

A #NoveListConversations Webinar

The State of Readers' Advisory

NoveList®



Meet the Panelists



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Meet the Panelists



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Meet the Moderator



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About the survey

Survey partners

NovelList®



LIBRARY JOURNAL

Why do this survey?

- It's been years since the last one
- Pandemic has changed everything
- Benchmarks for the profession
- Inspiration!



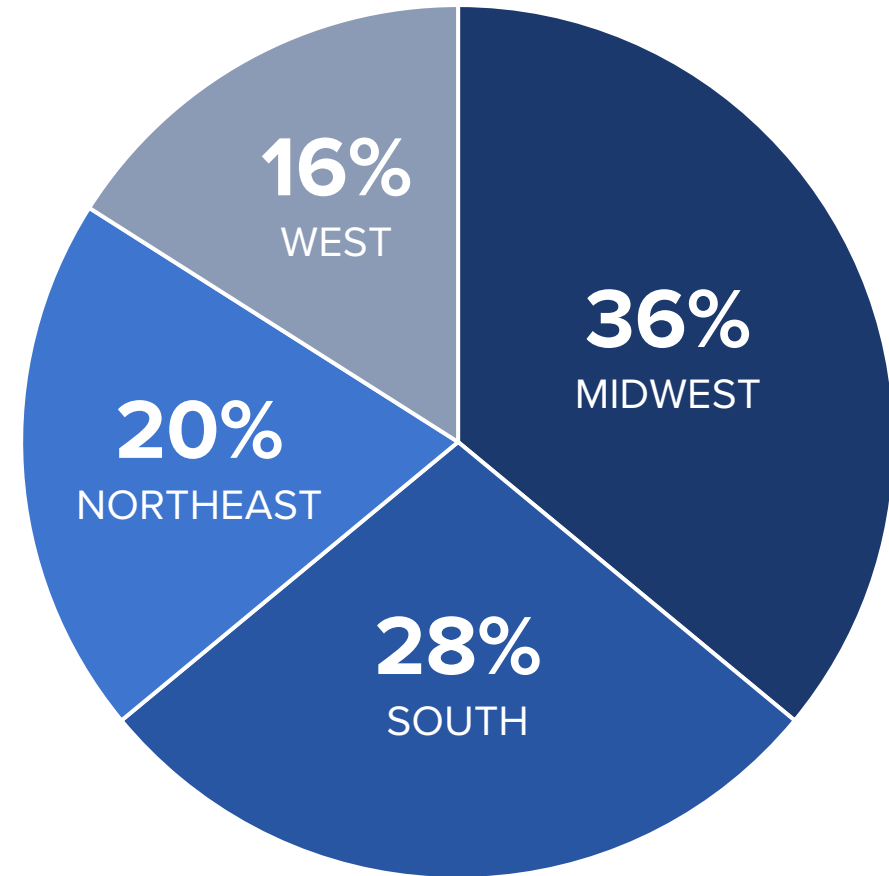
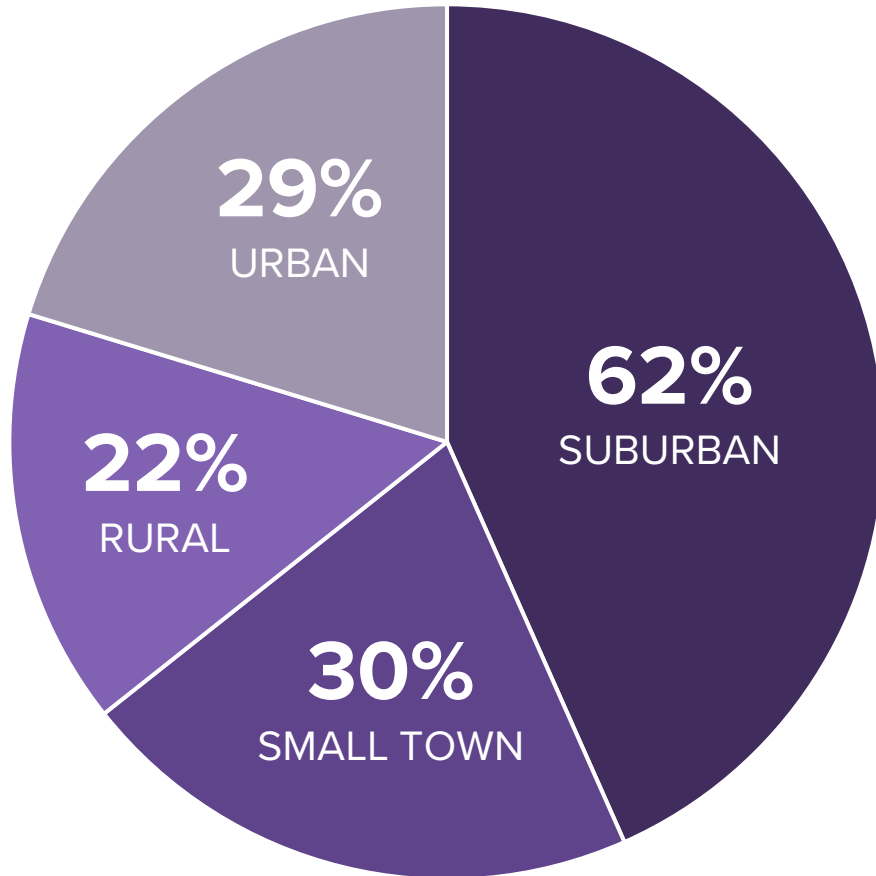


