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# Insight



Can Reading  
Make You  
Wealthy?

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*Plus:*

Industry Insight -  
Enter the Volunteers

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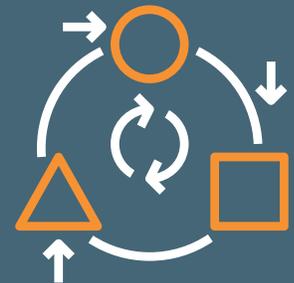
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# Welcome

## A MESSAGE FROM AMAN KOCHAR

Greetings,

Welcome to the first edition of the newly updated Insight!

The theme of this issue is one that you will be passionate about: Community. From my own experience as a library patron, I have witnessed the power that libraries have in bringing communities together. Early literacy programmes and library involvement with schools offer the young people of today a bright and prosperous future. In fact, I

was interested to learn from meeting with librarians at the recent PLA Conference in Philadelphia just how the library can increase opportunities for all patrons – regardless of age. My report Can Reading Make You Wealthy (page 9) explores this concept in more detail and you can read more about PLA on page 12.

Another interesting point to consider is the responsibility that a community shares in protecting the future of its local library. Enter the Volunteers on page 6, considers the rising number of volunteer-led libraries in the U.K. in response to library closures – a sign that libraries continue to be valued pillars of the community.

Finally, for Deanna Rabago Lechman, our Library Leader interviewee on page 8, the library community plays a key role in shaping collection development. Thank you Deanna for sharing your insight.

I would be interested to hear your thoughts on this edition and encourage you to share your feedback, comments and questions with me at [more.info@collectionhq.com](mailto:more.info@collectionhq.com).

Best,

Aman

**Aman Kochar**

EXECUTIVE VICE PRESIDENT - PUBLIC LIBRARIES

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# LIBRARY NEWS

*News Stories from Libraries Across the Globe*

## CHRISTCHURCH LIBRARIES, NEW ZEALAND

7 years on from the devastating earthquake in 2011 which resulted in the demolition of the Christchurch Central Library, Turanga (Christchurch's new Central Library) is due to be opened in the 3rd quarter of 2018.



"ARTIST'S IMPRESSION OF TURANGA"

## PUEBLO CITY-COUNTY LIBRARY DISTRICT (CO)

Congratulations to the team at Pueblo City-County Library District on winning the Lesley Knope award for the Best Library in the Nation. The poll was conducted on Twitter and there were more than 100 nominees.



## HAMPSHIRE CITY COUNCIL, UK

Hampshire County Council plans to invest £500,000 a year into libraries and technology buildings. Part of the investment introduced renovations at the Romsey Library including a new information desk and self-service kiosks.

Source: <https://www.hants.gov.uk/news/mar15romseylibrary>

## CLARINGTON PUBLIC LIBRARY, ONTARIO

Last August, RCMP Officer Julie Meeks visited the Bowmanville branch of the Clarington Public Library for the TD Summer Reading Club Library Epic Experiences, 'Heroes Among Us'. The Clarington library has since been shortlisted for the TD Summer Reading Club Library Awards after a record-breaking number. Well done to everyone at Clarington Public Library and good luck!





## ENTER THE VOLUNTEERS

As less budget is being devoted to support libraries, more communities are creatively finding ways to keep theirs open. One popular method relies on volunteers who are taking over operations so their beloved libraries can continue serving their communities.



“If a community doesn’t volunteer then, the argument goes, they don’t really need a library. So, the U.K. has moved from a handful of such branches in 2010 to over 500 today. That’s made a dramatic difference to the landscape and the trend shows no sign of ending,” said Anstice, Editor of Public Libraries News in the U.K.

While much media attention is focusing on the new, volunteer-led libraries, it is important to remember that the U.K. is still investing in its traditional libraries and staff. A few examples include a new library in Halifax that incorporates parts of an old church; a new library in Meopham built on the same multi-use site as the old library; and a refurbishment to a library in Chester that includes a theatre, tiny cinema, restaurant and library housed in a renovated 1930s art deco former Odeon cinema.

Volunteers have long assisted libraries with outreach and other jobs such as book sales, and they have been viewed as valuable extensions of the paid staff. But more governments are slashing library budgets and reducing positions, blaming fiscal pressures and pointing to what authorities say is shrinking demand for libraries. Authorities sometimes cite increased internet use and interest in ebooks for declining interest.

