

Razzle Dazzle Readers' Advisory

Creating an Active RA Culture & Crash Course Cruisin' Through the Tools
Emily Byers & Ashley Folgate




The Salem Public Library story...

Collaborative Service Desk model & getting ready for our really BIG year!

Training, empowerment, and growth

Ways we get staff involved:

- Best Books
 - Staff Picks: [Submission](#) and [Template](#)
 - Newspaper column team
 - Review journals
 - Advance Reader Copies (ARCs)
 - Specialty displays
 - Displays in the stacks
 - Facing & merchandising guidelines
 - Peer-to-peer learning
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What we're going to do today!

- Present the training to you all that we have provided to over 35 staff members at Salem Public Library
- Play the desert island game!
- Leave time at the end for questions and idea sharing from you!





You are trapped here... What 5 books and/or movies do you want to have with you?

General Tips


- Validate this work
- Be positive
- Give time
- Seek out patrons
- Leave your personal preferences at home
- Suggest rather than recommend
- Understand the appeal of a book
- There is no one perfect answer




Having the Conversation

Tips for having the conversation

Questions to move a conversation:

- Tell me about a book you really enjoyed
 - Have you read anything lately that you have really disliked?
 - Is there an author you consistently read?
 - Do you like books with _____? (cooking, international settings, love, etc.)
 - Do you have any favorite TV shows?
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Pitfalls to Avoid

- Value judgments
 - Phrases like “well-written”
 - Offering only one choice and... offering too many!
 - Dead ends
 - Making up a synopsis
 - Apologizing for reading taste
 - Negative comments about other authors, genres, etc.
 - Guaranteeing “safety” or “likeability” of content
 - Leaving the conversation closed
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What to do if you can't help?

Too busy? Totally stumped? Italian vampire romance not available in the consortium?

- Reference intake form
- Get a [book suggestion form](#)
- Purchase request
- Consider a handoff (*aka leverage your collective hive power!*)



Favorite Tools

- [Fantastic Fiction](#)
 - [goodreads](#) (curated lists, new releases, best of lists)
 - NoveList (embedded in our [catalog](#))
 - [Stop, You're Killing Me!](#)
 - [All About Romance](#)
 - [Christianbook.com authors list](#)
 - [New York Times Bestseller List](#)
 - [Indie Next List](#)
 - [Book Riot](#)
 - [BuzzFeed Books](#)
 - [RA for All](#)
 - [Library Reads](#)
 - Google search with “booklist”
 - Your colleagues!
 - The books themselves
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Self Improvement

- Bookmarks toolbar @ CSD
- Explore the catalog
- When reading, note appeal
- Mentally group books together
- Keep track of what you read
- Read widely
- Speed read
- Participate in reading challenges
- Practice talking about books
- Read book lists
- Keep your eyes out for “sure bets”
- Watch what’s going viral
- Subscribe to email lists
- Listen to podcasts
- Read ARCs



Audience Sharing and questions

We know there are more awesome tools out there! Any personal favorites or ones utilized by your library that you'd like to share?

Questions?

Alright, now what are we all taking to our desert islands?





“I have always imagined that paradise will be a kind of library.” – Jorge Luis Borges

Thank you!

How to get in touch:

If you need any of our tools or want to talk about building your own training, please feel free to reach out!

Emily Byers

ebyers@cityofsalem.net

Ashley Folgate

afolgate@cityofsalem.net