Who responded?

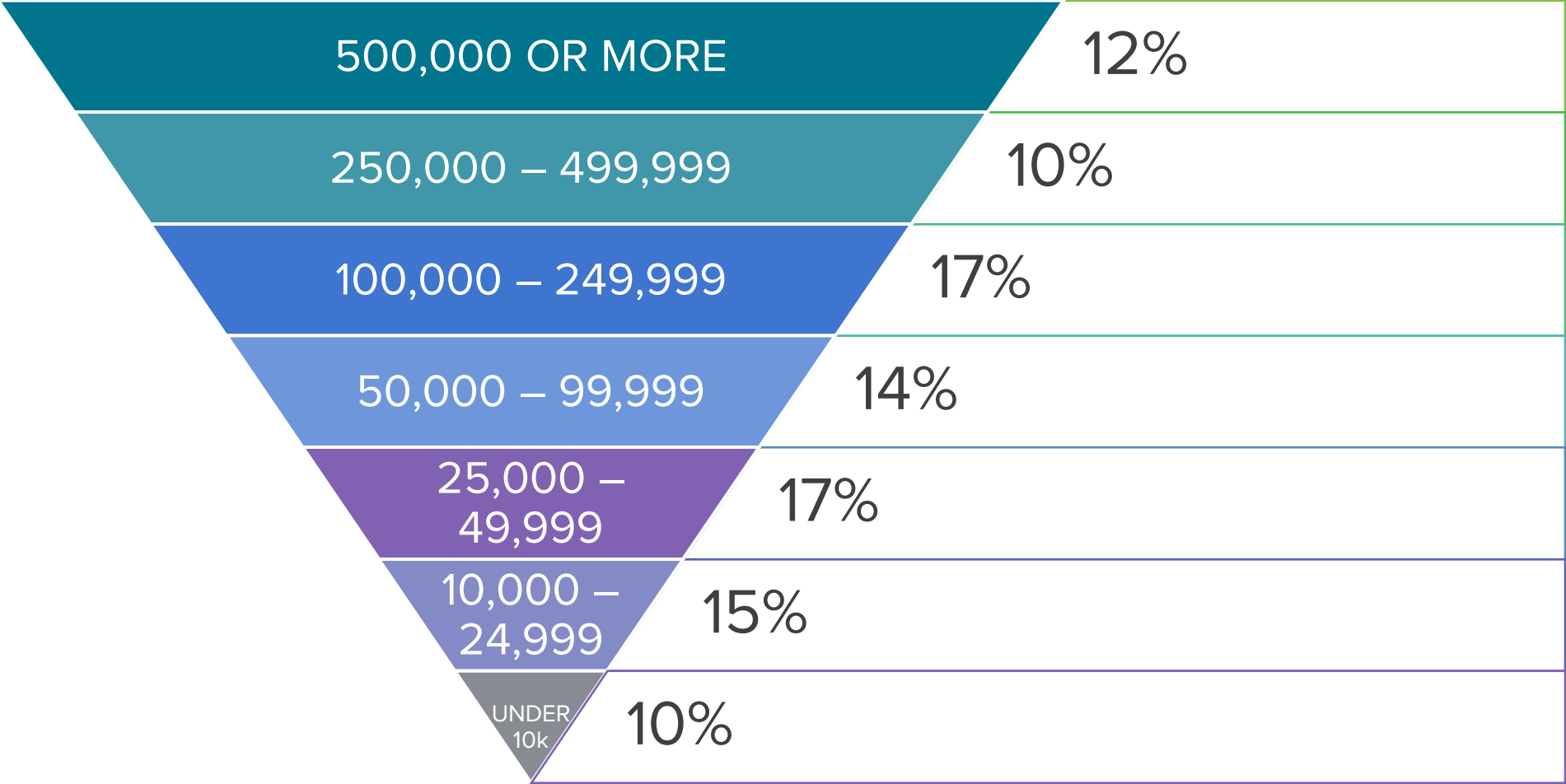
About the survey response

- Conducted March 2021
- Public libraries only
- Located in US & Canada
