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Still Room for Reading: Recreational Reading Collections in Academic Libraries

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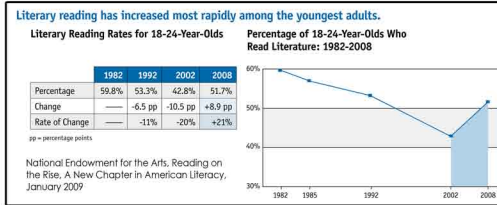
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Still Room for Reading Recreational Reading in Academic Libraries



Why?



Creating

Where to start?

- Non-academic books that come as gifts
- Exchange collections, where users can leave a book and take a book
- Rental collections, such as McNaughton, which allow short-term leasing of new, popular titles
- Title selection from best seller and popular genre lists

Whose nickel?

- Base budget line
- Endowment
- Dedicated gift funds

Where does it go?

- Is there space in a lobby or atrium that could be used?
- Is there an area that can be re-purposed, such as space currently housing little-used print sources that might be discarded or removed to remote storage?

Why are we doing this?

- Does the mission or strategic plan include commitment to lifelong learning, education of the whole person, support of intellectual exploration, or similar concepts?
- Are your students asking for recreational reading materials?
- Are your students reading?



Developing

What goes into the collection?

- Genre fiction (mysteries, chick lit, etc.)
- Popular biographies
- Graphic novels and manga
- Popular magazines

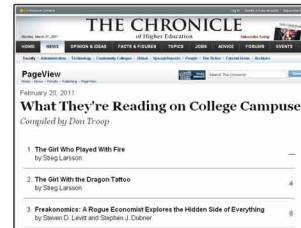


Who picks?

- Involve students, faculty, and staff in selection
- what genres do they like?
- suggestions for new titles?

Who can help?

- Collaborate with local YA librarians at the local public library to keep up with new titles that may appeal to college students
- Use the campus bookstore and local bookstores as resources for what's new and what's hot



Where do I look?

- Best seller lists (e.g., NYT)
- "What They're Reading on College Campuses" (Chronicle of Higher Education)
- Popular fiction and genre lists published in library media (e.g., Booklist, RUSQ, LJ Academic NewsWire)
- Books in Print (Fiction Connection, Non-Fiction Connection)
- Databases such as Reader's Advisor Online, NoveList, Booklist Online
- Blogs and listservs, including Overbooked, Blogging for a Good Book, Fiction-L

Marketing

Location, location, location

- High visibility area
- Attractive book displays
- Comfortable seating
- Near coffee bar

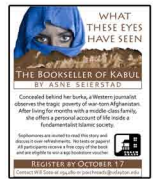
How to get the word out?

- Library Thing
- Facebook
- Twitter



How to sell it?

- Signage
- Bookmarks
- Printed guides
- LibGuides
- Staff and student reviews and top picks
- Book clubs and reading groups
- Guides to finding books to read for fun throughout the library: LCSH genre headings and subdivisions, call number ranges for fiction, biographies



Assessing

Who's using?

- Circulation statistics by user type



Do they like it?

- Feedback through social media
- Survey results
- NSSE questions on reading beyond assignments
- LibQUAL comments
- Graduating student survey comments
- Reading group evaluation forms

