sources and be able to apply evaluation criteria to sources*

- Abstract: Not all non-fiction materials are equal. Considering accuracy and reliability isn't enough. Privacy, reading level, advertising, and much more also need to be considered.
- Driving questions:
  - What questions do I ask when reviewing resources to help determine best fit for a patron's need?

### Articles, webinars, documents

- [ABLE 10 - Evaluating Reference Sources](#) (1.5-hour self-paced course)

Abstract: Learn how to evaluate a reference source

What to get out of it:

- The importance of evaluating reference resources
- Evaluation criteria for all types of reference resources
- Specific evaluation criteria for print resources
- Specific evaluation criteria for electronic resources

Impact on practice:

- [ABLE 11 - Basic Reference Sources](#) (2-hour self-paced course)

Abstract:

What to get out of it:

- Type and purpose of each reference source.
- Recommended titles in each category.
- Remember to explore links to external websites.

Impact on practice:

- [Information Literacy: CRAAP Test](#) (16-minutes, 5 short videos)

Abstract: Examples of putting into place review of reference-based resources.

What to get out of it: Practice of reviewing resources

Impact on practice: CRAAP is a quick and easy tool to implement when reviewing items.

- [Get Your Documents Readability and Level Statistics](#) (web document)

Abstract: Office365 allows you to verify the reading level of a document

What to get out of it? A tool to determine reading level

Impact on practice: Consider reading level when suggesting resources.

### **Now what?**

Type "Pancreatic Cancer" into a search engine and do a brief CRAAP test scan of the first 5 items. If you would recommend the site to someone, who would it be and with what purpose.

Pick a disease and compare Medline, Mayo Clinic, and WebMD. What value does each have? What concerns does each have?

# Professional Development: Reader's and Reference Advisory Marketing and Merchandising

Part 5 of 5 for Librarianship Track

Intended Participants: Library Associates, Library Clerk

Time Commitment: 4 hours



**Goal:** *Engage patrons to resources through marketing all areas of the library's collection to patrons of all demographics. Displays are more than putting up a book on a table.*

- Abstract: Libraries have so many resources available but how do we let patrons know. When considering displays and marketing materials to patrons, it is necessary to consider visual appeal as well as intent and purpose.
- Driving question:
  - How do I create attractive displays that connect patrons to the collection?

## Articles, webinars, documents

- [Visual Merchandising for Public Libraries](#): (1-hour webinar)  
Abstract: Visual merchandising can create a dynamic environment that encourages the customer to stay longer, check out more materials, and return for more.  
What to get out of it: Simple principles to organize library materials in a way that attracts attention and promotes use.  
Impact on practice: Create thoughtful and engaging displays
- [Library-Initiated Programs and Displays as a Resource: An interpretation of the Library Bill of Rights](#) (web document – if link doesn't work, type in title and you will be directed to the document in the ALA library)  
Abstract: A summary interpreting how program and displays are connected to the Library Bill of Rights and highlight the roll of libraries in a community.  
What to get out of it: Displays have a purpose beyond looking pretty. Like programs, they have a role to promote the library as a place for information access.  
Impact on practice: Consider intent and purpose of display.
- [I Want to Promote My Collection](#) (video 3.25) and [I Want to Help Readers Find Their Next Read](#) (web document)  
Abstract: LibraryAware provides two Reader's Advisory tools: NextReads newsletters and Readers' Advisory Templates. Patrons can sign up for the NextReads newsletters through Pika. These are curated quarterly newsletters produced by the LibraryAware team. Readers' Advisory Templates are available only to staff and are on the homepage of LibraryAware under the header 'New Releases'. They are topical for the moment and books should be changed out to match what is available in our collection.  
What to get out of it: Know the ins and outs of LibraryAware in order to connect patrons to the collection.  
Impact on practice: A tool in your librarian toolbelt.

**Network** (ListServ, Social media, or library(-ies) to visit)

- Facebook: Programming Librarian or Storytime Solidarity  
Abstract: Great ideas for programs and displays  
What to get out of it: Examples and resources

**Now what?**

Create a display based on an upcoming event, highlighting a certain part of the collection, or community issue.

Create a marketing document in LibraryAware highlighting a certain part of the collection.