- 1211 respondents (terrific!)
- Representation across all sizes of libraries

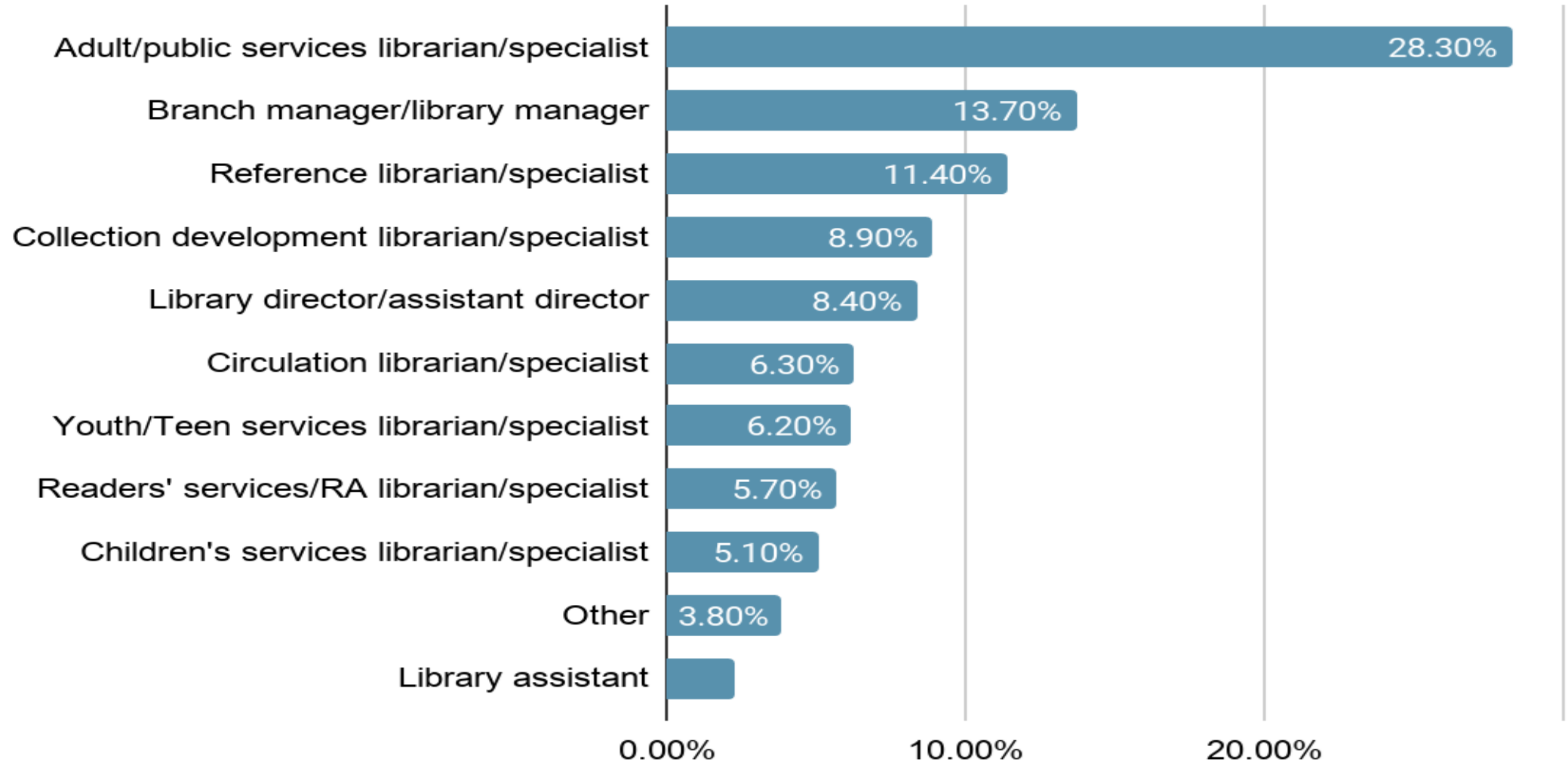
Libraries from all areas & regions represented



