

RAILS Online Roundtable: Promoting Titles Virtually for Schools

Tuesday, February 2, 2021

Chat Transcript

15:47:17 From Dan Bostrom to Everyone : Hi everyone, thanks for coming. Happy Groundhog's Day!

15:47:21 From Dan Bostrom to Everyone : We'll get started at 4pm.

15:55:03 From Dan Bostrom to Everyone : This event is being recorded.

16:00:48 From Dan Bostrom to Everyone : Starting soon!

16:08:32 From Dan Bostrom to Everyone : <http://bit.ly/DPMVirtual>

16:21:17 From Jennifer Garden to Everyone : Covers can frequently be found on Library Thing as well.

16:21:24 From Kathryn Stott to All panelists : Can you please show how you can directly link to a specific title in discoverer? (I know how to link to collections but not specific titles.)

16:22:47 From Kathryn Stott to All panelists : Thank you!

16:23:03 From Kathryn Stott to All panelists : That IS easy!

16:23:51 From Angela Florence to Everyone : Wow! I have Destiny and I never thought about clicking and dragging the image. Thanks!

16:24:39 From Dan Bostrom to Everyone : Q1. How do you promote titles in your school? What resources are you using?

16:26:23 From Tabatha Otto to Everyone : S'More news letters sent to students and parents. We also have a district book bus delivery system. Students request books and our district buses deliver to their front porch/door.

16:26:32 From Kristina Weber to All panelists : I use bitmojis and I also embed Destiny Collections in my PowerSchool learning class- there isn't an option for this in Destiny, but you can create embed code easily, and they look fantastic.

16:26:50 From Michelle Emerick to Everyone : A1: We are all remote still so we have been making custom lists in AXIS 360 and creating Google slide book talks (with bitmoji, book trailers, and author focus). We've been creating specific themes for the month and pushing into classes to do book talks. as much as possible.

16:27:07 From Angela Florence to Everyone : I've also used a Bitmoji room , Google Classroom, and Screencastify Videos. Students can request books on Destiny, but sadly requests have dropped...Looking to increase interest.

16:28:40 From Angela Florence to Everyone : Great ideas Patti! We have introduced SORA, which has been FABULOUS!

16:28:43 From Katherine Hlousek to All panelists : A1 - Our school has been virtual since last March. I was finding students weren't really using our ebooks or weren't sure what to search to discover books. Similar to Patti's bitmoji example, I have been promoting our ebooks on my library website using book cover images linked right to the ebook. This way students are able to browse. I linked up about 500 new ebooks and sorted by genre. This has been working and students are finally using our ebooks.

16:29:37 From Michelle Emerick to Everyone : A1: We have been promoting our public library resources as well for students who prefer physical books since we are remote.

16:31:13 From Dan Bostrom to Everyone : Q2. What have you found that works? What doesn't work? How do you measure success?

16:32:18 From Michelle Emerick to Everyone : A2: We have had a difficult time with book club- we tried to all read the same thing but getting books was rough. We decided to try to do themes each month and it's been a lot easier.

16:33:07 From Seanine Brady to Everyone : If they have access to public library Hoopla is great. You can get as many copies as you need

16:33:57 From Michelle Emerick to Everyone : A2: I think it's difficult to get students to choose to read books right now (at least in HS) because there are so many other things going on and our classes are not reading novels this year.

16:35:59 From Angela Florence to Everyone : I do like allowing students to add "comments" within Google Classroom. Each week I post Screencastify Lessons/Videos. I just ask kids to comment and we can get a little conversation going about books/reading etc...

16:36:52 From Tabatha Otto to Everyone : I think a lot of kids open e books and read them but don't check them out as well... that impacts our statistics

16:37:13 From Tabatha Otto to Everyone : Reading Ally is great!

16:37:58 From Tabatha Otto to Everyone : Correct

16:38:32 From Dan Bostrom to Everyone : Q3. How are students receiving books in your school/district? How do they check them out?

16:40:06 From Veronica Thurman to All panelists : Q3 Pembroke Library hands out book bundles and crafts to the parents

16:40:25 From Kristine Schauff to All panelists : We deliver to students in English classes. We have several book returns throughout the high school. I really like the blue painter tape.

16:43:20 From Janelle O'Malley to Everyone : We offer that at our library but we see more interaction with pre-k and kindergarten

16:43:47 From Tabatha Otto to Everyone : I would LOVE to do book bundles but we are struggling to get books back from last year still...

16:43:50 From Angela Florence to Everyone : K-2 I check out a crate of books to the entire class. Teachers let kids look with their eyes and choose. Sometimes it's on a theme, sometimes not. Grade 3-5 Destiny.

16:44:54 From Tabatha Otto to Everyone : That's great...!!!

16:45:32 From Dan Bostrom to Everyone : Q4. What sort of promotional activities would you like to try?

16:47:03 From Michelle Emerick to Everyone : A4: We have been promoting on social media but would like to do it more- Instagram, youtube book talks, etc.

16:50:10 From Tabatha Otto to Everyone : There's a great lesson for successful book talks using the HEAT strategy... I did that with kids before they made Flipgrid videos... very worthwhile to help the kids' success...

16:50:55 From Dan Bostrom to Everyone : Q5. What are other non-technology ways to promote books during the pandemic?

16:51:10 From Tabatha Otto to Everyone : <https://thereadinggroundup.com/bring-heat-to-your-book-talks/>

16:51:34 From Jennifer Garden to Everyone : Q5. We've put a selected list of new books in our monthly newsletter before. We don't have it now since we need the space for all updates, but I'm hoping to go back to it soon.

16:52:29 From Tabatha Otto to Everyone : S'More Newsletters are super easy...

16:53:27 From Angela Florence to Everyone : I do have a weekly (optional) Google Meet for my Elem. Kids. Sometimes, I simply preview a few new books or read one or two- live.

16:53:46 From Angela Florence to Everyone : Oops. That's tech.

16:54:57 From Angela Florence to Everyone : Thank you!Great ideas!

16:55:11 From Michelle Emerick to All panelists : Thank you both!

16:55:14 From Tabatha Otto to Everyone : Great ideas! Thank you so much, Patti!

16:55:14 From Kristina Weber to All panelists : Thank you for doing this!

16:55:21 From Katherine Hlousek to Everyone : Thank you!