YES, YOU CAN!
Readers’ Advisory for Everyone

# YouCanRA
Everyone can RA!

How can I help you?
Everyone can RA!

Can I grab some books for you?
Everyone can RA!

We don’t have that in print, but we have it on audio!

# YouCanRA
I’m so sorry, that book is checked out. Have you heard about...
What kind of book are you in the mood for?
Everyone can RA!

Are you finding what you need?

# YouCanRA
Everyone can RA!

Thanks for coming in, see you next time!
YES, YOU CAN!
Readers’ Advisory for Everyone

# YouCanRA
YES, YOU CAN!
READERS’ ADVISORY FOR EVERYONE

TAMMY CLAUSEN, BRANCH MANAGER
TCLAUSEN@DCLIBRARIES.ORG
720.348.9501

Douglas County Libraries
THE TYPICAL ADULT RESIDENT OF DOUGLAS COUNTY...

- IS 37.4 YEARS OLD (MEDIAN)
- LIVES IN A HOUSEHOLD WITH $104,195 IN ANNUAL INCOME (MEDIAN)
- HAS COMPLETED A BACHELOR’S DEGREE OR HIGHER (61%)
- WAS BORN IN A STATE OTHER THAN COLORADO (54.9%)
- HAS INTERNET ACCESS AT HOME (95%)
- CARRIES A SMART PHONE (81%)
- USES AN IPAD OR TABLET (56%)
- USES SOCIAL MEDIA SITES FREQUENTLY (51%)
- TAKES 27.7 MINUTES TO TRAVEL TO WORK (MEDIAN)
2015 LIBRARY TRENDS

- 7,310,770 CHECKOUTS
- 25.6 ANNUAL CHECKOUTS PER CAPITA
- YOUTH CIRCULATION IS 50% OF TOTAL
- PHYSICAL COLLECTIONS’ CIRCULATION DECLINED BY 8%
- DIGITAL COLLECTIONS INCREASED BY 17%
- HOOPLA USE INCREASED 69%
- ADULT FICTION AND NONFICTION CIRCS ARE ABOUT EVEN
GOAL 2 - DESIGN MY LIBRARY: PREMIUM, PERSONAL LIBRARY EXPERIENCE

DESIGN A SUITE OF RA SERVICES THAT OFFERS THE RIGHT EXPERIENCES FOR THE RIGHT CUSTOMERS

DEVELOP THE CAPACITIES TO DO IT AGAIN AND AGAIN

DELIVER THESE SERVICES BY FOCUSING ON THE ENTIRE ORGANIZATION WITH EMPHASIS ON CROSS-DEPARTMENTAL COLLABORATION

# YouCanRA
DOUGLAS COUNTY LIBRARIES SHIFTS IN ORGANIZATIONAL IDENTITY

WHAT’S MORE EFFECTIVE: A CENTRALIZED EFFORT TO MEET ALIGNED GOALS OR PRACTITIONER FREEDOM?

SHOULD WE WORK THE CLASSIC LIBRARY BRAND OR JETTISON IT FOR A CREATIVE ALTERNATIVE?
ORGANIZATIONAL READERS' ADVISORY FOCUS

BIG CULTURAL SHIFTS:

- INTERNAL MARKETING OF RA SERVICES
- LIBRARIAN ROLE AS CONTENT CREATOR
- DEVELOP RA SPECIALISTS
- HOW TO DO SMART RA - RELEVANT, PERSONALIZED AND CONSISTENT

# YouCanRA
DESIGNING EXCEPTIONAL READERS’ ADVISORY SERVICES

- FACE-TO-FACE RA
- FORM-BASED RA (PERSONALIZED READING LISTS)
- BOOK LOVERS
- BOOK BUZZ
- AUTHOR/BOOK EVENTS
- COMMUNITY READING PROGRAM
- BOOK CLUB EXPRESS
- BOOK CLUBS
- E-NEWSLETTERS
- DISPLAYS
- BLOGS
- DIGITAL REVIEWS AND RECOMMENDATIONS
- SHELF TALKERS
- BROCHURES AND POSTERS
- SELF-CHECK RECOMMENDATIONS

# YouCanRA
EXCEEDING PATRON EXPECTATIONS

- FACE-TO-FACE
- GREAT COLLECTIONS
- MARKETING PIECES
- DISPLAYS

**BOOK LOVERS**
New reads and book club favorites.

**Saturday, April 23**  
6:30pm
James H. LaRue, Highlands Ranch
Adults.
Douglas County Libraries.org | 303.791.7323
Register with library staff or online.

**Wednesday, June 17**  
7pm
James H. LaRue, Highlands Ranch
Adults.
Douglas County Libraries.org | 303.791.7323
Register with library staff or online.