Libraries of all sizes represented



A range of job roles represented



92%

of respondents said that
readers' advisory is either
very important (60%) or **important** (32%)
to their library



Library services in the time of COVID

Take
the
poll!

Question 1

What new services did your library try during COVID that you plan to keep doing?

Not seeing the poll on your screen? Click on the “Polls” button on your Zoom menu.



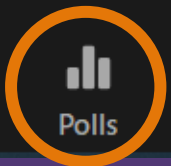
Chat



Raise Hand



Q&A



Polls

What new services did your library try during COVID that you plan to keep doing?

Were there any ideas in the survey that you saw and thought you are going to try now?

Libraries have put *some* services on hold, but are still offering the same basic services.

	Currently Offer	On hold due to COVID	Plan to add in future	Do not offer
Personalized suggestions	90%	3%	3%	4%
Displays on library website or elsewhere online	87%	1%	4%	8%
Book clubs: virtual	86%	1%	3%	10%
Digital staff suggestions	86%	0%	5%	9%
Displays in the library	73%	25%	0%	1%
Browsable collections	72%	20%	3%	5%
Catalog enrichment	66%	1%	6%	26%
Printed staff suggestions	55%	17%	8%	20%
Book clubs: in-person	8%	87%	1%	4%

Libraries have also added or expanded some reader services during COVID.

	Added as new service	Expanded existing service
Curbside service	86%	4%
Virtual programs	57%	24%
Book bundles/Grab and Go Book Bags	50%	9%
Personal shopper RA/Individually curated book bundles	43%	12%
Recorded video book talks	35%	14%
Form-based RA	31%	12%
Chat RA	15%	7%
RA via social media	11%	26%
Browsable resources on website/catalog	8%	26%
Phone RA	5%	14%

Were there services you tried that didn't work?

Why do you think they weren't successful?

What services are you most excited to bring back that you had to stop during COVID?

Are there services you stopped doing that aren't coming back?