Enter the volunteers. Faced with the prospect of seeing their library close, more people are offering to pitch in at their local branch. This trend is most prevalent in the United Kingdom, where 500 of the country’s 3,850 libraries were run by the community. Although the number of volunteer-led libraries is increasing, at 13 percent of U.K. libraries it remains relatively small compared with the number of libraries operating with a paid staff.

Librarian Ian Anstice has been charting cuts to U.K. libraries since 2010, when fewer than a dozen libraries were run by volunteers. He calls the change “staggering.”

Employment figures, however, suggest community libraries, as they are being called, are here to stay. Paid library staff fell by almost 1,000 from 18,028 to 17,064 between March 2015 and 2016, according to official figures from the Chartered Institute of Public Finance and Accountancy. During the same period, volunteer numbers rose by more than 3,000, from 41,402 to 44,501.

This community model offers benefits, notably keeping a library open to serve the community, but it also creates challenges.

Some observers worry a community library isn’t sustainable in the long term. Volunteers, while passionate, can be unreliable. They also are not necessarily trained, nor are they likely to possess librarian skills. Paid library staff undergo significant formal training, and many employees undertake graduate study to support their profession.

Some people worry that substituting volunteers for paid staff diminishes the public perception of



the profession. Arguments are also being made that volunteer-led libraries are only successful in wealthier areas where more people have the luxury of free time to volunteer.

On the plus side, communities are able to maintain their access to books, computers and a communal meeting space when volunteers step in. Volunteer-run libraries also are significantly cheaper to operate, as staffing costs can account for as much as two-thirds of a library's total spending.

Another benefit is that volunteers may be more familiar with their community than an employee who doesn't live nearby and can provide a higher level of service that matches patrons' needs and desires, supporters say. Some proponents of a volunteer-led library also argue that volunteers may feel more passionately about their library and make innovative efforts to not just save it but improve it.

Five of the Isle of Wight's 11 libraries have been run by volunteers since 2011 with some training provided by local authorities for the 120-odd unpaid workers, according to an August article in *The Guardian*. The local library services manager is quoted in the article as saying that the libraries would have closed had

the community not stepped in, and he described the job the volunteers do as "brilliant."

Another twist that could play out in the future is that U.K.-based volunteer-led libraries may not have to follow the terms of the 1964 Public Libraries and Museums Act and could charge for membership or books. No ex-public library has gone this route yet, however.

Anstice, editor of *Public Libraries News*, said volunteer libraries are likely here to stay.

"Nothing has co-opted library users on to the side of cutting councils as much as volunteer libraries," he says. "Say you're closing a library and there'll be thousands of protests. Say you need volunteers to run it or it will close and some of the most energetic of the protesters will suddenly come on to your side, anxious to help in the loss of paid jobs in order to keep the library open. Members of the public come in and say to staff 'don't worry, I'll volunteer to keep this library open if you're made redundant!'"



## DEANNA RABAGO LECHMAN

*TECHNICAL SERVICES  
MANAGER AT CONTRA  
COSTA COUNTY  
LIBRARY*

We enjoyed catching up with Deanna Rabago Lechman recently to find out about new initiatives at her library and tips for developing a truly patron driven collection.

### What first attracted you to a career in public libraries?

I have always been interested in how people acquire information and how we can make simple changes in our presentation of information to make it more accessible. I wanted to find a place where I could work with individuals navigating the real world rather than in a classroom setting. The public library was the place. I love the idea of librarians not being gatekeepers but more like guides and translators. I did not envision myself in collection development or technical services but everything fell into place and I love my work. My position allows me to help build collections/services and ensure people are able to access them through various ways, including various forms, for example digital, audio, video, and physical.

### What have been the main changes that you have witnessed in public library collections and technical services in the last 5 years?

In the past two years, we have fully remodelled two community libraries and have two more opening in the next year. Perhaps the most profound shifts have been in space allocations. Traditionally, the space allotted to collections was much larger with the adult Non-Fiction collection taking majority of the space. We often used a 70/30 split for adult and children collections. We are now seeing smaller spaces allocated to print materials and children collections equal in size to the adult collection as a whole. In many locations, the adult Non-Fiction collection has shrunk to a 1/3 of its former size.

The demand and even more so, the availability, of academic print reference has diminished overall. Academic information is still needed but now our resources are digital. The demand for print collections is still there, it just has shifted to recreational. People want materials such as cookbooks, DIY instructions, travel guides, and popular biographies. We are still the champions of reading and lifelong learning.