**Friday, June 19**  
10am
James H. LaRue, Highlands Ranch
Adults.
Douglas County Libraries.org | 303.791.7323
Register with library staff or online.

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# YouCanRA
ANTICIPATING PATRON NEEDS

- DIGITAL RA
- SOCIAL MEDIA

CASTLE PINES IS MOVING!

Longtime at the Ranch with Craig Johnson

The date is locked and tickets are on sale now. Study the ranch and its
history with Craig Johnson, as he discusses the history and future of the
ranch. The ranch is one of the few remaining working ranches in the
region. The ranch has been in the Johnson family for generations.

SHOPPING FOR SMALL KITCHEN APPLIANCES

Spring is here! April is a great time to buy small kitchen appliances
and save money on them for the season. It's a good time to give your
dishes a boost with new kitchen gadgets. Come in and check out our
discounted small kitchen appliances.

READ A TWIST ON A MYTH

Myths and legends are the foundations of modern storytelling. It is no wonder that so many
people love these classic legends. Many of these stories are passed down from
generation to generation. To celebrate this, we have collected our favorite
stories and mythological tales for you to enjoy.

# YouCanRA
Yes, You Can:
Reader’s Advisory for Everyone

TOM WEST
ADULT COORDINATOR
BRAZORIA COUNTY LIBRARY SYSTEM

# YouCanRA
Resources you can use

- BookRiot
- EarlyWord
- GalleyCat
- NovelList Plus
- Shelf Awareness
PowerPoint presentations for public

What’s New in Books
Tom West
Adult Coordinator
Brazoria County Library System

# YouCanRA
Three generations of Indian mothers and daughters discover their greatest source of strength in one another: from a baker's daughter who dreams of an impossible education, to the daughter who confronts her culture and independence in America, to the granddaughter who learns indelible lessons about freedom and heartbreak.
Reader’s Advisory in its many forms

- Flyer
- Poster
- Facebook
- Twitter
- Pinterest
- Instagram
- One on one
- Groups

**Exercise Your Mind: Cookbooks**

*Nonna’s House: Cooking and Reminiscing with Italian Grandmothers at Enoteca Maria*  
by Jody ScaravelliLa  
Celebrates traditions at the heart of Italian cuisine, sharing anecdotes by the restaurant’s internationally celebrated grandmothers as well as family recipes for homemade pastas, risottos, desserts, and other favorites.

*Honey & Co. the Cookbook*  
by Sarit Packer  
A U.S. release of an award-winning cookbook by the husband-and-wife protégés of restaurateur Yotam Ottolenghi shares a selection of accessible Middle Eastern recipes, from fragrant soups to herb-infused salads.

*Mystery Writers of America Cookbook: Wickedly Good Meals and Desserts to Die For*  
by Kate White  
Featuring contributions from Mary Higgins Clark, Harlan Coben, Scott Turow, Kathy Reichs and many more, a thrillingly delicious cookbook collects 100 recipes from the Mystery Writers of America that tread the surprising—and sometimes deadly—line between food and foul play.

*Lucky Peach 101 Easy Asian Recipes*  
by Peter Meehan  
This debut cookbook from the highly popular indie food magazine, staying true to bold flavors, shares favorite Asian dishes that occupy the sweet spot of crave-worthy and are simple to make, including dan dan noodles, Japanese fried chicken and pho.

**Brazoria County Library System**  
451 N. Velasco  
Angleton, Texas 77515 | (979) 864-1505  
bcslib.tx.us

# YouCanRA
LibraryAware flyers: post online and around town

Exercise Your Mind: Green Living

A Healthy You by Carol Alt
The best-selling author, supermodel, and TV host, offering the very best advice from her favorite doctors, fitness gurus, dentists, and experts, presents a wealth of practical advice, proven tips, recipes, products, and regimens—from raw eating to chemical-free cosmetics—for living a cleaner, greener lifestyle.

Superfood Snacks: 100 delicious, Energizing & Nutrient-dense Recipes by Julie Morris
A collection of recipes for high-nutrition snacks and treats made with superfood ingredients explains how to adapt former "gut-pleasing" foods to render them both healthy and satisfying.

Nom Nom Paleo: Food for Humans by Michelle Tam
Offers a variety of family-friendly paleo recipes as well as strategies for stocking the pantry, feeding kids, maximizing flavor, and saving time in the kitchen.

The Zero-waste Lifestyle: Live Well by Throwing Away Less by Amy Korst
The Green Garbage Project blogger presents a practical guide to generating less waste that demonstrates how to live a healthier and more sustainable life, outlining accessible steps from composting and recycling to utilizing reusable containers and buying organic materials.

