

Librarians Reading for Glory Our State-wide Reading Contest

A presentation for the 2011 Missouri
Library Association Conference by
Christa Van Herreweghe & Annie Fuller

Great competitions...

Super Bowl



Great competitions...

World Series



Great competitions...

Stanley Cup



Great competitions...

Oscars



Great competitions...

Olympic games



Great competitions...

Tour de France



Great competitions...

The Emmys



Great competitions...

American Idol



Great competitions...

Dancing with the Stars

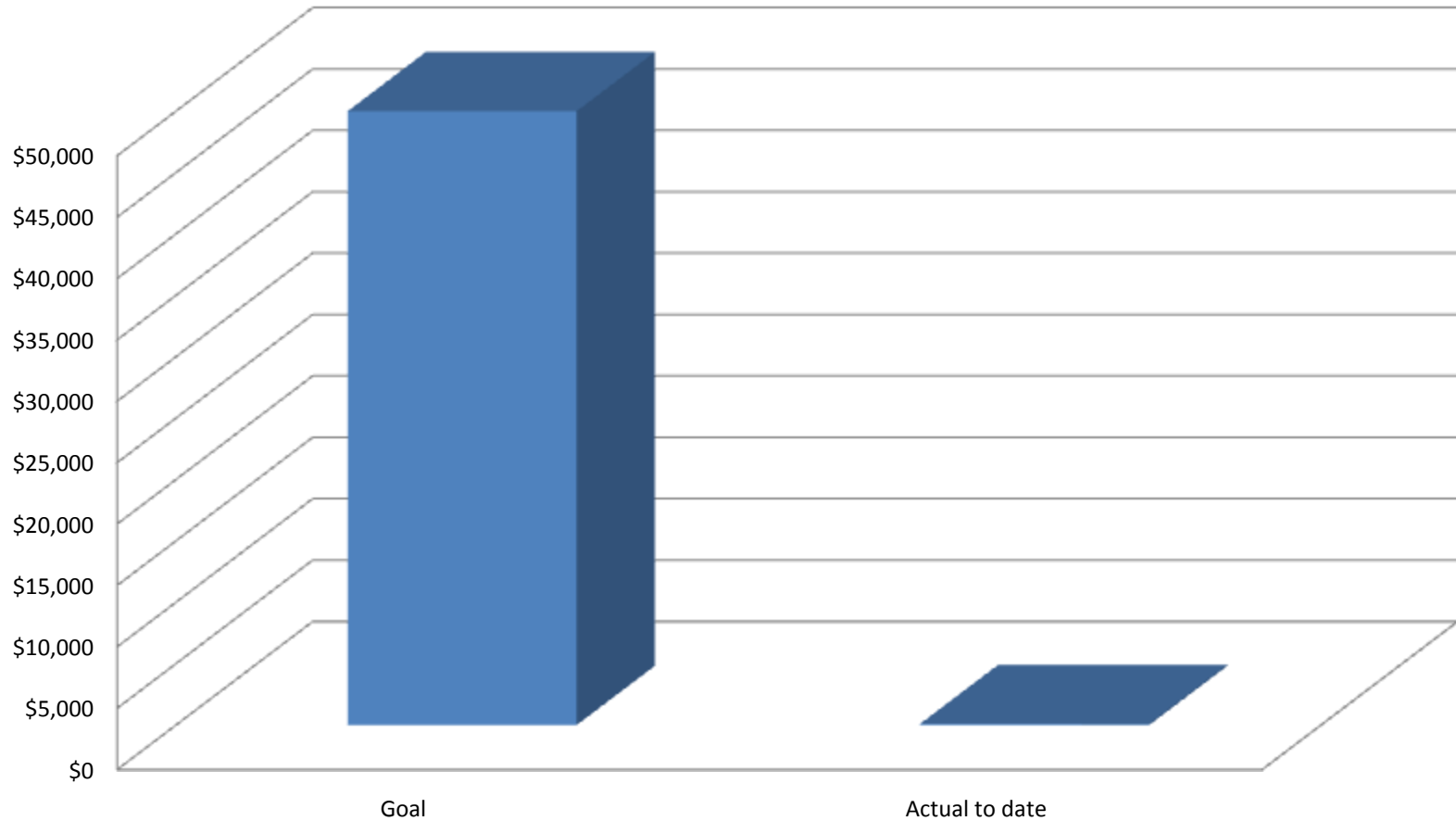


Greatest competition

Missouri Book Challenge (prize to be determined)



