

Community of Readers - adults: Strategies

- Library spaces**
 - More combined kid/adult space
 - Branches
 - Get to more creative places → mall, HyVee, Campus, bookstores
- Staff skills**
 - Staff that speaks various languages
 - Ease some of our own internal processes
- Literacy and research**
 - Research and training on literacy
 - Research our community demographics
 - Address multiple levels of literacy – health and financial especially
 - Conference/workshops on literacy
 - Don't shame illiteracy
- Marketing and promotion**
 - Promote Mango
 - Bombard with media – our message
 - Share personal stories in marketing about making time to read
 - Increase communication channels
 - Improved communication
 - Submit booklists to media
 - Library channel/talk radio
 - Leave books around – advertise with book marks within (promote stuff we have and can do – neighborhoods)
 - Rename spaces as reading rooms
 - Push audio books as alternative to phone, text in car
 - Audio/visual promotion of what will help folks with literacy skills
- Partnerships**
 - Partner with Literacy Council – give them space at our space
 - Partner with places that provide job training/search/career exploration/interviewing
 - Priority of government, schools – advocacy 蟲&A普營
 - Partner with places that provide adult literacy (drop in at a specific time each week) – Let's Help, Mission
 - Know who our best contacts would be at learning institutions
 - Adult advisory board
 - Partner with folks who do literacy work with adults – give them space at our place
 - Build one on one relationships with boards and partners to develop relationships
 - Partner with social service to help people meet basic needs
- Workplace partners**
 - Workplace time to read
 - Library staff/Everyone's work time given to read
 - Area businesses reward reading time
 - Bring small businesses together with ↑
 - Competition between business with goofy trophy – run through Library at work
 - Expansion of library at work
- Programs**
 - Go to where ELL populations are – go to their meetings — ELL
 - Annual author visits
 - ESL programs for adults
 - 3 Días a year
 - Parent program along side kid program
 - Book BINGO
 - Book it for adults
 - Big Read → mail everyone the book — Big Read
 - Read ins
 - Storytime for adults — Story time for adults
 - Worksite book groups
 - Big Read – 2 a year

- Barriers**
 - Remove barriers – fines
 - As many pick up points as drop off
- Collections**
 - Materials in other languages with in their reach
 - More of what people want when they want it (materials)
 - Reconcile and acknowledge all reading (not just books)
- Create experience around books**
 - Story corps in a coffee shop
 - Story corps in a bar (example – read journal from junior high)
 - Push reading as bedtime routine – for adults
 - Make adult prizes as good as kids – reading incentives
 - Book with every passion that comes up
 - Customer focus**
 - Make people feel cared for (segments of people)
 - Reader's Advisory – for general population
 - DPIL – for everyone not just little kids
 - Support writers and self publishers
- Book groups**
 - Expand book groups to unexpected places
 - Increase book group in a bag
 - Intergenerational book clubs
 - Train people to do book groups
- Helping people read more**
 - Access to reading material**
 - Pull in adult material to waiting places with in the library – parent watching kids
 - Audio on commute
 - Deliver materials where people are at
 - Go where people are; get in their business
 - Easier to get materials
 - Mail for free (items)
 - Look at what time people need us and measure against our offerings
 - Helping people find time to read**
 - Check out a baby sitter (time for reading)
 - Check out a maid (time for reading)
 - Reading stations at community events
 - Train for situational reading
 - Pairing people up with mentors and tutors
- Fun ideas**
 - Stationary bikes with the book (Library, gym, laundry, public transportation)
 - Dress as book characters (staff)
 - Place swap with kids (dishes, reading, mow)
 - Tips for reading – static or marketing
- Digital Branch**
 - Ramp up Bibliocommons ratings and reviews
 - Teaching novelist, good reads, Bibliocommons, overdrive
 - Circulating hot spots