

BCLA Readers' Advisory Interest Group

Meeting Minutes: Tuesday, March 17, 2014, BCLA classroom

Attended by: Jenny Fry, Co-Chair (Surrey Libraries); Anthea Goffe (Fraser Valley Regional Library); Matthew Murray (SLAIS co-rep); Jessica Brown (Langara library technician rep); Caroline Crowe (Vancouver Public Library); Meghan Savage (Surrey Libraries); Anna Ferri (SLAIS student); Tara Matsuzaki (West Vancouver Memorial Library); Barbara Edwards (Vancouver Public Library); Michelle Whitehead (Greater Victoria Public Library); Audrey Ambrose (Thompson-Nicola Regional District Library); Theresa de Sousa (Richmond Public Library); Tim McMillan (Vancouver Public Library)

Regrets: Heather Bindseil (Library Bound); Heidi Schiller (North Vancouver City Library); Dana Horrocks (Vancouver Public Library); Naomi Eisenstat (Surrey Libraries/New Westminster Public Library)

Meeting reminder: the next meeting is Tuesday April 15, from 9:15-11am, BCLA boardroom

Interesting RA tidbits:

- Jenny: will be posting an RA tip biweekly for Surrey library info staff on their intranet, starting this week.
- Meghan: short list for Booklist prize was released. Authors Among Us program at Guildford Library was very successful, 4 authors. Bailey (formerly Orange) long list announced. Noviolet Bulawayo won the PEN/Hemingway award for "We Need New Names".
- Anna: went to PLA and two RA sessions: one by Novelist and audiobook RA in Novelist Plus, they've developed appeal terms specific to audiobooks and it was an excellent session. They pointed out that your ears can't skim like your eyes can (i.e. the icky bits – violence, sex, etc.)

The other session was about social media and RA in tiny, mid and huge library systems, the value of cross-postings. One example: don't let a good RA interaction with a patron just dissipate after that interaction is over – pin the title on Pinterest immediately.

- Caroline: will look more closely at Dr. Keren Dali's work, and is looking to conduct some proper RA research at VPL for data on the role of reading for immigrants to Canada, she'll keep us posted.

She showed us an amazing book: *The Novel Cure: an A-Z of literary remedies* by Ella Berthoud and Susan Elderkin. <http://thenovelcure.com/>

Discussion about print/hard copy RA forms for patrons at Reference/Information desks or on a display with a dropbox.

- Anthea: BC Booklook website is up – it's local: <http://bcbooklook.com/>

- Matthew: is going to build an RA machine, based on instructions from <http://thisisasentence.tumblr.com/post/57455700263/library-book-fortune-teller-box-out-of-prototype>, with a team from SLAIS for a maker-fair – if it works, he'll do show and tell with us.
- Tim: participated in a Novelist webinar on RA in February. Discussion about the dream of having a “smart” book receipt machine that did RA on the receipt based on the books that were just checked out.
- Tara: 15th Annual Writer and Reader Festival on April 11 and 12. The NVCL, NVDPL and WVML trivia teams extend a friendly challenge to all local libraries to vie for prizes and glory at the Festival's Literary Trivia Night. Our quiz master is CBC radio personality Grant Lawrence and the quiz was crafted by Julie Backer, librarian, quiz night aficionado and former Jeopardy! contestant. RSVP to hschiller@cnv.org
- Barbara: article from Public Libraries: The Physical Effects of eReading – based on a Scientific American study: <http://publiclibrariesonline.org/2014/02/the-physical-effects-of-e-reading/>
- Michelle: looking at passive RA, like “staff picks to go” kits that have a theme (i.e. murder through the ages, foodies) with 6 books and one audiobook. Or 6 graphic novels plus one DVD. Also does Booksmack in the middle of the downtown Kamloops library, as well as their other branches, fast talking book recommendations by library staff.

Policy update required: We are sorry to report that Robbie Burma, our beloved Co-Chair, has stepped down from her Co-Chair position – we are very sorry to see her go and wish her all the best! A massive thank you to Robbie for being awesome! Discussion about a new Co-Chair and consensus that there is a need to develop a process. We like the Co-Chair format. If you are interested in being a Co-Chair, please let Jenny know. Jenny will draft something for discussion at the next meeting.

Social Media/Blog:

- March: Barbara/VPL
- April: Surrey Libraries: Naomi, Meghan, Jenny
- May: SLAIS: Matthew and Anna will coordinate
- June: Greater Victoria/Olivia/Michelle
- July: Surrey (Meghan), Coquitlam & Terrace?
- August: Port Moody: Virginia will coordinate
- September: Fraser Valley: Anthea will coordinate
- October: Richmond: Theresa will coordinate
- November: Thompson-Nicola: Audrey will coordinate

BCLA Conference table: We have a table booked for Wednesday April 2nd. If you are attending, please stop by the table! Jenny will order reading prescription pads for distribution. Mail samples of RA tools that you use to Jenny at City Centre Library, 10350 University Drive, Surrey BC V3T 4B8 – either one for display or a stack to give out. Short 10-15 second RA videos – we'll use our own personal smartphones and tablets for this. And we'll get them onto our YouTube channel afterwards.

If you are helping with the table, here is the schedule:

7:30 – 8:30 am	Setup
8:30 am	Library Showcase and Lounge open (sessions start at 8:45 am)
9:30 – 10:00am	Coffee Break in Ballroom Foyer
12:15 – 1:30 pm	Lunch Break (no lunch provided) - delegates are welcome to bring their lunches into the ballroom.
2:45 – 3:00 pm	Coffee Break in Ballroom Foyer right before Arundhati Roy’s keynote address
3:00 pm	Library Showcase and Lounge closes
3:00 – 4:00 pm	Keynote Address
4:00 – 5:00 pm	Tear down of the Library Showcase and Lounge

Recruiting: Barbara will contact BPL, Port Moody and Richmond are on board, as well as new members from VPL and GVPL. Margo recruited Thompson-Nicola. Discussion about how to get Okanagan and the Kootenays. Sechelt, maybe? Jessica is graduating in May (congratulations!) and she will recruit her replacement in the Langara library technician program. Suggestion: draft an official letter and mail to chief librarians: Jenny will look at doing this before the summer.

BCLA Browser: discussion about putting something from our group into each issue. Perhaps something that looks more like an ad than an article, keep it short, maybe in bullet points. Possible content: book awards/short or long list nominee links, interesting RA tidbits. Michelle will draft a template for discussion at the next meeting.

RA in a Half Day: We need a venue, for about 100 people: Theresa will look at space in Richmond. More discussion at the next meeting. Brainstorm ideas for “Speed-dating Through the Genres” genres/formats: looks like we’ll be doing audiobooks, lots of enthusiasm for that one.