Fundraising for MO Book Challenge Prize

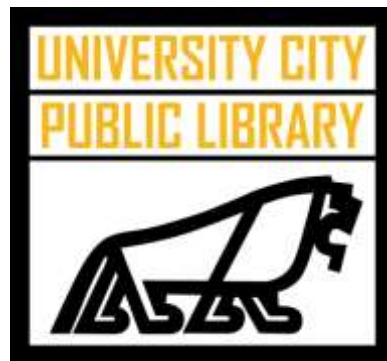


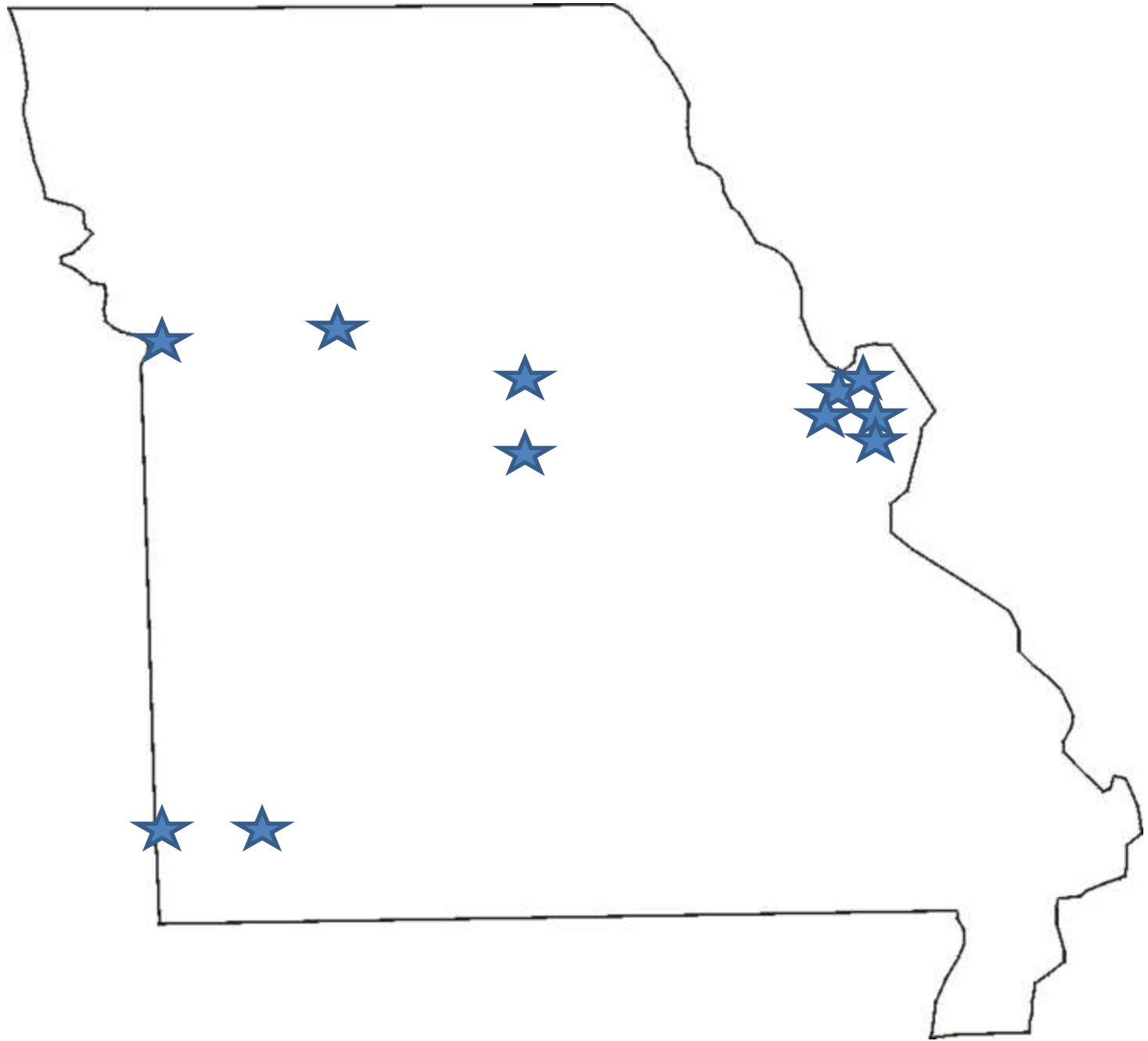
The 2011 Lineup



Marshall Libraries United

We are a group of public and academic librarians who have plans to take over the world – after we conquer the MO Book Challenge. But hey, it's not like we're competitive.





