9-29-2014

You’ve Gotta Read This! Connecting with Readers at an Academic Library

Kerri Odess-Harnish
Gettysburg College

Clinton K. Baugess
Gettysburg College

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Odess-Harnish, Kerri and Baugess, Clinton K., "You’ve Gotta Read This! Connecting with Readers at an Academic Library" (2014). Musselman Library Staff Publications. 34.
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You’ve Gotta Read This! Connecting with Readers at an Academic Library

Abstract
At our small, liberal arts college, the library has developed a vibrant browsing collection of popular fiction and nonfiction titles in both print and ebook formats. Additionally, we have developed extensive outreach and programming initiatives to support the recreational reading habits and intellectual engagement of our students and faculty outside of the classroom. Some of these efforts include an annual summer reading booklet, an online featured reader column, and first year and other thematic reading and discussion groups. Learn how librarians on our campus continue to successfully promote recreational reading in support of lifelong learning.

Keywords
recreational reading, leisure reading, summer reading, reading programs, reading promotion, book discussions, outreach services, academic libraries, recreational materials, popular reading collection, academic libraries, college libraries

Disciplines
Information Literacy | Library and Information Science

Comments

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You’ve Gotta Read This!
Connecting with Readers at an Academic Library

Kerri Odess-Harnish
Reference & Instruction Librarian
Gettysburg College

Clinton Baugess
Reference & Instruction Librarian
Gettysburg College

Browsing Room
Opened in spring 2003 and housed in a glass and brick enclosed space on the main floor of Musselman Library, the Browsing Room contains contemporary and award-winning works of fiction and popular nonfiction, poetry, and short stories from the library’s collection.

The Browsing Room encourages recreational reading for personal discovery and lifelong learning.

First-Year Student Reading Discussions
Using titles recommended in You’ve Gotta Read This!, in fall 2013 the library launched a student reading discussion series as a way to provide intellectually engaging opportunities for students.

All participants receive a free copy of the book (funded by Friends of Musselman Library) and attend the book discussion, which is led by a faculty member and/or librarian.

OverDrive
Launched in 2013, OverDrive has grown to include 301 titles. For the 2014 You’ve Gotta Read This! issue, we purchased 97 (of the 208 recommended books) on OverDrive. Of those 97 titles, they circulated 182 times from May to September 2014.

Overall, OverDrive use has grown over the course of Summer 2014, in part to a You’ve Gotta Read This! Issue launch and “Bring Your Own Device” OverDrive training party.

Rate of Circulation for Browsing Collections

<table>
<thead>
<tr>
<th>Collection</th>
<th>Total # of Titles</th>
<th>Total # of Checkouts</th>
<th>Circulation Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>McNaughton Rental</td>
<td>359</td>
<td>1,026</td>
<td>2.9</td>
</tr>
<tr>
<td>Browsing Collection</td>
<td>2,052</td>
<td>1,013</td>
<td>1.01</td>
</tr>
<tr>
<td>Book Collection</td>
<td>35,715</td>
<td>16,074</td>
<td>0.45</td>
</tr>
<tr>
<td>VDO Collection</td>
<td>15</td>
<td>11,074</td>
<td>0.73</td>
</tr>
</tbody>
</table>

Note: Collection size and checkouts cover the period August 2013 to September 2014. Rate of circulation is determined by total number of checkouts divided by collection size.

OverDrive
A recent quiet space on a noisy main floor, the Browsing Room features comfortable seating, study space, and exhibits.

Browsing Room Users
Staff/administrators were the number one user of the Browsing and McNaughton Collections.

Faculty checked out more items from the McNaughton Collection than the Browsing Collection.

Students checked out more items from the Browsing Collection than the McNaughton Collection.

Quick Facts for Summer Reading 2003-2014

<table>
<thead>
<tr>
<th>Year</th>
<th>Booklets completed</th>
<th>1,246 total submissions since 2003</th>
<th>189 Films/TV Shows</th>
<th>1,057 Books</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>12</td>
<td>1,246</td>
<td>189</td>
<td>1,057</td>
</tr>
<tr>
<td>2005</td>
<td>12</td>
<td>1,246</td>
<td>189</td>
<td>1,057</td>
</tr>
<tr>
<td>2007</td>
<td>12</td>
<td>1,246</td>
<td>189</td>
<td>1,057</td>
</tr>
<tr>
<td>2009</td>
<td>12</td>
<td>1,246</td>
<td>189</td>
<td>1,057</td>
</tr>
<tr>
<td>2011</td>
<td>12</td>
<td>1,246</td>
<td>189</td>
<td>1,057</td>
</tr>
<tr>
<td>2013</td>
<td>12</td>
<td>1,246</td>
<td>189</td>
<td>1,057</td>
</tr>
</tbody>
</table>

12 Featured Columns
(Udden’s Outtakes, Great Reads from Gettuz, Films From Down Under, Missing Downtown Abbey’s Nordic Noir, Isherwood’s Insights into World War I)

A new life of 6,375 total Cupola downloads (since Nov. 2012) 2013 is the most popular summer reading booklet downloaded from The Cupola

Approx. 3-5 Library Staff Involved Annually

263 total submissions (229 books and 34 films)
152 submitters (faculty, administrators, and staff)
675 booklets printed
63 print titles ordered
128 OverDrive titles, 9 DVDs ordered

2013-2014
3 discussions with 21 participants
2 planned discussions (Fall/Spring)

2013-2014 Selections
The Absolutely True Diary of a Part-time Indian
by Sherman Alexie
Moonwalking with Einstein: The Art and Science of Remembering Everything
by Joshua Foer
All the Unseen
by G. Willow Wilson

2014-2015 Selections
The Book Thief
by Markus Zusak (Fall) / To Be Determined (Spring)