APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2016.** Please include this application form with electronic entry.
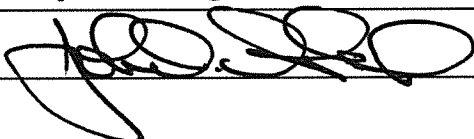
PROGRAM INFORMATION

County: **Henrico County**

Program Title: **3 Books 4 Me**

Program Category: **Customer Service**

CONTACT INFORMATION

Name: **Cristol Klevinsky**

Title: **Management Specialist**

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SIGNATURE OF COUNTY ADMINISTRATOR OR CHIEF ADMINISTRATIVE OFFICER

Name: **John A. Vithoulkas**

Title: **County Manager**

Signature:

1. **Short Overview of the Program**

Henrico County Public Library's (HCPL) 3 Books 4 Me reader's advisory service was developed

in an effort to expand public service interactions with teen patrons. Teen services librarians

began providing form-based and online readers' advisory in February 2014. This service was

so successful that in 2015 Henrico County Public Schools provided a link to the online form on

their Summer Reading assignment sheets. Providing reading recommendations using this

service allows library staff more time to provide thoughtful recommendations since there is not

the immediacy of in-person interactions. Teens are provided at least three recommendations

with links to the title in the HCPL online catalog. There they can read more about the title and

place a request to have the item put on hold for them at their choice of pick-up location.

2. **Problem/Challenge/Situation**

The teenage years are typified by growing independence paired with social insecurities. Many

teens are uncomfortable consulting an adult, even for a simple question like "Where can I find a

copy of Hunger Games?" Asking for recommendations of what to read next would require a

conversation that can make many teens feel awkward.

HCPL has a long history of providing excellent in-person reader's advisory service. There are

times when the subject area, in this case, Young Adult literature, is so specialized that it may

prove challenging to library staff whose knowledge is stronger in adult or children's literature.

Librarians are trained in the use of readers' advisory tools, but it may take some time to provide

helpful suggestions.

Also, in the summer of 2015 Henrico County Public School students were required to log 1,000

minutes of reading over the summer in a number of different genres and formats. When the

Library became aware of this, they proposed including the link to 3Books4 Me on the Summer Reading assignment handout. It seemed a natural fit to connect students with the public library over the summer to help them find books they would enjoy in these different genres and formats.

3. How the Program Was Carried Out

Mandy Arnold, the Teen Librarian at Tuckahoe Library, and Susan Sparling, the Teen Contact/Adult Services Librarian at Gayton Library had both independently been researching the use of form-based readers' advisory by other library systems. In October 2013, both librarians had viewed a great webinar about this topic, "Serving Readers: Beyond the Basics" (http://www.webjunction.org/events/webjunction/Serving_Readers_Beyond_the_Basics.html). Ms. Sparling had been partaking in CODES Conversations, which are focused electronic conversations on current issues facing collection development and readers' advisory librarians, since April 2013. CODES is the Collection Development and Evaluation Section of the American Library Association.

Ms. Arnold created a print form and a web-based form to query teens. The web-form was created in Google Docs. Then, a link for 3 Books 4 Me was placed on the Library's teen blog, HCPL Teen Scene, in February 2014. The name 3 Books 4 Me was chosen, because three books is a reasonable amount of recommendations to expect for a quick response. In addition, it creates a numeric sequence that is easy to remember: 3 (books) 4 (me). Fliers were created to publicize this service and the print forms were made available by many Henrico libraries. The HCPL Area Teen Librarians took responsibility for replying to requests for their Area Library and any branches attached to them. The Teen Contacts at the branches had the option of responding to submissions from users of their branches.