A Brief History of Competitive Reading



A Brief History of Competitive Reading



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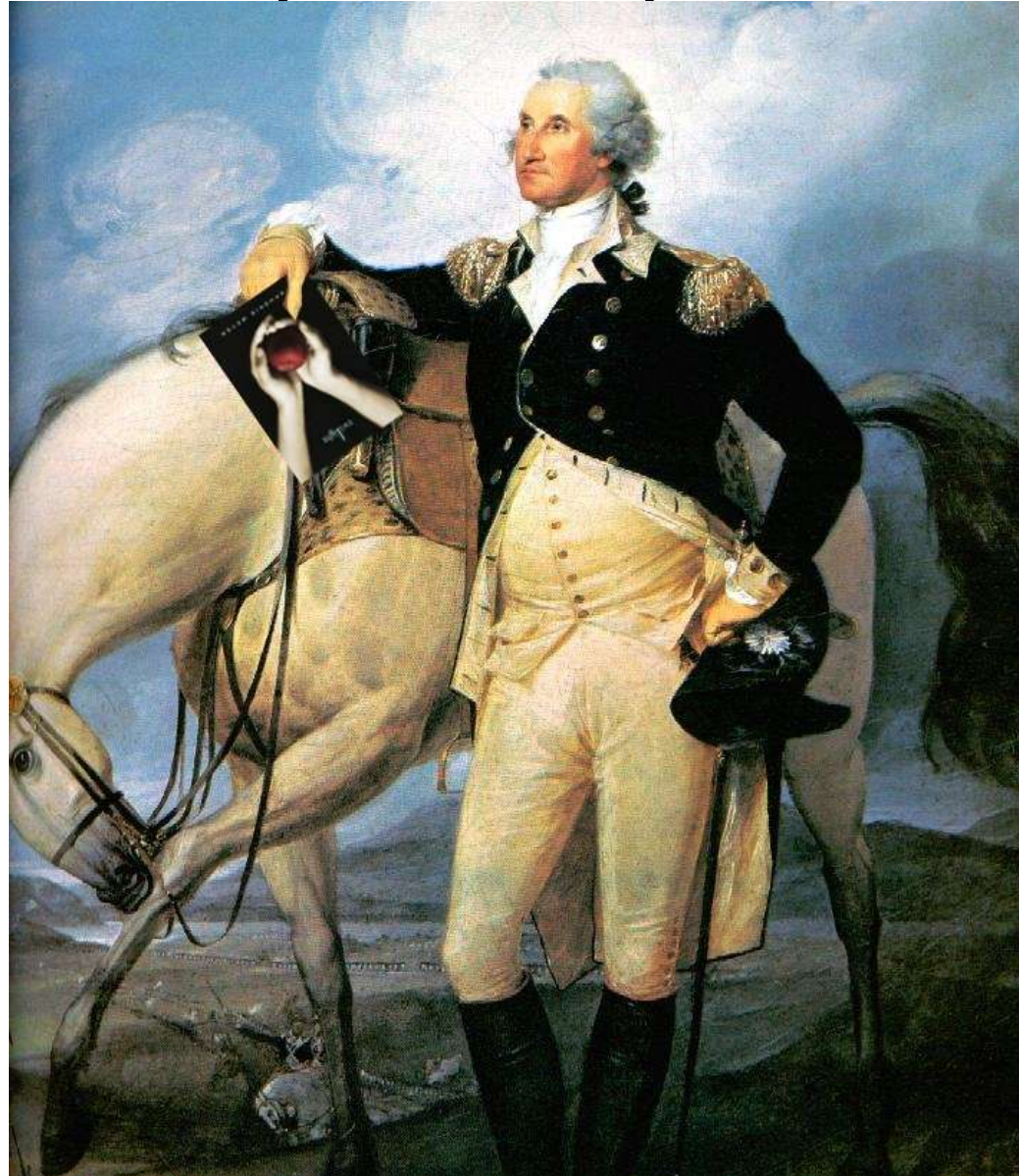
A Brief History of Competitive Reading



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A Brief History of Competitive Reading



MO Book Challenge History

- Is the preeminent reading contest in the world.
- 11 gutsy teams are battling for the coveted title.
- History is being made as these teams develop strategies.