Tracking the effectiveness of RA efforts

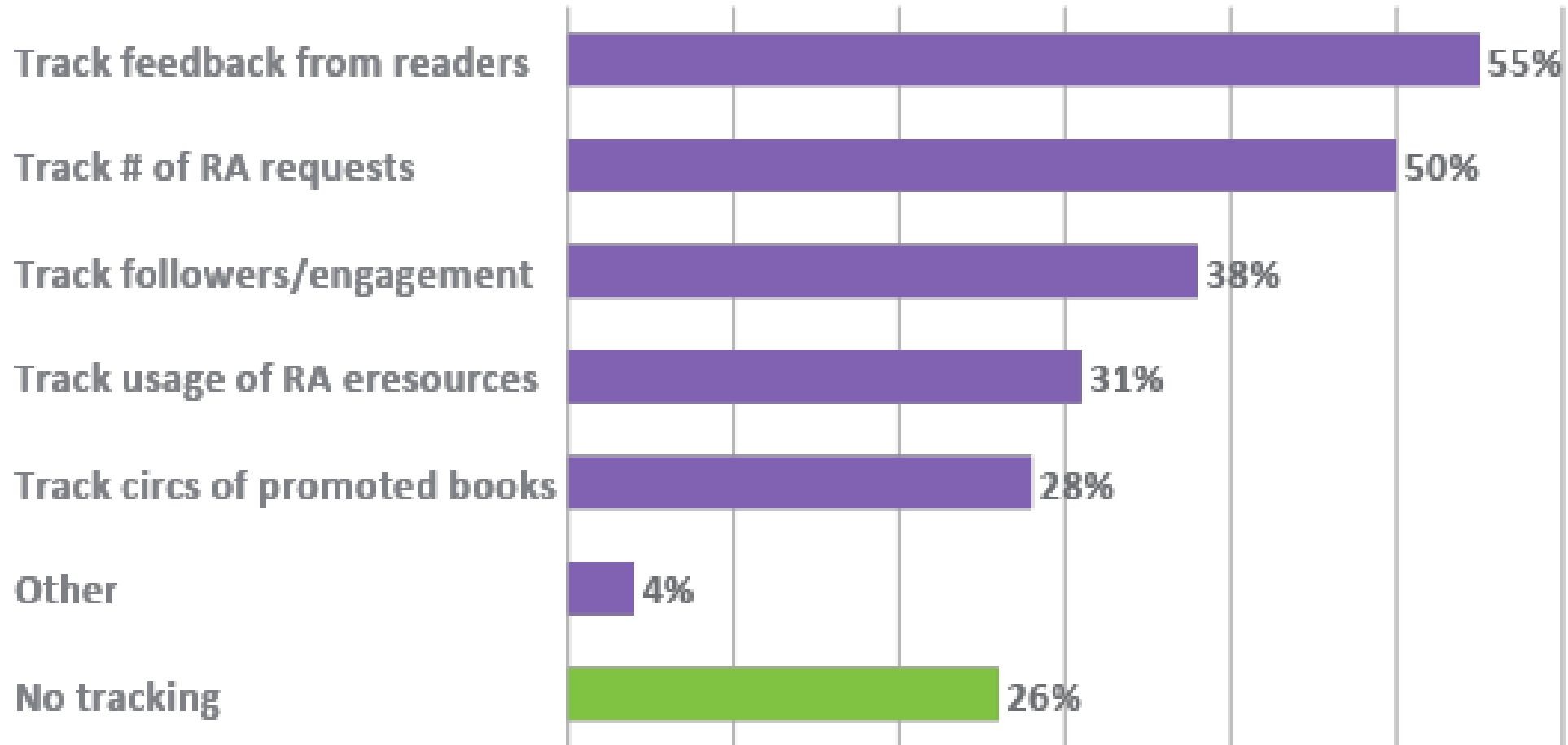
26%

of respondents don't track
the effectiveness of their
readers' advisory (RA).

Do you measure the effectiveness
of your RA services?

Is there anything you wish you
tracked that you don't?

Libraries use several measures to track the effectiveness of their readers' advisory.





RA training

Many respondents commented that having more training would **increase** their confidence in providing RA services.

Take
the
poll!

Question 2

Do you offer RA training for staff at your library?

Not seeing the poll on your screen? Click on the “Polls” button on your Zoom menu.



Chat



Raise Hand



Q&A



Polls

Do you offer RA training for staff
at your library?

What does your training look like?

Who participates?

Libraries face **3 main problems** when providing readers' advisory.

01

Working with
unfamiliar
genres/authors

02

Time to give
thoughtful
suggestions

03

Keeping up
with titles

At most libraries, all staff provide reader's advisory.

82%

Of libraries say that **all staff** provide readers' advisory

19%

Of libraries say that **dedicated readers' advisory staff** provide readers' advisory

