Curated Book Displays

More Than Just a Pile of Books

Katherine Keller, UNLV TDRL
Who I am. Where I work.

Katherine Keller

- Evening & Weekend Supervisor
- Staff at UNLV libraries since May 2000
- Graduate Student in Public Policy & Leadership at UNLV

Teacher Development & Resources Library (TDRL)

- Specialty branch located inside UNLV’s College of Education
- Contemporary collection, developed with diversity in mind
- Core collections aimed at Pre-K thru 12th grade; adult patrons
This Is My Display Area

Yeah, I’m hoping to punch it up.
These Are the Rules I Work Under

Items must have a publication date of the last 10 years

I have to incorporate meaningful diversity in to each display

Topics should be relevant to the students in UNLV’s College Of Education

February is always Black History Month

June is always Pride Month

September is always related to Banned Books Week.
Question: What Is A Curated Display?
Collections: Textbooks

K-12 CCSD or NV DOE approved textbooks currently in use.

- Unique public access collection; LVCCLD does not have (most of) these books
- These books circulate
  - CCSD’s library has them, but they do not circulate.
- LC Call Numbers
Collections: Professional Development

Aimed at P-12 classroom education needs

- Some items for administrators
- Scholarly resources are at Lied Library
- Unique collection; LVCCLD does not have a collection like this.
- LC Call Numbers
Collections: Graphic Novels

Primarily P-12

- Some non P-12 titles to show full range of artform & titles of historical significance
- Contemporary focus
- Limit on series length
  - No more than 10-12 volumes
- Non LC call numbers
Collections: Board Books, Picture Books, Early Readers

PreK to 3rd Grade

- Wide range of artistic and illustrative styles
- Variety of stories, settings, and topics relevant to a diverse population of children.
- Non LC call numbers
Collections: Juvenile Fiction/Young Adult Fiction

Currently 3rd Grade to Young Adult

- Appeal to diverse audience
- Contemporary focus
- We are in the process of splitting this collection into Juvenile Fiction (3rd-Middle School), & YA Fiction (High School)
- Non LC call numbers
Collections: Juvenile Non-Fiction

PreK - 12th Grade

- Nonfiction
- Poetry
- Folklore/Mythology
- Contemporary focus
  - No books before 2004 unless it’s a classic
- Planning to split by age range
- LC Call Numbers
Collections: Bilingual Books

Pre-K through 12 Grade

- Bilingual & Foreign language
- Fiction & Nonfiction
- Currently exploring options for how to incorporate these items
- Non LC call numbers
Collections: Hi-Lo Books

5th through 12th grade

- Focused on ELL/Dormant Readers
- Contemporary & Diverse
- Age appropriate topics, controlled vocabulary & sentence length to make for quick, engaging reads
- Non LC call numbers
Collections: Kits

Pre-K through 12th grade

- Unique public-access collection; LVCCLD & CCSD do not have an analogous collection
- Games, Puzzles, Puppets, Flash Cards, & various “Manipulatives” for STEM subjects.
- LC Call Numbers
  - Color coded card on front also shows overall topic area, “Language arts” “science” “social studies”
What is a Curated Book Display?

Spotlighting

Outreach

Showcasing

Marketing

Opportunity

Creativity

Sharing

Discovery!
Choosing Your Theme

- Can be serious, or light-hearted
- Current events or historical events
- Classics and/or Pop Culture
- Be politically neutral
- Have a policy outlining appropriate themes
- Have a policy for controversial topics
- **Above all, consider your target audience.**
Length of Display

- “No longer than 2 months” -- (Cook, 2016)
- Up to quarterly or semi-annually for specialty libraries (Stanwyck et al, 2015)
- Closely tied to your library’s events calendar, with aggressive rotation (Maloney, 2012)
Poster/Promotional Flyer

“Posters placed near the exhibition area are essential to provide a context to the display as well as reaching not only the informed, but also the unsuspecting visitor” (Swanick, Rankin, & Reinhart, 2015, p.14).
Academia, Theory, & Best Practices