Scoring Categories

- To keep it interesting, we have something for everyone.
 - Total books read
 - Total pages read
 - Page average
 - Top 5 team member stats
 - Participants as a % of total employment
 - Wild Card category
 - # of books read featuring a pony

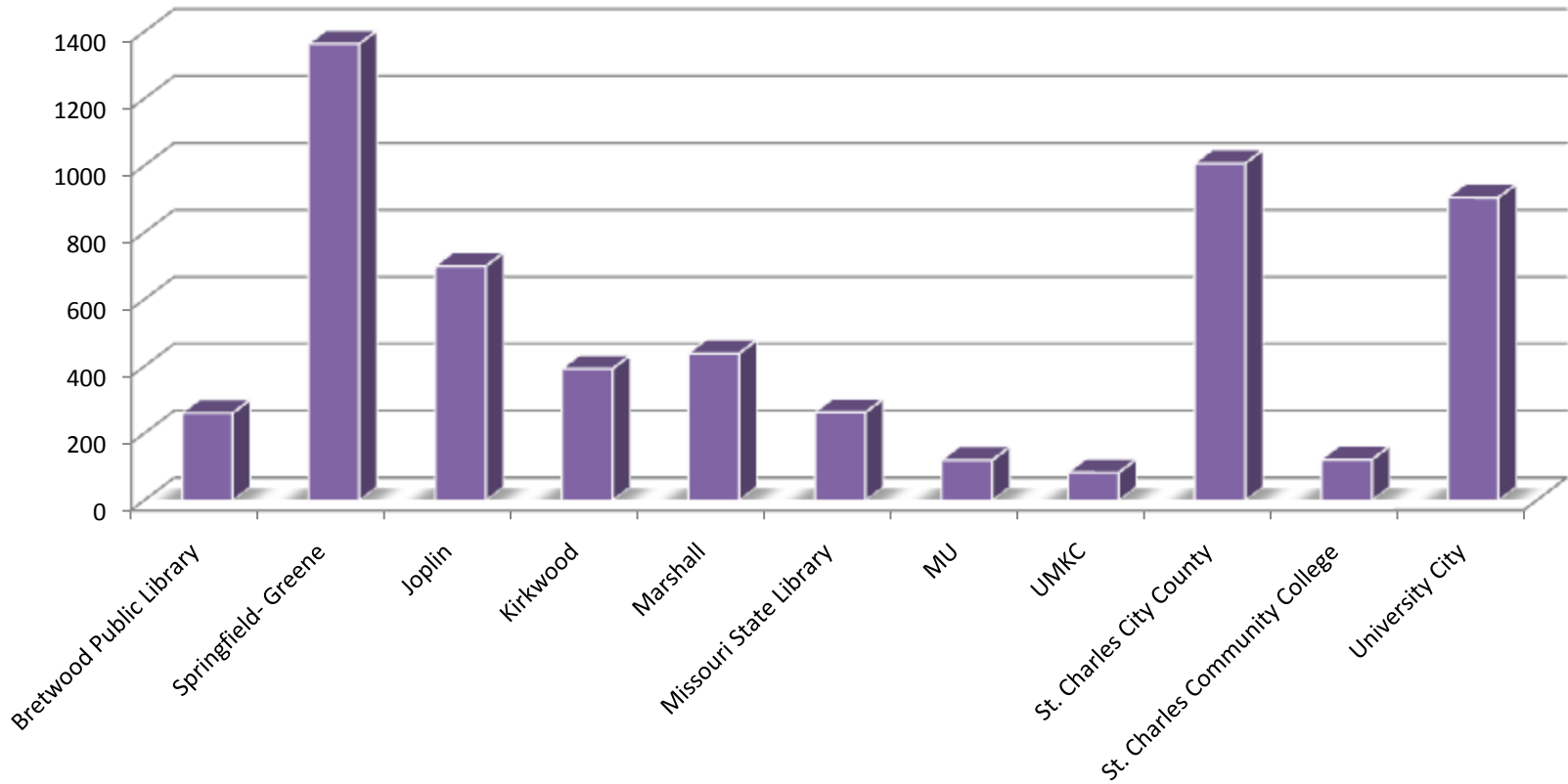
Pony-like animals include

- Ponies
- Horses
- Unicorns
- Garrons
- Centaurs
- ?