### What tips would you offer to public libraries who want to develop a collection that is truly demand driven?

The one tip I would offer to libraries is to let go of the traditional stereotype of a library. Even I cringe when I say it because it sounds so cliché but it is true. It is a bit difficult for many of us to let go of the idea that we “know” what is best for our readers. It can be difficult to give in to the idea that most of our precious budgets will be spent on the newest trendy thriller or a children’s chapter book featuring a cartoon character. The truth is that we need to support all readers. It is not for us to decide. A person who has developed a love of reading will eventually branch out and isn’t that what we want?

### What upcoming initiatives at Contra Costa County Library are you most excited about?

We have so many various projects we are working in so many different areas of our organization. Many are small but will make a significant impact. The one I am most excited about is rethinking a distribution plan for our hybrid collection of floating and non-floating materials. There are many factors to consider with 26 individual community libraries, varying in size and use, and the partnerships with cities and individual friends groups. It is a big undertaking and we are just in the information gathering stage.

### Please tell us a little about how you envision the public library of the future.

I really don’t like this question. My first thought is how the library will physically look and I envision something out is a science fiction novel with of holograms and such. The truth is I don’t know, society’s needs are changing and I am not sure what our physical world will look like. What I do know is that we are overwhelmed with information and libraries need to continue developing ways to guide people to good and balanced information. How we do it is another matter, beyond information materials, it could be by providing experiences through programs, having physical space for discourse, or providing a community place to tinker on projects.



## CAN READING MAKE YOU WEALTHY?

*Countering the Matthew Effect  
and Other Influences*

By Amandeep Kochar, Executive  
Vice President - Public Libraries

First published on [mdreducation.com](http://mdreducation.com)

At the beginning of every new year, with a renewed sense of purpose we feel resolute and have countless discussions about improving our physical fitness, adopting healthier habits, and embracing regular exercise plans. It's important, however, to not forget cerebral health and the importance of ensuring healthy cognitive habits and getting proper food for thought, so to speak.

But changing habits can be hard, whether it's eating more vegetables or making more time for reading. When it comes to reading, there's significant evidence showing it is more difficult for some children to change habits after the third grade and improve their skills, leading to a vicious circle of frustration and ultimately resulting in school dropouts. Research also illustrates how these children who struggle with reading become further and further behind their peers, permanently limiting their future opportunity.

### **THE MATTHEW EFFECT**

Students who don't read proficiently by the third grade are four times more likely to drop out of school—this is called The Matthew Effect. Keith E. Stanovich borrowed the term in 1986 to link reading and vocabulary acquisition with achievement. The term comes from the parable recorded by Matthew in 25:29 and refers to the idea that the 'rich get richer and the poor get poorer'

Stanovich's research shows that good readers read more, and become even better readers, while poor readers shy away from reading, limiting their growth and reading ability. The battle is lost by fourth grade; if students are not reading adequately out of school, they may never get close to their peers.

Socio-economic levels and parental education along with encouragement to read also impairs children from achieving their potential.

Prudence Carter, co-editor of the 2013 book titled "Closing the Opportunity Gap," and a professor of Education and Sociology at Stanford University, described three different paths to academic success based on income levels. Children from the wealthiest families "board an elevator that speeds them to academic success," while children from middle-class families take "smoothly operating escalators toward academic achievement goals." In contrast, she states children from poor or lower-income families "stare up a steep stairwell, often with broken steps and no hand rails."

The basic understanding that learners who engage in a significant amount of independent reading exhibit a positive outlook toward reading is supported by both qualitative research and backed by quantitative research.<sup>13</sup>

Can early childhood reading acquisition be a predictor of 11th grade outcomes? Stanovich and co-author Anne E. Cunningham wrote that "an early start in reading is important in predicting a lifetime of literacy experience—and this is true regardless of the level of reading comprehension ability that the individual eventually attains." On the topic of out-of-school-reading, they note, "it is likely that differences in out-of-school reading volume are an even more potent source of the rich-get-richer and poor-get-poorer achievement patterns."<sup>12</sup>

## A HERCULEAN TASK

Seventy-five percent of Americans who receive food stamps perform at the lowest two levels of literacy, while 90 percent of high school dropouts are on welfare.

In all, this creates a situation where children from low-income/welfare families face a herculean task for success achievement. Proof of this is the "30-million-word gap," which refers to a research study conducted by psychologists Betty Hart and Todd Risley.<sup>14</sup> The Hart-Risley study showed that children from lower-income families hear a staggering 30 million fewer words than children from higher-income families by the time they are 4 years old.