Signage & Promotions

- Promote via social media channels between 1-3 times weekly
  - If the display is 1-2 months in length
  - If it’s quarterly, 1-2 times a month
- Brief and clear descriptions
  - “Four basic premises of writing: clarity, brevity, simplicity, humanity”
Academia, Theory, & Best Practices

Records Keeping

- Yes, you need to keep some sort of record.
  - Do not devalue the time and effort, displays are worth it.
- Take photos of the display
- Save digital copies of promotional materials
- Create a spreadsheet with necessary information on each item.
  - ISBN
  - Barcode
  - Title
Academia, Theory, & Best Practices

Why Diversity Matters:

- People need to see themselves reflected
- People need to see different perspectives
- People need to see something in a new light
- People need materials that meet their needs

Our libraries need to be places of diversity & inclusion
What is Diversity?
Putting Theory Into Action -- Posters/Flyers

Use PowerPoint or Publisher for layout

- Design at final print size
  - Shrink down, don’t blow up
- Fonts
  - Clear and readable; use fancy fonts sparingly.
  - Nothing smaller than 24pt for key points (National Park Service)
  - Nothing smaller than 14 point for flyer or small signs (Cook, 2016)
Putting Theory Into Action -- Posters/Flyers

How to Find a Good Image

● Google Advanced Image Search
  ○ Image size Medium or Large
    ■ It’s okay to shrink down an image to fit, “blowing up” is the problem

● Usage Rights
  ○ Book covers on the display poster are fair use in conjunction with your display
  ○ Non-book covers: choose one of the “free to use or share” options
    ■ Credit the image source.
Putting Theory Into Action -- Makerspace/Crafting Tools

If you have access to them (& time!) use them!

● Bonus -- it’s cross training!
● Creations have to look good far away & up close

Teton Public Library Pinterest Page


Image sourced from Teton Public Library Pinterest page
Putting Theory Into Action -- Judge a Book by the Cover

Be Shallow.

“Choose books with fresh, visually appealing covers in good condition. Buckram bindings should never, ever be on display.” (Brown, 2013)

You are “selling” these reads to patrons.

They must have “curb appeal”
Putting Theory Into Action -- How Do They Find It?

Location code

Bookmarks

Avery 5442 Label

Book Easels Placards
What is Diversity?

Topics explored
Authors/Creators
Characters
Format/Medium/Collection
Genre

It’s an opportunity!
Diversity in Action -- Topics

Have a calendar to track ____ month, week, or day

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A November to Remember

Day of the Dead
Native American Heritage Month
Diwali
Diabetes Awareness
NaNoWriMo
Epiphany Month
Veterans’ Day
Thanksgiving
World Peace Day
Election Day
National STE(A)M Day

Drop by our Curated Book Display to see what November has to offer!
Diversity in Action -- Authors/Creators

It's not just “own voices” stories-- any topic you explore, try to find diverse creators:

- ethnic
- cultural
- LGBTQ+
- differently abled
- women
Diversity in Action -- Characters

Diversity goes beyond Race/Ethnicity

- Non-Judeo Christian faiths
- Women/girls in traditionally masculine areas.
- Immigration & Diaspora
- Relationships
- LGBTQ+

Not every item has to tick every box, but strive to have something on every display.
Diversity in Action -- Format/Medium/Collection

Cast the net wide:

- Picture Books to “Grown Up” Books
- Kits
- Graphic Novels
- DVDs/CDs

“Don’t limit yourself to just books, whenever possible include a mix of audiobooks, DVD’s and even CDs” -- Susan Brown (2013)
Diversity in Action -- Genre

Try mixing genres on a topic:

- Fiction/Non-fiction; Fantasy/SF; Prose/Poetry; Historical/Contemporary
- Look for authors/characters outside of “their traditional genres” & challenge stereotypes
  - Ex: Romance stories that aren’t by/about white people
  - LGBTQ+ characters who can “open up a can of whupass”
  - A Latinx whodunnit
Next Steps ...

GO FORTH & CURATE!
Works Referenced


Questions?