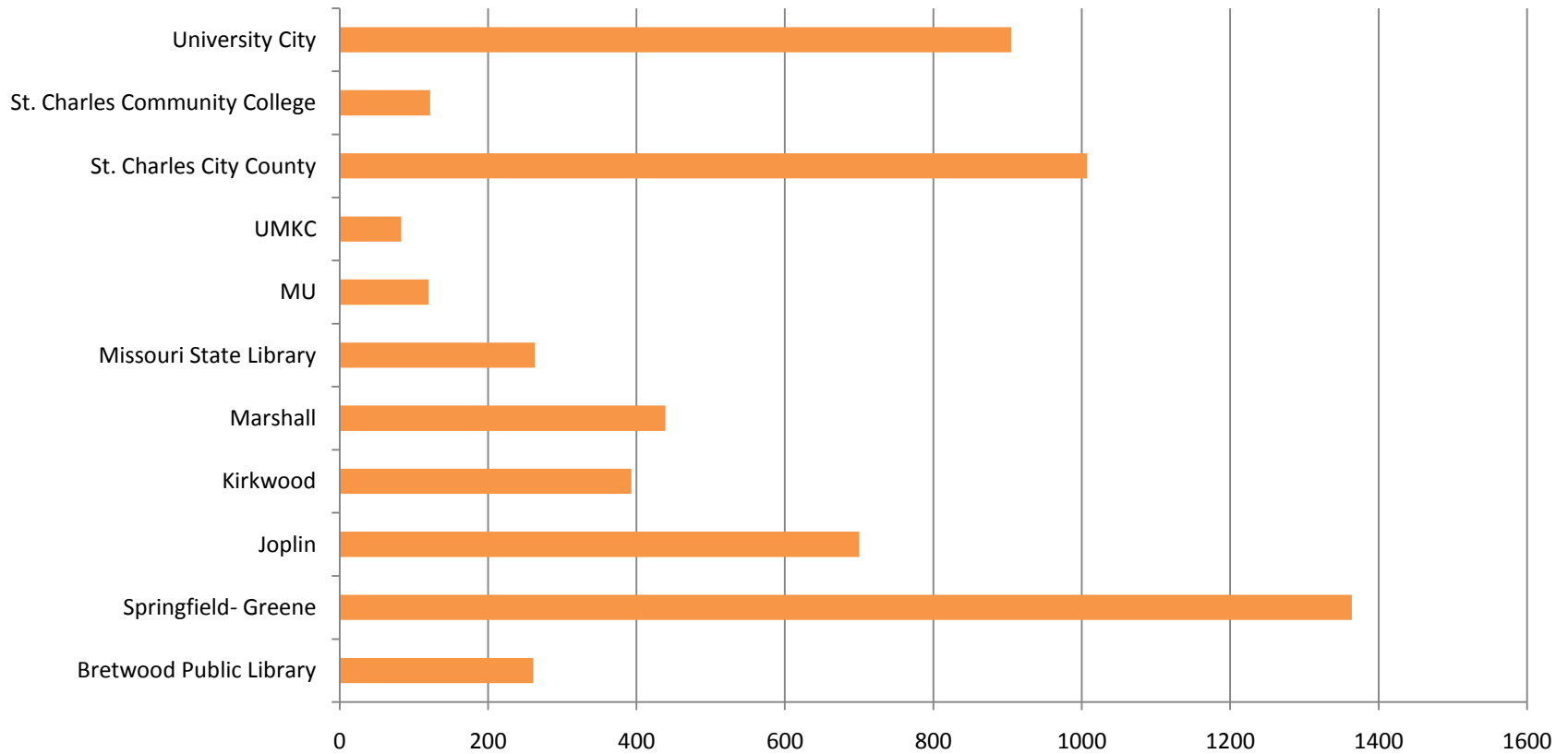
How does the scoring work?

Annual Totals - Books Read (to date)