This is exacerbated by access to quality and relevant reading material. In 2007, Krashen wrote that "'reluctant' readers are often those who have little access to books ... the most serious problem with current literacy campaigns is that they ignore, and even divert attention from, the real issue, a lack of access to books for children of poverty."

## LIBRARIES ARE THE GREAT EQUALIZER

If we have a proven mantra for providing children with a more intelligent and successful life, what we need is a great equalizer that diminishes all societal factors like poverty, social economic divergence, lack of parental education, and encouragement for reading. The only public institution with the greatest impact on delivering literate communities that has stood the test of time other than schools are libraries.

A number of studies confirm that when given access to engaging reading material, most children and adolescents take full advantage.





More access to books results in more reading; in fact, sometimes a single, brief exposure to good reading material results in a lifelong love affair with books—also known as the “Harry Potter effect.”<sup>15</sup> Libraries have stood the test of time as a great equalizer by serving as a place where all families can access relevant, engaging content, professionals acting as a support system, and a counter balance to parental education levels that encourage life-long learning.

The positive impact of books and access to secondary reading materials on reading achievement, creativity, developing language skills, and sustaining literacy has been widely acknowledged. At Baker & Taylor, we aim to partner with communities and impact outcomes – and with that intent in mind created the “Community Sharing” Program to link public libraries and schools with an efficient ebooks and audiobooks sharing platform.

Students can now get access to a wide variety of interesting and relevant content from their public libraries right in their schools and classrooms. This enables educators to curate literacy and intervention programs without the constraints of a school’s supplemental content budget, all the while multiplying the return on investment of public tax dollars.

## INTERVENE EARLY WITH CHILDREN

The most critical time to reinforce reading for pleasure and enrichment is when a child graduates from learning to read, to reading to learn. Intervention at this time could help ensure an upward spiral toward greater literacy and intelligence. In essence, reading leads to both personal and professional wealth.

Do you want to change the world and help leave it a happier, healthier, wealthier place, as well as a more empathic place? Be relentless in your pursuit to read, support libraries, encourage others to read, and intervene early with children.

Ensuring strong reading skills provides students with the one asset they will always appreciate, the one gift they will always cherish, and the one tool that will singlehandedly help provide them with a happy, successful, and content life.

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## PLA 2018

*We caught up with Scott Crawford for some of his highlights from the PLA 2018 Conference*

### SNOW!

Living in Phoenix, AZ, I like to escape the sun so you could say that visiting Philadelphia during a snow storm was a break for me. Thankfully, the weather did not prevent another successful PLA and the room was packed for keynote speaker, Deputy Attorney General Sally Yates.

### SUPER-LIBRARIANS

PLA is a great opportunity to meet with our customers and it's always invaluable to hear about their everyday experiences in libraries. At the collectionHQ Forum, I enjoyed hearing from Scott Duimstra at Capital Area District Library, Casey Manno at Sacramento Public Library and Matt Smith at Kalamazoo Public Library about the results their libraries are achieving through innovative merchandizing techniques. Did you know that arranging books face out in triangle or pyramid shapes attract and draw visual attention to displays? (Great tip, Casey!)

### FUTURE-PROOFING THE LIBRARY WITH DATA

This session was a particular highlight for me with some lively discussion from the panel about the role and responsibility that a library serves in its community and how data insights helps to meet the needs of patrons. Introduced by Aman Kochar, Gabriel Morley, Director at Atlanta-Fulton Public Library (GA), shared how he has applied predictive analytics with ESP to encourage circulation and reduce "dead on arrival". Next up, John Chrastka, Director at EveryLibrary, discussed how his organization is helping protect library funding. Kelvin Watson from Broward County Libraries Division (FL) followed to discuss how data analytics is supporting strategic decisions about collection development to meet community needs. Steven Potter concluded by offering some insight into how he segments his community based on demographics to plan and promote new library services.

## COSUGI 2018

*Jane Herb shared some key moments from the COSUGI 2018 conference in Atlanta, GA.*

**THIS YEAR'S COSUGI EVENT** in Atlanta, GA really lived up to the theme of "Libraries Powering the Future". Each session offered insight into the innovative techniques applied at public libraries to keep up with the growing needs of their local communities.