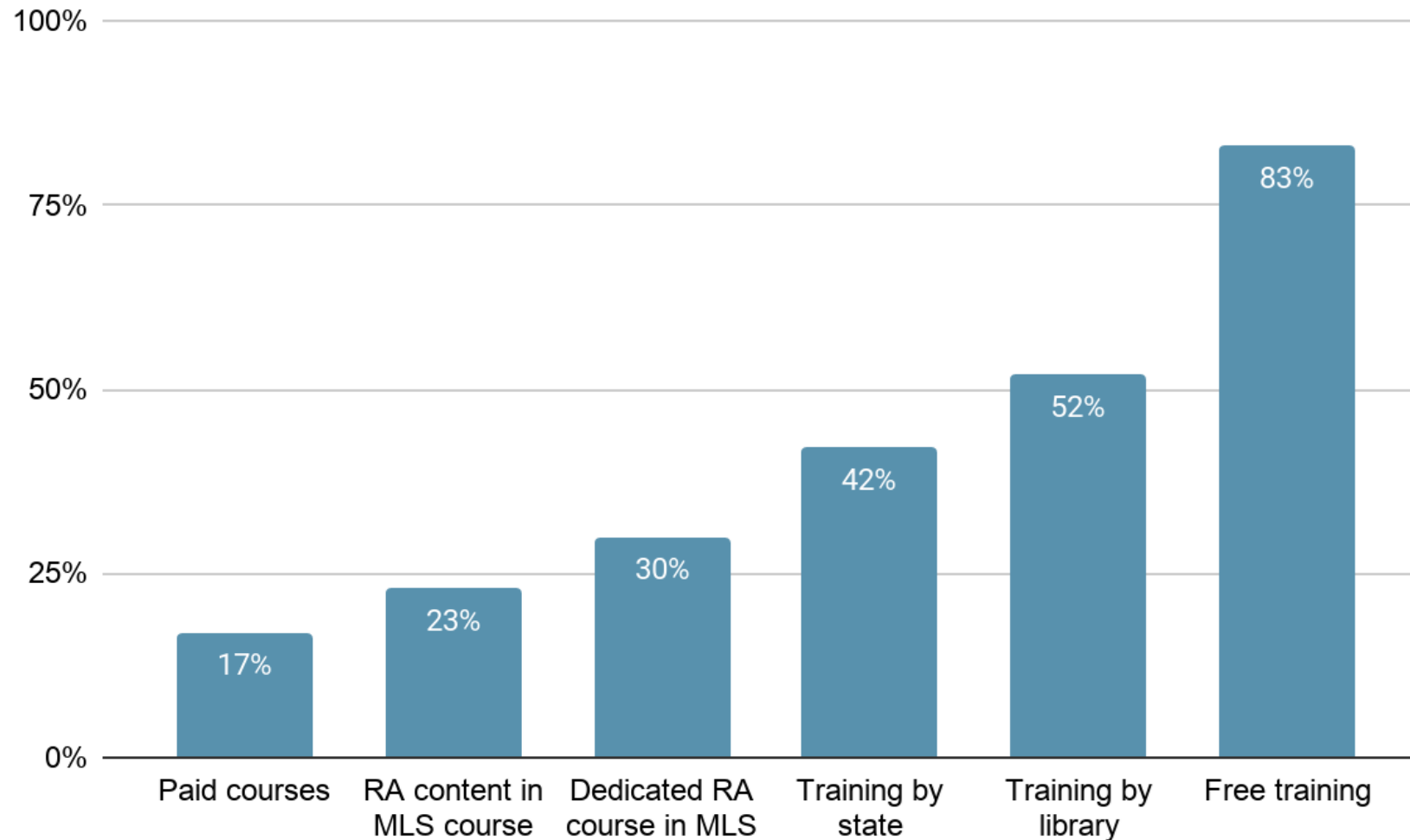
13%

Of libraries say that **subject specialists** provide readers' advisory

3%

Of libraries say that **other staff** provide readers' advisory

There are multiple places for people to find education on readers' advisory.





RA in formats other than books

Take
the
poll!

Question 3

Does your library offer RA in formats other than books? If so, what formats?

Not seeing the poll on your screen? Click on the “Polls” button on your Zoom menu.



Chat



Raise Hand



Q&A



Polls

Does your library offer RA in formats other than books? What formats?

Does your community ask for entertainment advisory you don't provide? If so, what kinds?

Many libraries also provide advisory for materials beyond books.

	Yes, part of our official service	Informal conversations only	No RA service for this
Audiobooks	64%	33%	3%
Movies	44%	49%	7%
TV Shows	36%	53%	11%
Music	25%	50%	25%
Podcasts	7%	42%	51%
Video Games	7%	38%	55%



RA in different languages

Take
the
poll!

Question 4

Do you offer RA in languages other than English?

Not seeing the poll on your screen? Click on the “Polls” button on your Zoom menu.



Chat



Raise Hand



Q&A



Polls

Do you offer RA in languages other than English?

What are the challenges?



Diversity Guidelines

Take
the
poll!