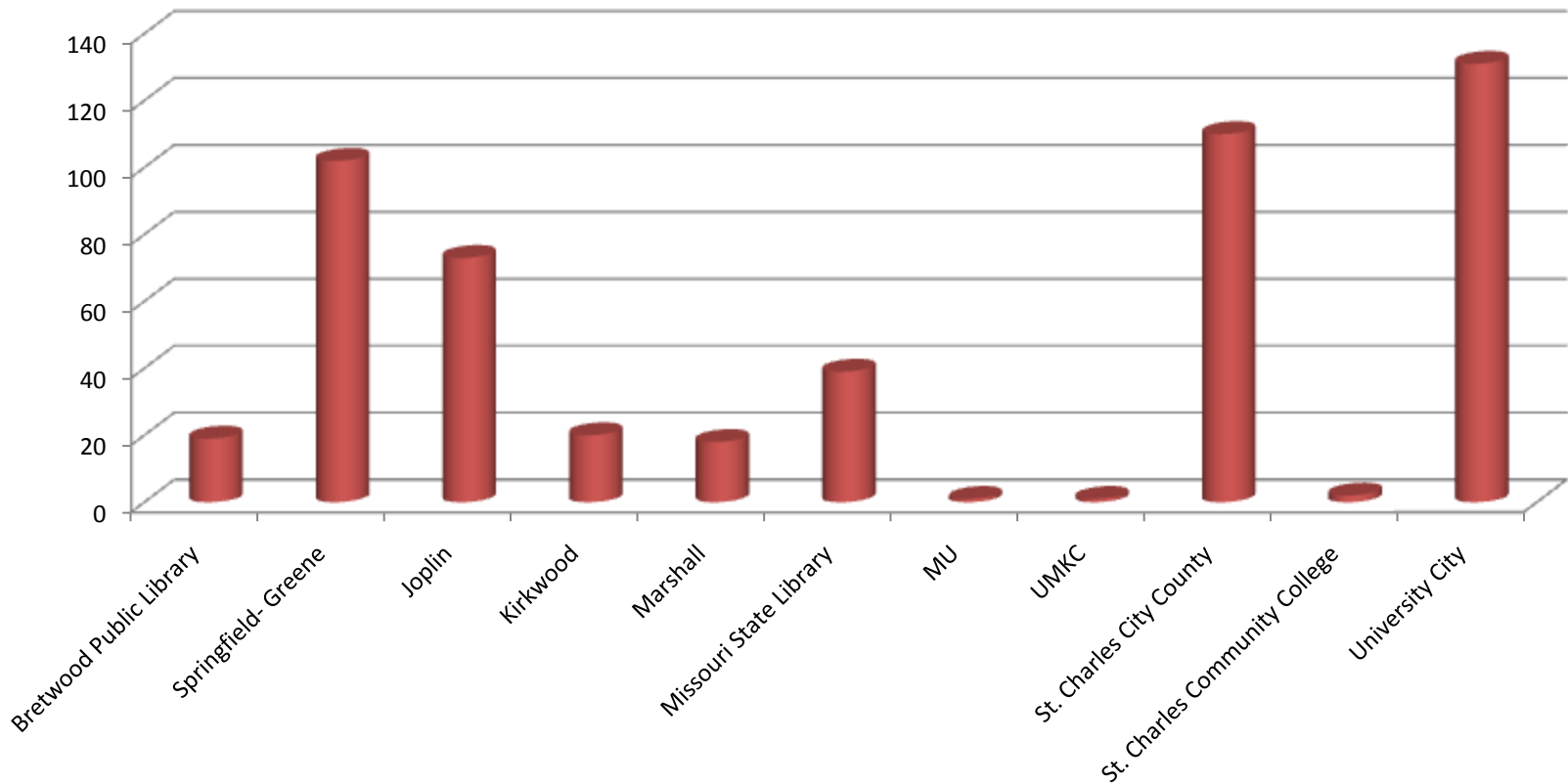
Scoring...

Annual Totals - Books Read (to date)



Ok, this is more like it

September 2011 Totals - Books Read



Scoring


- Scoring is weighted so the largest team will not automatically win.
- This means we really don't know who is winning right now but we are pretty sure we are in a battle for 4th place.
- But we are confident that we will win this!
(Because we are the ones keeping score.)

Serious competition brings drama

- Springfield-Greene vs. St. Charles City-County


MONDAY, AUGUST 1, 2011

St. Charles City-County Library District!



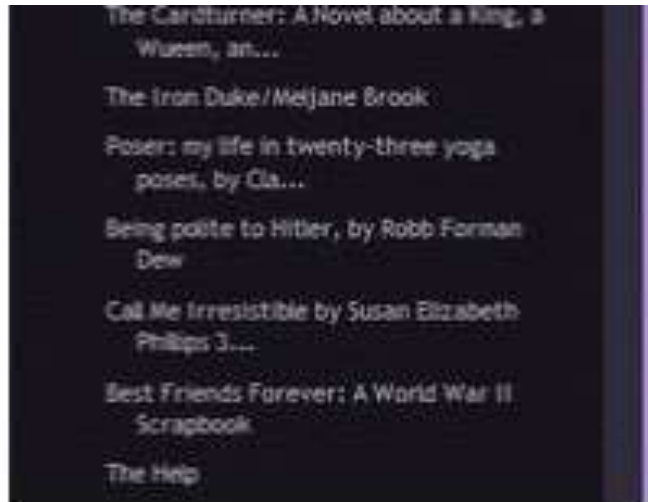
"Shh. Shh. Shh. Shh....Do you hear that? It's the **winds of change.**"

141 Books
43,356 Pages
16 Participants

Posted by LauraP at 5:49 PM 1 comments  1

Labels: SCCCLD, SCCCLD is the Greatest


...and Taunting



cunning, the deceit, the genius, to do it right at the end of the month as a coordinated effort, well, lets just say that I am

colored impressed. You have upped the game and the stakes my friends from across the 64/40. The blogosphere just got REAL folks, the first shot has been fired. [Allow me](#)

to return one.

