8-3-2018

Book Nook for All: How Library Partnerships Can Grow Advocacy Poster Presentation

Jessica C. McIntosh
Otterbein University, jcrossfieldmcintosh@otterbein.edu

Follow this and additional works at: https://digitalcommons.otterbein.edu/lib_fac

Part of the Library and Information Science Commons

Repository Citation
McIntosh, Jessica C., 'Book Nook for All: How Library Partnerships Can Grow Advocacy Poster Presentation' (2018). Library Faculty & Staff Scholarship. 16.
https://digitalcommons.otterbein.edu/lib_fac/16

This Presentation is brought to you for free and open access by the Library - Courtright Memorial Library at Digital Commons @ Otterbein. It has been accepted for inclusion in Library Faculty & Staff Scholarship by an authorized administrator of Digital Commons @ Otterbein. For more information, please contact shickey@otterbein.edu.
The Book Nook is a browsing collection of popular fiction that comes from the shelves of Westerville Public Library to the hands of the Otterbein community. The Book Nook offers immediate access to hot fiction and makes it easy to grab, read, and return. This encourages students, faculty, and staff to pick up novels for leisure reading, which not only sparks reading for enjoyment, but can inspire ideas and information relevant to academic study.

Getting Started

**Why**

Less fiction in an academic setting
Reach other campus constituencies
Need/demand on campus
Expansion of services

**Who**

Public Services
Technical Services
IT Support
Acquisitions

**How**

Communication
Project Planning
Administrative Buy-In
Technical Solutions

The Book Nook is the first major collaboration between these two community libraries and was inspired by neighboring library partnerships. The Book Nook is Westerville Public Library’s first permanent offsite collection and has generated a blossoming partnership that has grown into event collaborations, programming, and expanded resource sharing.

Partnerships

- Collaboration
- Development
- Community Need

Outcomes

- Mutually Beneficial
- Awareness of services in the community
- Cross-planned events to reach more patrons
- Increase in outreach, particularly to new audiences

Number of Checkouts

"Courtright is facilitating my work/life balance. It reminds me that reading in the evening is a good way to push the reset button and unwind." Kristy Drobney, Director of the Academic Support Center

"The Book Nook has been fabulous! It’s so easy to pop into the library right on campus and have a beautifully displayed section of great reads. What a great partnership and service to our campus community!" Kristen Yanchak, Sr. Assistant Dir. of Enrollment Communications

The Book Nook has been marketed in a variety of ways by each library. This lets the local community know about offerings at each library while also supporting new iniaitives and events.

Marketing

- Opening Reception
- Social Media Cross Promotion
- #BookNook
- Email Announcements
- Press Releases

The team that worked on the Book Nook is continually examining ways to improve the collection and will be gathering feedback with a user survey. Programming has already been developed for the upcoming year with additional opportunities listed below.

- Inspired future event partnerships
- Town and gown advisory campaigns
- PR and marketing campaigns
- Results from User Survey
- Increase in circulation