Ready, Set, Green: Eight Weeks to Modern Eco-living from the Experts at Treehugger.com by Graham Hill
A practical, do-it-yourself guide to green living explains how to incorporate an eco-friendly approach to every aspect of one's life, with tips on how to make eco-savvy choices at the grocery store, at the car dealership, or when cleaning the house, while promoting a healthier lifestyle—and bank account.

Green crafts: Become an Earth-Friendly Craft Star, Step by Easy Step! by Megan Friday
Presents easy-to-follow, step-by-step illustrated instructions to construct environmentally conscious craft projects using discarded materials—such as cans, newspapers, cereal boxes and more—to create earth-friendly objects, including fanciful teagles from baby food jars, decorative reusable water bottles and bottle cap magnets.

The Organic Composting Handbook by Dede Cummings
A comprehensive guide to composting provides information on all the different types and how to adapt them to individual living situations, including what can and can't be put into compost, how to balance nitrogen and carbon and how to compost indoors. Original 10,000 first printing.

The Powerhouse by Steve LeVine
Granted unprecedented access to a secure federal laboratory, a Washington correspondent presents a riveting real-time, two-year account of big invention, big commercialization and big deception as the world races to perfect the next engine of economic growth—the advanced lithium-ion battery.
Posting to social media

- Using LibraryAware, branches can post directly to their social media accounts.
Personalized recommendations

Book Butler

Contact Information

Name: *

Email: *

Library Card number:

Select books written for:
- Adults
- Young Children (picture books)
- Teens
- Children

How do you want your recommendation:
- Books
- eBooks
- Audio eBooks
- Large Print
- Audio books on CD

Select a category (choose up to 3): *

- Biography/Memoir
- Classics
- Contemporary Fiction
- GLBTQ
- Historical Fiction
- History
- Inspirational
- Mystery
- Nonfiction
- Poetry
- Psychology
- Science
- Science Fiction
- Short Stories
- Spiritual
- True Crime
- Western

Tell us the titles and authors of three books you've really liked. What did you like about them?:

Tell us about some books you did NOT like and what you didn’t like about them:

Who are your favorite authors?:

Optional
This information is optional, but please respond if you would like us to consider it when making recommendations.

Gender:

Age:

SUBMIT

# YouCanRA
• Tom West
• Adult Coordinator
• Brazoria County Library System
• twest@bcls.lib.tx.us
• 979-864-1505
Current Landscape

Discovery
Learn about books
- Family
- Friends
- NPR

Discernment
Decide if the book is right for me
- Readers reviews/ratings
- Professional reviews
- Sample chapters
- Book covers

Delivery
Borrow or buy?
- Library
- Bookstores
- Amazon
- iTunes

# YouCanRA
Expanding the Library’s Role

SHIFT FROM:

discovery  discernment  delivery
Expanding the Library’s Role

SHIFT TO:

discovery  discernment  delivery
Different kinds of staff...

# YouCanRA
Different kinds of staff...

...Need Different Kinds of Tools

- Comfortable with RA
  - Tools to share their knowledge
  - Tools to enhance knowledge
  - Read-to-use handouts

- Uncomfortable with RA
  - Tools to create lists, displays...

- High book knowledge
- Low book knowledge

# YouCanRA
Different Kinds of Readers...

- **Lots of Time**
  - High Touch
  - Low Touch

- **No Time**
Different Kinds of Readers...

...Want Different Kinds of Help

<table>
<thead>
<tr>
<th>Lots of Time</th>
<th>No Time</th>
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<tbody>
<tr>
<td><strong>High Touch</strong></td>
<td><strong>Low Touch</strong></td>
</tr>
<tr>
<td>1:1 help, events, programs</td>
<td>Displays, shelf talkers, browsing</td>
</tr>
<tr>
<td>Enewsletters, enriched catalog</td>
<td>Brochures, self-check</td>
</tr>
</tbody>
</table>

# YouCanRA
How staff can help readers...

- Comfortable with RA

- High book knowledge

- Uncomfortable with RA

- Low book knowledge

# YouCanRA
Different kinds of readers...

Lots of Time - High Touch

Low Touch - No Time
<table>
<thead>
<tr>
<th>Activité</th>
<th>We already do this</th>
<th>We’re thinking about doing this</th>
<th>This is not currently on our radar</th>
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<tbody>
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<td>Face-to-face RA</td>
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<td>Staff education on RA</td>
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<td>RA content on your website</td>
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# YouCanRA
Thank you!

Check our events page for a link to the recording and resources: http://bit.ly/novelistevents