HCPS shares their Summer Reading assignments with the Library each spring as the end of the year approaches. Starting in summer 2015, Henrico County Public Schools changed their required Summer Reading assignments for middle school and high school students. Rather than read specific titles or authors, students were to read in several categories. Since Library staff had advanced knowledge of this change, they were able to suggest that the 3 Books 4 Me web form be added as a link to the top of the assignment given to HCPS students. It also allowed Librarians Susan Sparling and Mandy Arnold to work to modify the 3 Books 4 Me form to include questions about the School's categories before the 2015 summer break began. The 3 Books 4 Me service is often discussed at monthly Area Teen Librarian meetings, both during its creation and as it evolves. Future plans include transitioning from Google Forms to an in-house form created by the Library's Web Developer, Anthony Pollock. The Library is also hoping to implement a similar form-based readers' advisory service for readers of all ages in the near future.

4. Financing and Staffing

There is no cost outside of staff time. Reader's advisory is already an important part of public service library staff's duties. This initiative allows library staff to fit this service into their schedule at the best time, not only on-desk as reader's advisory is usually performed.

5. Program Results

In January 2015, Ms. Arnold conducted a survey of teens who had used the service (see attached supplement, January 2015 Survey Response – public). From February 2014 through April 2015, HCPL teen librarians received 92 requests for reading recommendations. In May and June 2015, we received 100 requests (see attached supplement, 3B4M Statistics). Many

teens used the service more than once showing they enjoyed the interaction and the books that were recommended. The number of requests exceeded expectations. It has been so successful that adult and children services librarians are developing their own version of this reader's advisory service.

6. Brief Summary

Henrico County Public Library's (HCPL) 3 Books 4 Me reader's advisory service was developed in an effort to expand public service interactions with teen patrons. Teen services librarians began providing form-based and online readers' advisory in February 2014. This service was so successful that in 2015 Henrico County Public Schools provided a link to the online form on their Summer Reading assignment sheets. Providing reading recommendations using this service allows library staff more time to provide thoughtful recommendations since there is not the immediacy of in-person interactions. Teens are provided at least three recommendations with links to the title in the HCPL online catalog. There they can read more about the title and place a request to have the item put on hold for them at their choice of pick-up location.

In January 2015, teens who had used the service were surveyed (see attached supplement, January 2015 Survey Response – public). From February 2014 through April 2015, HCPL teen librarians received 92 requests for reading recommendations. In May and June 2015, the Library received 100 requests (see attached supplement, 3B4M Statistics). Many teens used the service more than once showing they enjoyed the interaction and the books that were recommended. The number of requests exceeded expectations. Due to the response the service has received adult and children services librarians are currently developing their own version of this reader's advisory service.

Encouraging teens to read for pleasure seems a lofty goal, especially considering all the

demands on a modern day teen's time. But as stated in The National Literacy Foundation's

Reading for Pleasure: A Research Overview, "in their pleasure reading, teens gain significant

insights into mature relationships, personal values, cultural identity, physical safety and security,

aesthetic preferences, and understanding of the physical world, all of which aid teen readers in

the transition from childhood to adulthood." (Clark & Rumbold, 2006). The 3 Books 4 Me

service encourages teens to ask for recommendations for books that they will enjoy reading.

Teens receive encouraging, friendly and informed responses to their request for suggestions,

which is why many teens continue to use the service. Teens know their requests are welcomed

and can submit the requests with having to have a face-to-face interaction or even come to the

library if they are unable to or prefer not to.

3 Books 4 Me Statistics 2014 and 2015

2014		2015		Summer Reading Requests	Summer Reading %	Difference between years	% difference
Month	**# of Requests**	**Month**	**# of Requests**				
January	0	January	13			n/a	n/a
February	7	February	5			-2	-29%
March	6	March	8			2	33%
April	11	April	20			9	82%
May	7	May	39			32	457%
June	20	June	120	89	74%	100	500%
July	24	July	73	52	71%	49	204%
August	3	August	64	44	69%	61	2033%
September	7	September	22	9	41%	15	214%
October	6	October	5			-1	-17%
November	7	November	10			3	43%
December	8	December	1			-7	-88%
Total	**106**	**Total**	**380**			**274**	**258%**

