Popular Reading Collections in Academic Libraries

Goals, Parameters, & Campus Reactions

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While settling in go to:

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Web: PollEv.com/suchimohanty555
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- Colleagues in C&RS, RE, Director’s Council
- Steve Hyndman (YBP)
Why are you interested in popular reading collections?
Popular Reading collections are those that:

“Fulfill the role of reading for entertainment, not related to curriculum… and are selected by the library…and are physically separate from the general collection”

Brookbank, Davis, Harlan (2018)
Origin & Purpose - Wake Forest

**Began**: Before 1984.

**Purpose & Audience**: Original purpose is lost to history.

**Context**: Current selector focuses on literary fiction, international fiction, award nominees, hot topics in non-fiction. Added a separate Graphic Novels collection in 2017.
Origin & Purpose - UNC Chapel Hill

Began: 1997

Purpose & Audience: to provide easy-to-access leisure reading to UNC students; open to entire campus community

Context: Media Center collects audiobooks (on CD) and popular film; plenty of popular material via approval plans focused on media reviews in the permanent collection; also have a modest number of titles on circulating Kindles
Origin & Purpose - NC State

Began: January, 2018

**Purpose & Audience:** Leisure reading for NCSU students, faculty, staff

**Context:** Other specialty print collections such as Science Fiction, Data Science, and NCSU Faculty Authors.

Also have other ‘popular media’ such as computer games; videos; audiobooks & Kindle ebooks.
If your institution has a popular reading collection, what is its purpose?
# Cost & Funding

<table>
<thead>
<tr>
<th></th>
<th>Wake Forest</th>
<th>UNC-CH</th>
<th>NCSU</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost</strong></td>
<td>FY18 spent: $14,530</td>
<td>Annually $7,920</td>
<td>FY18 (Jan - June) spent: $13,253</td>
</tr>
<tr>
<td></td>
<td>FY19 budget: $15,239</td>
<td></td>
<td>FY19 budget: $9,000</td>
</tr>
<tr>
<td><strong>Funding</strong></td>
<td>Regular materials budget (graphic novels have separate fund)</td>
<td>Endowment funding</td>
<td>Endowment funding</td>
</tr>
</tbody>
</table>
# Composition & Selection/Sourcing

<table>
<thead>
<tr>
<th></th>
<th>Wake Forest</th>
<th>UNC</th>
<th>NCSU</th>
</tr>
</thead>
<tbody>
<tr>
<td>** Owned/Leased?</td>
<td>Owned</td>
<td>Leased, with the option to own</td>
<td>Owned</td>
</tr>
<tr>
<td>** Format</td>
<td>Hardbacks only</td>
<td>Print</td>
<td>Print</td>
</tr>
<tr>
<td>** Source</td>
<td>Firm orders (mostly YBP)</td>
<td>McNaughton</td>
<td>YBP - NPR reviews (approval plan)</td>
</tr>
<tr>
<td>** Preparation</td>
<td>Mylar wrap done in house</td>
<td>Shelf-ready</td>
<td>Shelf-ready</td>
</tr>
<tr>
<td>** # titles</td>
<td>1635 titles</td>
<td>1618 titles</td>
<td>695 titles</td>
</tr>
<tr>
<td>** Subjects</td>
<td>All subjects, 50% “P”</td>
<td>65% fiction</td>
<td>All subjects, 62% “P”</td>
</tr>
</tbody>
</table>
For libraries with popular reading collections, how do you build the collection?

- Leasing (A)
- Active selection/firm order (B)
- Approval plan (C)
- Combination firm order/approval plan (D)
- Other (E)
Graphic Novel Book Club!

Fall 2018 Program:

9/7/18  ➔ Understanding Comics by Scott McCloud
9/21/18  ➔ Monstress (vol. 1) by Marjorie Liu
10/5/18  ➔ Black Hammer by Jeff Lemire
10/19/18  ➔ Can't We Talk About Something More Pleasant by Roz Chast

For more info or to register, visit:
zsr.wfu.edu/graphicnovels
Display & Promotion - UNC Chapel Hill
Display & Promotion - NC State

NCSU LIBRARIES NEWS
Popular Reading Collection debuts in D. H. Hill

January 16, 2018

The D. H. Hill Learning Commons isn’t just for study and work anymore. Because the NC State community needs leisure reading too, the NCSU Libraries is proud to announce the debut of a Popular Reading Collection in the southwest corner of the space.

