

BCLA Readers' Advisory Interest Group

Meeting Minutes: Tuesday, May 20, 2014, BCLA classroom

Attended by: Jenny Fry, Co-Chair (Surrey Libraries); Heather Bindseil (Library Bound); Anthea Goffe (Fraser Valley Regional Library); Matthew Murray (SLAIS student co-rep); Joyce Quach (Langara library technician student rep); Caroline Crowe (Vancouver Public Library); Anna Ferri (SLAIS student co-rep); Barbara Edwards (Vancouver Public Library); Michelle Whitehead (Greater Victoria Public Library); Michael Gray (Library Bound); Meghan Savage (Surrey Libraries); Margo Schiller (Terrace Public Library); Theresa de Sousa (Richmond Public Library);

Regrets: Heidi Schiller (North Vancouver City Library); Naomi Eisenstat (Surrey Libraries/New Westminster Public Library); Audrey Ambrose (Thompson-Nicola Regional District Library); Tara Matsuzaki (West Vancouver Memorial Library); Dana Horrocks (Vancouver Public Library); Tim McMillan (Vancouver Public Library)

Meeting reminder: the next meeting is Tuesday June 17, from 9:15-11am, BCLA boardroom

Welcome to Joyce Quach, our new Langara library tech student rep!

Interesting RA tidbits:

- Caroline: VPL is reviewing their RA initiatives. Does Facebook as an RA platform makes sense anymore if you have to pay to reach your audience? VPL isn't willing to pay, are others? Surrey isn't paying either. If you are interested in learning more about this topic, Anna mentioned a Facebook group on libraries and social media:
<https://www.facebook.com/groups/LibrarySocial/>

Looking at newcomers and reading fiction and the role of fiction as leisure reading in the acclimation process, in terms of language and culture. Working with VCC EAL Centre, soft launch, based on one-to-one interviews.

- Matthew & Anna: the RA "Fortuneteller" machine is almost complete, it will debut at the Maker Faire at the PNE on June 7 & 8, press button, get a randomly generated reading suggestion. The next version will have multiple buttons for different genres. They used a raspberry pi - a tiny, cheap computer that was created to teach young people about computer science and programming. He'll bring it to RA in a Half Day.

Matthew also found a very cool infographic on gothic novels:

<http://www.theguardian.com/books/interactive/2014/may/09/reading-gothic-novel-pictures>

- Heather and Michael are going to CLA, they'll have a table with lots of BC books. Library Bound has a newsletter that goes out several times per year, with a strong RA component. They will send out information on the listserv so that you can sign up to receive it, if you don't already get it.

- Barbara: VPL is working on improving event visibility on Bibliocommons, and strengthening the connections between collections, patron interest, and programming. One idea: imbedded RA reading suggestions for related titles when the patron is placing a hold.

New Co-Chair Policy: Jenny presented the final version and we agreed to adopt it. If you are interested in being a Co-Chair, nominate yourself for the vacant position at the June 17th meeting and the group will vote at the next meeting.

Recruiting letter: Theresa volunteered to put together a list of names and addresses and mailing labels of branch managers of libraries in systems that are not represented in our group. Particularly the Okanagan and the Kootenays. Jenny will draft and send the letter this summer.

BCLA Browser: use photo plus content to create one page, based on RA tidbits and events. A cartoon or comic strip would be great – any volunteers? Kind of like our own [Unshelved](#), but only 4 times per year. Let Jenny know if you are interested. We'll discuss this further at the next meeting.

Reading research: SLAIS' Graduation Project starts January 2015. Contact person is Dan Slessor. Caroline and Barbara will find out if VPL wants to pursue doing research on reading. If not, our group will discuss doing so. It would be great to talk to Dr. Keren Dali about possible research topics, like for newcomers, appeal terms, and encouraging people to read.

Social Media/Blog:

- May: SLAIS: Matthew and Anna are coordinating
- June: Greater Victoria/June will coordinate
- July: Surrey (Jenny for the first half, and Meghan for the second half)
- August: Port Moody: Virginia will coordinate
- September: Fraser Valley: Anthea will coordinate
- October: Richmond: Theresa will coordinate
- November: Thompson-Nicola: Audrey will coordinate

Matthew improved our efficiency by setting up automatic posts to Twitter when we post on the blog. He'll get authorization from Heidi to do the same thing for Facebook.

RA in a Half Day: Monday, October 20, 2014, 9am-1pm at the new Cultural Centre Performance Hall in the Richmond Cultural Centre.

- *Food & beverage:* Jenny got a menu from the in-house vendor: discussion. Jenny will place an order with Trees Organic Coffee & Roasting House for pastries, fruit, coffee and tea.
- *Speed-dating Through the Genres:* discussion. We'll stick to 5 topics. Jenny will send out the template to these speakers:
 - Steampunk – Lee Ann Smith (RPL) - Theresa will follow-up
 - Audiobooks – Marion Goriak? (RPL) - Theresa will follow-up
 - Popular Science – Anna Ferri (SLAIS student)
 - Fiction for EAL [English as an Additional Language] readers – Anthea & FVRL
 - Literary Fiction – where do you start? – Meghan Savage

- *Keynotes:* Barbara contacted Dr. Keren Dali, who said “yes”. Discussion about co-sponsoring her with SLAIS, contact is Dr. Heather O’Brien. Tim invited Stephanie Chase from Bibliocommons, Stephanie has also said “yes” and is checking with her company about getting their support for her time and travel (she’s in Portland, OR). Jenny asked the Ontario RA group about honorariums for academics/faculty speakers and they don’t generally pay these kinds of speakers.
- *Gifts for keynotes and speakers:* Anthea volunteered to handle this task.
- *Registration:* Jenny will coordinate this with BCLA again. Same prices as last time: \$20 for students, \$30 for BCLA members, and \$40 for non-members. Organizers and speakers attend for free. Jenny will compile a list of names by July for those attending for free. Maximum registration is 110 in total. Jenny will draft budget to submit to BCLA, as well as for sharing keynote Dr. Keren Dali’s cost with SLAIS in our talks with them.
- *Technical support and A/V equipment:* Theresa reported that there is a \$150 fee for A/V equipment and technical support. We agreed that we need this equipment.
- *Opening slides:* Barbara volunteered to re-vamp the opening slides. Jenny will send them to her.
- *Handouts:* Tim and Caroline volunteered to create quarter-page-sized handouts from 11 previous RA in a Half Day “Speed-dating Through the Genres” topics. Deadline is the September 16th meeting. Jenny will bring the rest of the prescription pads to give out.
- *Draft agenda:*

9-9:05 Opening remarks and welcome (Theresa)

9:05-9:10 Introduction of Keynote (Caroline and Barbara)

9:10-10:30 Keynote Speaker (Dr. Keren Dali)

10:30-10:45 break

10:50-11:20 "Serving Immigrant Readers More effectively." This will be an interactive activity facilitated by members of the RAIG committee. Based on Dali's research and information shared, the committee will facilitate a group discussion with participants to consider the unique challenges of serving immigrant readers and offer suggestions to improve RA services in their libraries.

11:20-12:10 Speed dating through the genres: five topics/10 minutes each:

1. Steampunk
2. Audiobooks
3. Popular Science
4. Fiction for EAL
5. Literary Fiction: Where Do You Start?

12:10-12:50 Stephanie Chase: presentation on Bibliocommons' readers' advisory functions

12:50-1:00 Evaluation, wrap-up, and thanks.