January 2015 Survey Responses for 3 Books 4 Me

How did you find out about "3 Books 4 Me"? Poster in the library - 15 Library website - 3	Why did you submit a "3 Books 4 Me" request?	How happy were you with the book recommendations you received? Sort of happy - 1 Happy - 12 Extremely happy - 5	Would you recommend "3 Books 4 Me" to a friend? Yes - 18	How could "3 Books 4 Me" be improved?	How easy was it to submit a "3 Books 4 Me" request? Kind of easy - 1 Very easy - 17	How happy were you with the time it took to receive a response from the librarian? Not happy - 3 Sort of happy - 3 Happy - 3 Extremely - 4
Poster in the library	Just curious	Happy. They were good.	Yes		Very easy	Sort of happy. It was quick enough.
Poster in the library	fairytales and was having trouble finding more.	Happy. They were good.	Yes	I think it's great the way it is.	Very easy	Happy. It was quick.
Poster in the library	Just curious	Happy. They were good.	Yes	They should use more people's heads because only one	Very easy	Not happy. It took too long.
Poster in the library	I didn't know what to read next	Extremely happy! They were just right.	Yes	Nothing its great	Very easy	Sort of happy. It was quick enough.
Library website	I didn't know what to read next	Happy. They were good.	Yes	More than 3 books recommended!	Very easy	Happy. It was quick.
Poster in the library	Just curious	Happy. They were good.	Yes	Honestly "3 books 4 Me" is great. I was happy and satisfied with the time it took for the recommended	Very easy	Happy. It was quick.
Poster in the library	I didn't know what to read next	Sort of happy. I was hoping for something else.	Yes	Less time for the librarians to respond.	Very easy	Not happy. It took too long.
Poster in the library	I didn't know what to read next	Extremely happy! They were just right.	Yes	IDK	Kind of easy	Sort of happy. It was quick enough.
Poster in the library	read so I thought recommendations from someone else would help!	Extremely happy! They were just right.	Yes	Make a list of the most popular books for boys and girls.	Very easy	Extremely happy! It was fast.
Library website	Just curious	Happy. They were good.	Yes	I think it would be nice if you could specify if you wanted to read a series or a stand alone. It would	Very easy	Extremely happy! It was fast.
Poster in the library	I like librarian recommendations	Extremely happy! They were just right.	Yes	Faster replies.	Very easy	Not happy. It took too long.

January 2015 Survey Responses for 3 Books 4 Me

How did you find out about "3 Books 4 Me"?	Why did you submit a "3 Books 4 Me" request?	How happy were you with the book recommendations you received?	Would you recommend "3 Books 4 Me" to a friend?	How could "3 Books 4 Me" be improved?	How easy was it to submit a "3 Books 4 Me" request?	How happy were you with the time it took to receive a response from the librarian?
Poster in the library - 15 Library website - 3		Sort of happy - 1 Happy - 12 Extremely happy - 5	Yes - 18		Kind of easy - 1 Very easy - 17	Not happy - 3 Sort of happy - 3 Happy Extremely - 4 Extremely
Library website	Just curious	Happy. They were good.	Yes		Very easy	Extremely happy! It was fast.
Poster in the library	Just curious	Happy. They were good.	Yes		Very easy	Extremely happy! It was fast.
Poster in the library	Just curious	Extremely happy! They were just right.	Yes	Maybe have some more specific questionnaire, simply to help the librarians! Some people may not	Very easy	Extremely happy! It was fast.
Poster in the library	I didn't know what to read next	Happy. They were good.	Yes	I think that if it was easier to hear about, then there would be a	Very easy	Extremely happy! It was fast.
Poster in the library	I like librarian recommendations	Happy. They were good.	Yes	One sentence about what the book is	Very easy	Extremely happy! It was fast.
Poster in the library	I didn't know what to read next	Happy. They were good.	Yes	I don't know it was great!	Very easy	Happy. It was quick.
Poster in the library	Just curious	Happy. They were good.	Yes		Very easy	Extremely happy! It was fast.