Drawing upon selections from the National Public Radio (NPR) Book Reviews, the collection houses over 400 popular titles ranging from fiction to nonfiction and cookbooks to graphic novels. The collection is funded by the Parents Association Endowment and the NCSU Libraries.
How does your library promote the popular reading collection?
## Usage - Wake Forest

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### Circulation Rate per Book (2 years)

<table>
<thead>
<tr>
<th></th>
<th>Graphic Novels</th>
<th>Browsing Books</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Students</strong></td>
<td>1.91</td>
<td>0.34</td>
</tr>
<tr>
<td><strong>Faculty/Staff</strong></td>
<td>1.64</td>
<td>1.69</td>
</tr>
<tr>
<td><strong>ILL</strong></td>
<td>0.20</td>
<td>0.15</td>
</tr>
<tr>
<td><strong>Friends</strong></td>
<td>0.24</td>
<td>0.93</td>
</tr>
<tr>
<td><strong>Overall</strong></td>
<td>4.00</td>
<td>3.10</td>
</tr>
</tbody>
</table>
## Usage - Wake Forest

<table>
<thead>
<tr>
<th>Highest circ titles (as of 10/2018)</th>
<th>#of circs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Girls : a novel / Emma Cline.</td>
<td>21</td>
</tr>
<tr>
<td>Britt-Marie was here : a novel / Fredrik Backman</td>
<td>20</td>
</tr>
<tr>
<td>Hillbilly elegy : a memoir of a family and culture in crisis / J.D. Vance.</td>
<td>19</td>
</tr>
<tr>
<td>Small great things : a novel / Jodi Picoult.</td>
<td>19</td>
</tr>
<tr>
<td>Underground railroad : a novel / Colson Whitehead.</td>
<td>18</td>
</tr>
</tbody>
</table>
Usage - UNC Chapel Hill

McNaughton Checkouts by Patron Type

- Undergraduate: 29%
- Graduate: 11%
- UNC Faculty: 25%
- UNC Staff: 26%
- Other: 9%
## Usage - UNC Chapel Hill

<table>
<thead>
<tr>
<th>Highest circ titles (as of 10/2018)</th>
<th>#of circs</th>
</tr>
</thead>
<tbody>
<tr>
<td>The brief wondrous life of Oscar Wao / Junot Diaz</td>
<td>66</td>
</tr>
<tr>
<td>When you are engulfed in flames / David Sedaris</td>
<td>61</td>
</tr>
<tr>
<td>The Yiddish policemen's union : a novel / Michael Chabon</td>
<td>58</td>
</tr>
<tr>
<td>Bossypants / Tina Fey</td>
<td>56</td>
</tr>
<tr>
<td>Better : a surgeon's notes on performance / Atul Gawande</td>
<td>55</td>
</tr>
</tbody>
</table>
Usage - NC State

Total circulations to date: 602
## Usage - NC State

### Highest circ titles (as of 9/2018)

<table>
<thead>
<tr>
<th>Title</th>
<th>#of circs</th>
</tr>
</thead>
<tbody>
<tr>
<td>What made Maddy run: the secret struggles and tragic death of an all-American teen / Kate Fagan</td>
<td>16</td>
</tr>
<tr>
<td>Caesar's last breath: decoding the secrets of the air around us / Sam Kean</td>
<td>9</td>
</tr>
<tr>
<td>The world of tomorrow / Brendan Mathews</td>
<td>7</td>
</tr>
<tr>
<td>Lincoln in the Bardo: a novel / George Saunders</td>
<td>7</td>
</tr>
<tr>
<td>The sun and her flowers / Rupi Kaur</td>
<td>7</td>
</tr>
</tbody>
</table>
Challenges

- Circulation expectations
- Staffing resources
- Space and refresh
- Funding
- Composition
- Assessment
What have been the reactions to the popular reading collection at your institution?
Final Questions & Comments? Thank you!

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Link to slides + results: [http://go.ncsu.edu/phsp48](http://go.ncsu.edu/phsp48)

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