**CONGRATULATIONS** to the winners of the Power of Libraries awards including Kenosha Public Library in WI, recognized for introducing a program of activities to improve community involvement in its local park, and Enoch Pratt Free Library in Baltimore, MD, for supporting the local community via its Mobile Job Center.

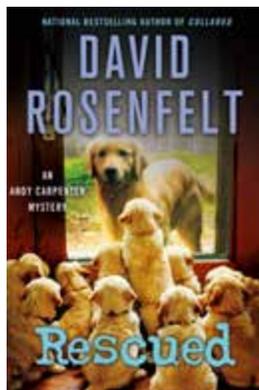
**AMAN KOCHAR** EVP at Baker & Taylor presented an interesting discussion about the role libraries play in improving literacy among their local communities to create brighter, more prosperous futures for younger generations.

# TOP CHARTS from ESP

A selection of the top new and forthcoming Mystery and Detective Novels from ESP<sup>1</sup>

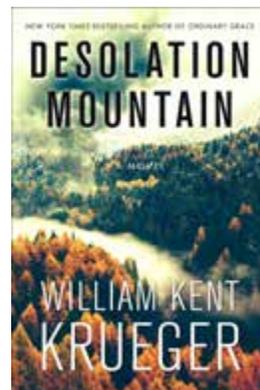


JULY 2018

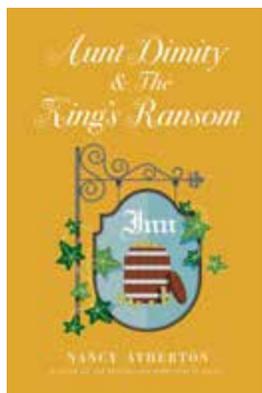


*Rescued*  
**David Rosenfelt**

AUGUST 2018



*Desolation Mountain*  
**William Kent Krueger**

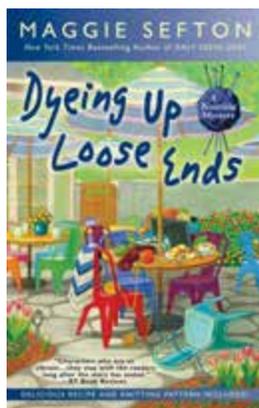


*Aunt Dimity and The King's Ransom*  
**Nancy Atherton**

OCTOBER 2018



*The Dead Ringer*  
**M. C. Beaton**



*Dyeing Up Loose Ends*  
**Maggie Sefton**



Find out more about ESP at  
[www.collectionhq.com/esp](http://www.collectionhq.com/esp)

<sup>1</sup>ESP analysis is based on data from U.S. libraries



## Customized Library Services (CLS) from Baker & Taylor was first launched in 1996 to address the growing demand from libraries for more customized, specialized and unique services from their book vendor.



*We caught up with Ryan Gallagher Vice President, Customer Experience at CLS to find out more about this exciting service.*

### Hi Ryan, we look forward to finding out more about CLS, can you tell us a little about the background of the group?

CLS is a separate operating unit at Baker & Taylor, whose sole focus is Opening Day Collections (ODC), Collection Expansions, On-line Cataloging Solutions, Outsourcing Projects and Project Management. Its operations are located in Commerce, GA, Momence, IL, Bridgewater, NJ, and Reno, NV and has a staff of over 300 trained professionals who perform the unique services to provide complete library solutions.

### What are the key solutions provided by CLS and what benefits do these offer customers?

We are delighted to currently serve over 400 libraries on an ongoing basis and complete over 60 ODC/Collection enhancement projects per year. By using CLS, libraries partner with the industry's premier provider of customized technical services - it is the only provider in the industry that truly delivers an adequate scope of material coverage coupled with a complete solution for the cataloging and processing of library materials.

### How does CLS fit into a library's materials management workflow?

CLS provides libraries with custom cataloging and physical processing. Our professional staff provides adaptive, copy and original cataloging based on the library's specific requirements and local practices as well as custom processing of material. We then deliver fully customized, bibliographic and item records for the library to load into their ILS. The material received by the library is fully cataloged, processed, and ready for circulation.

### How does CLS fit into a library's materials management workflow?

In general, libraries that are progressive and looking for ways to improve, very often turn to both collectionHQ and CLS for a comprehensive workflow solution.

### Thank you for speaking with us about CLS, Ryan. Finally, can you tell us what is next for the service?

We continue to invest in and develop our processes in order to expand our technical services offerings to our customers. Coming soon are enhancements to our Digital Media Processing graphics for spoken word audio, DVD and CD products.





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