Springycamp 2016
Public Library Section

2016 ASHE COUNTY READING CHALLENGE

http://arlibrary.beta.libguides.com/ashe2016readingchallenge
SPEAKERS

LAURA MCPHERSON
ADULT SERVICES LIBRARIAN

SUZANNE MOORE
ASHE COUNTY LIBRARIAN
Suzanne provided a virtual tour of the Reading Challenge Libguide and an overview of the challenge. The following slides focus on tips & tricks for starting your own Libguides-based reading challenge.

LAURA MCPHERSON
ADULT SERVICES LIBRARIAN

SUZANNE MOORE
ASHE COUNTY LIBRARIAN
TIPS FOR SUCCESS

- Get Organized
- Achieve Balance
- Keep It Simple
- Don’t Limit Participation
- Keep People Engaged
- Throw a Party
GET ORGANIZED

- How many staff members?
- How will you organize data?
- How can you leverage data?
- How will you communicate?
<table>
<thead>
<tr>
<th>Staff Comments</th>
<th>Added to books read</th>
<th>Confirmed on Checklist</th>
<th>Added to participants progress</th>
<th>Timestamp</th>
<th>The challenge I completed is</th>
<th>Title</th>
<th>Author</th>
<th>Rate this book</th>
<th>Book Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>technically a thriller, but whatever</td>
<td>X</td>
<td>X</td>
<td></td>
<td>9/19/2016 16:19:17</td>
<td>A book set during wartime</td>
<td>The Nightingale</td>
<td>Kristen Hannah</td>
<td>5</td>
<td>This has quickly become one of my favorite books...</td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td></td>
<td>9/19/2016 16:17:46</td>
<td>A murder mystery</td>
<td>The Girl on the Train</td>
<td>Paula Hawkins</td>
<td>5</td>
<td>AMAZING. This story gripped me from the beginning.</td>
<td></td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td></td>
<td>9/19/2016 16:13:35</td>
<td>A book written by an Asian or Asian American</td>
<td>China Dolls</td>
<td>Lisa See</td>
<td>4</td>
<td>A wonderful insight on how long-term friendship develops...</td>
<td></td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td></td>
<td>9/19/2016 14:57:32</td>
<td>A book set in a country you never want to visit</td>
<td>Between Shades of Gray</td>
<td>Ruta Sepetys</td>
<td>3</td>
<td>A unique young adult point of view on WWII which...</td>
<td></td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td></td>
<td>9/19/2016 14:54:53</td>
<td>A book that made you laugh</td>
<td>All of Us and Everything</td>
<td>Bridget Asher</td>
<td>4</td>
<td>Funny family drama that will keep you turning the pages...</td>
<td></td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td></td>
<td>9/19/2016 13:52:42</td>
<td>A book about love</td>
<td>The Nest</td>
<td>Cynthia D'Aprix Snie</td>
<td>4</td>
<td>Juicy drama of one highly dysfunctional family...</td>
<td></td>
</tr>
<tr>
<td>X</td>
<td>X</td>
<td></td>
<td>9/19/2016 12:53:33</td>
<td>A book published in 2016</td>
<td>The Secret Sister</td>
<td>Diane Chamberlain</td>
<td>5</td>
<td>This was a really good book. I'm writing myself a summary...</td>
<td></td>
</tr>
<tr>
<td>i guess this is cool</td>
<td>ad</td>
<td></td>
<td></td>
<td>9/19/2016 21:06:21</td>
<td>A book of poetry</td>
<td>Booked</td>
<td>Kwame Alexander</td>
<td>5</td>
<td>After winning the Newbery Award for his book...</td>
</tr>
</tbody>
</table>
# GET ORGANIZED

## Report for 2016 Ashe County Reading Challenge

<table>
<thead>
<tr>
<th>Challenge</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>A book with pictures</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>An audiobook</td>
<td></td>
<td>X</td>
<td></td>
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<tr>
<td>An Edgar Award winning book</td>
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<td>X</td>
<td></td>
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<tr>
<td>A book about music</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
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<tr>
<td>A book with a protagonist who has your occupation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>A book with a one word title</td>
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<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>A book about religion</td>
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<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>A young adult novel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>A book with an ugly cover</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A book that makes your heart race</td>
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<td></td>
<td>X</td>
</tr>
<tr>
<td>A book written by a Latino or Latin American</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A book about food</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>A book that challenges the way you think</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A book with an animal as the protagonist</td>
<td></td>
<td>X</td>
<td></td>
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</tr>
</tbody>
</table>

*Note: The table above is a Google Sheet that tracks the completion of reading challenges for the 2016 Ashe County Reading Challenge.*
GET ORGANIZED