Posted by Ninjac83 at 11:40 AM 



Labels: [cunning](#), [deceit](#), [tactics](#), [they think they are better than us](#), [university city](#)

And more taunting

THURSDAY, SEPTEMBER 1, 2011

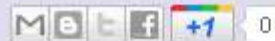
St. Charles City-County Library District - Rules the Day, AGAIN?!



We need more CowBell
... and more
Competition!!!

45,603 Pages
135 Books
17 Participants

Posted by LauraP at 12:52 PM 4 comments



Labels: I know I'm acting pretty confident, SCCCLD, SCCCLD is the Greatest

Why compete?

- Surveys show 94% of Missouri librarians were high school/college athletes so it is in our blood.

SURVEY RESULTS: Librarian background*

Athlete	6
Nerd	93
Not sure (probably nerd)	1

*80% margin of error

Competition is healthy



Promotes staff harmony



Motivational reading challenges



Readers Advisory tool

- Staff picks lists are easy
- Display ideas abound
- Find out who's the staff zombie expert



Improves readers advisory service

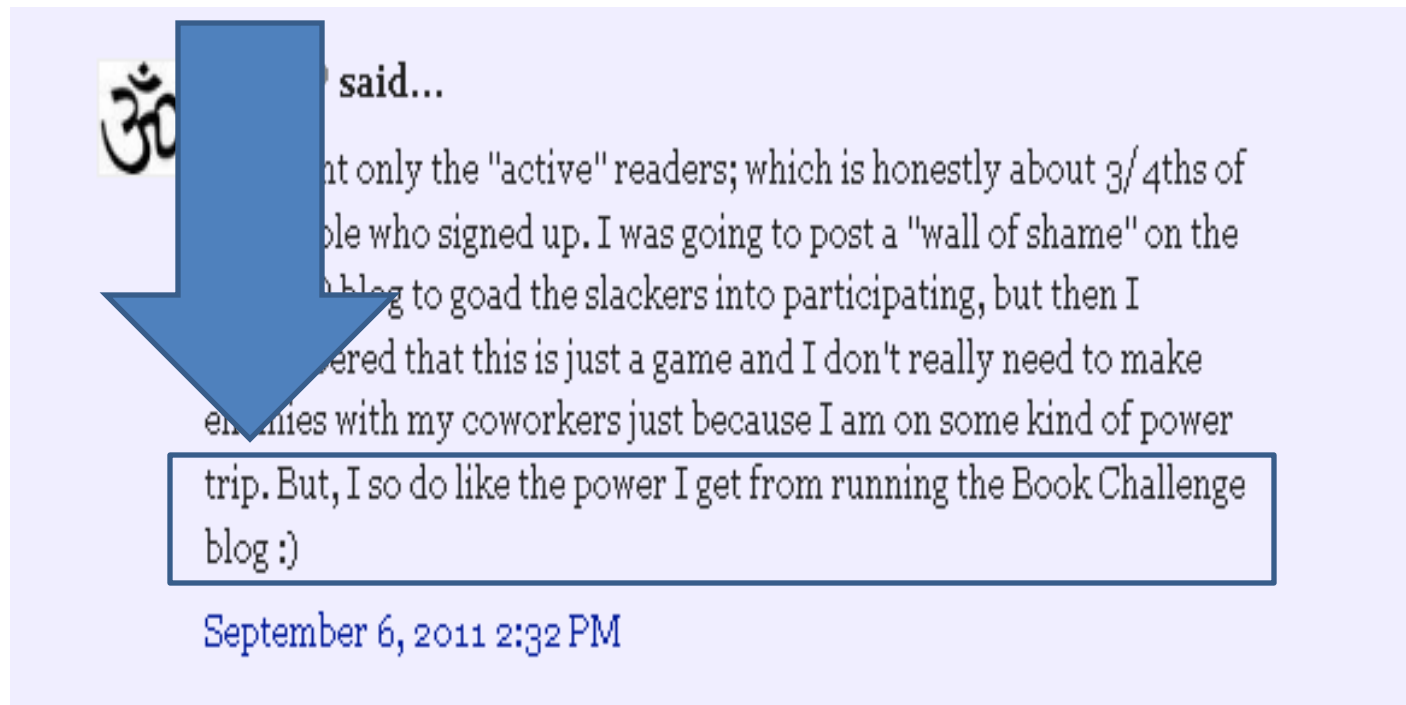


Discover your SUPER readers



Librarians love power

- 100 % of team captains surveyed report an increase in job satisfaction.