Question 5

Does your library have formal diversity guidelines?

Not seeing the poll on your screen? Click on the “Polls” button on your Zoom menu.



Chat



Raise Hand



Q&A

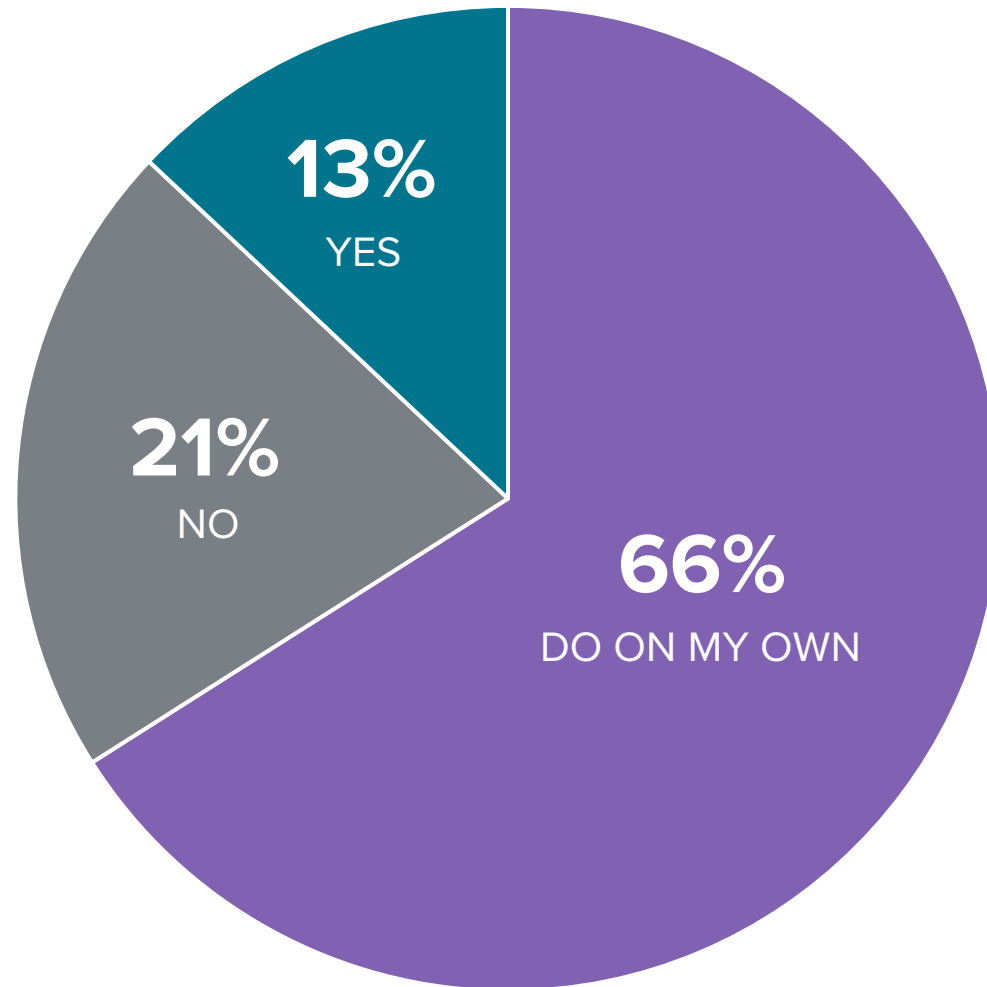


Polls

Only
13%

of respondents said their
library has formal diversity
guidelines for RA.

Do you have formal guidelines for ensuring that RA suggestions are equitable, diverse, and inclusive?



Does your library have diversity guidelines?

If so, how did they get determined?

48%

of libraries have either **conducted**
or **are planning to conduct** a
diversity audit of their collection



Additional observations

Was there anything else about the survey results that struck you as interesting or that you've seen reflected in your own experiences?



Q&A



Thank you!

- Please complete the survey that will pop up after the webinar ends.
- We will send a link to the recording out in the next few days.
- Download the slides and certificate for this presentation at: [**https://bit.ly/StateofRA**](https://bit.ly/StateofRA)
- Questions? Comments? Email us at [**novelistcommunications@ebSCO.com**](mailto:novelistcommunications@ebSCO.com).