- We have 3 staff members who are in charge of different parts of the workflow. One of us keeps a master list of completed challenges, one updates the books read page, one updates the participants’ progress page. Honestly, next year, we need more staff to help with the challenge. It’s a lot of work, but we don’t mind because all of the work we do is related to the amount of work our patrons are putting into it.
- When I was building the LibGuide for this year’s challenge in LibApps, I had to rethink some of the functionality we had relied on for previous years’ challenges. For instance, in the past, we used a box for each challenge and patrons would comment on the appropriate box. Since LibGuides 2.0 (at least at the level we have) doesn’t accommodate box level comments, we were struggling to come up with an alternate method of submission. We chose to embed a Google form, and really, it has been a boon for keeping all of the data organized. Each time a patron submits a form, the data dumps into a Google spreadsheet so everything is accessible at a glance. We set up columns to organize the workflow I described and so that staff could comment on challenge submissions, and if a patron has a question or concern, it is easy to access all of their information.
- We have used the data from challenge submissions to create in-library displays, to promote library program such as our community read and our financial literacy in the library workshops, and to highlight patron contributions.
- So, as I mentioned, staff who work on the challenge communicate directly in the spreadsheet that contains all of the submission data. We communicate with patrons via email. While an email is not required for participation (since we know many of our patrons don’t have an email address), we encourage them to provide it so we can contact them about any issues. They also communicate with us via email. Finally, this year we started sending out a monthly-that-turned-into-seasonal newsletter. These have received high rates of engagement in the 70% range for opens and 60% range for multiple opens.
ACHIEVE BALANCE

A BOOK set in a country you NEVER want to visit
A BOOK that made you laugh out loud
A book based on a Fairytale
ACHIEVE BALANCE

YOU WILL HAVE ALL KINDS OF PARTICIPANTS: CASUAL, COMPETITIVE, RABID. WE DESIGNED THIS YEAR’S CHALLENGE TO APPEAL TO ALL AGES, TO PEOPLE WHO ONLY WANT TO READ WHAT THEY WANT TO READ, AND TO PEOPLE WHO TRULY TAKE ON THE CHALLENGE BY CHALLENGING THEMSELVES TO READ STUFF THEY NEVER WOULD HAVE READ OTHERWISE. FROM FREEBIES LIKE A BOOK WITH A ONE WORD TITLE TO MORE DIFFICULT STUFF (AT LEAST FOR SOME PEOPLE) LIKE A BOOK WITH A PROTAGONIST WHO SHARES YOUR OCCUPATION TO KIND OF IN-BETWEEN STUFF LIKE A BOOK BASED ON A FAIRYTALE, WE VARIED THE CHALLENGES ENOUGH TO MAKE IT INTERESTING BUT NOT ENOUGH TO MAKE THE CHALLENGE INTIMIDATING. PRETTY MUCH ANYONE WHO IS A READER COULD GLANCE OVER THE LIST AND FIND AT LEAST ONE CHALLENGE THAT THEY'VE ALREADY COMPLETED.
KEEP IT SIMPLE

TWO RULES

Challenges may only be completed once. Each book can only be used for one challenge.
KEEP IT SIMPLE

We have only two rules. If you have to explain the challenge to someone, it takes less than 2 minutes, which makes it a perfect elevator speech.
DON'T LIMIT PARTICIPATION

Relatively low rates of home Internet access in our county mean many patrons could be excluded from the challenge if it requires online participation.
DON'T LIMIT PARTICIPATION

We created paper challenge cards available at the circulation desk that patrons can complete and return to us. Then, to make sure everything is in the same place, staff enter the information into the online submission form. Furthermore, the challenges are suitable for all ages. We've even joked with some patrons who say they only read one book, The Bible, that they could complete many of the challenges using individual books of the bible.
KEEP PEOPLE ENGAGED

Maintain participation through reminders, assistance, and incentives
KEEP PEOPLE ENGAGED

- In newsletters we use simple stats to motivate our competitive participants and encourage participants to keep at it with tips on fulfilling some of the challenges,
- we use social media reminders to attract new participants and highlight some achievements of current participants,
- we create library displays (such as staff picks and banned books) that help patrons check off some of the challenges,
- and we listen and respond to what they want. The best example of this is the super-challenges we recently added. Some of our participants finished the 50 original challenges within the first six months and wanted more. So we added 10 "super-challenges" for them.
- Also, we added the participants’ progress page based on their feedback, and one of our reference librarians created some badges to indicate when they’ve completed 10, 20, 30, 40, and 50 challenges, and we saw a marked increase in the number of challenges after people started working toward those milestones.
THROW A PARTY

Whether you have tons of awesome prizes or just a get-together, make it a big deal.
THROW A PARTY

We were fortunate to have a lot of really generous sponsors (Suzanne did all of the work on that, and she is great at it), and she also hauled a carload of advance reader copies back from a conference so we had a ton of stuff to give away. But even if you don't have any prizes, celebrate with your participants, invite the local press, make it a big deal. Word of mouth is our best marketing tactic here (and I think in many communities), and if people start the year excited about the challenge, you're setting yourself up for continued success.
BY THE NUMBERS

1,062 challenges completed
76 participants
BY THE NUMBERS

This year: 1,062 challenges completed
This year: 76 participants
Last year: 600 challenges completed (77% increase)
Last year: 41 participants (85% increase)