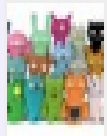


ॐ said...

...at only the "active" readers; which is honestly about 3/4ths of
...ple who signed up. I was going to post a "wall of shame" on the
...blog to goad the slackers into participating, but then I
...ered that this is just a game and I don't really need to make
...emies with my coworkers just because I am on some kind of power
...trip. But, I so do like the power I get from running the Book Challenge
...blog :)

September 6, 2011 2:32 PM

More power to you



Bibliophile said...

I feel in good company. I'm not alone in letting power go to my head!
Bwahahahaha!

September 14, 2011 7:02 PM

How we did it

- The blog – We used Google’s Blogger
 - Word Press is also very popular.
 - You may already have a blog.
 - If you are using a content management system, it probably has a built-in blog.
 - Undoubtedly hundreds of other options are out there (but we would have had to do research, so just call a reference librarian and ask them if you need more information).

Recruit a team

- Can be your library employees or a “United Team” like Marshall MO has put together.

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Recruiting cont.

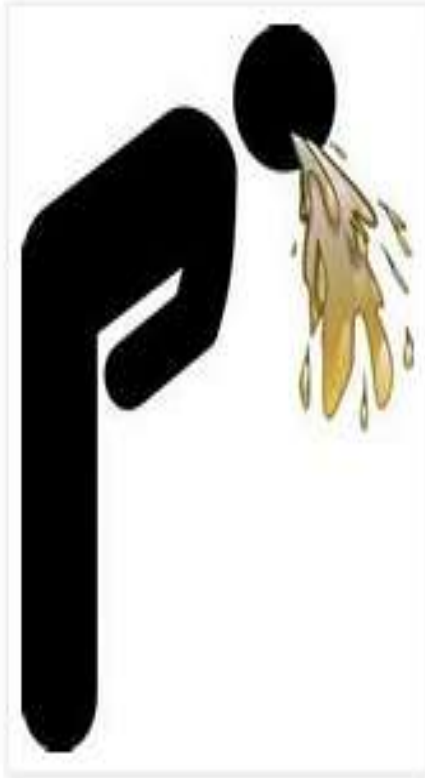
- Invite everyone
- Make a list: who you can blackmail into participating?
- Beg and cajole



Brute force and violence can also work



Humiliation can be a motivator



And Finally a special random drawing was held for those of you who were kind enough to sign up for the Book Challenge, but do not post to the blog. Who says you don't get anything for doing nothing?! :)

Congratulations **Sue C.** for your lack of participation you win a Tote Bag from **Springfield-Greene County.** :(

Lucky Girl! I hope you set it on fire at tomorrow's BBQ.

Hire for your team

- Ask interview questions about prior competitive experiences.
- Offer to arm wrestle them for the job.
- Make “provide reading history” a part of the application process.

We know this isn't for everyone

- You might be too weak



Too sick



Too scared



We are recruiting teams NOW

- Join us for the 2012 Missouri Book Challenge season.
 - January 1, 2012 – December 31, 2012

More teams = More fun

- 11 teams in 2011
- Goal – MORE teams in 2012 and then...
 - Bi state Book Challenge?
 - Midwest Book Challenge?
 - Middle America Book Challenge?
 - USA Book Challenge?
 - World Book Challenge?
 - Milky Way Book Challenge?

Find out more

- Missouri Book Challenge - <http://mobookchallenge.blogspot.com/>
- Christa Van Herreweghe – christa@ucpl.lib.mo.us
- Annie Fuller – afuller@ucpl.lib.mo.us
- Join us for a drink after this presentation.



Many thanks to Patrick Wall, our new director and extraordinary competitive reader. To the 2011 MO Book Challenge Teams – you have made this all worthwhile with your wonderful blogs and participation.

Lucy and Heather
YOU ARE THE
BEST!

JP, you are a real diplomat