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Our Book Club Kit Experience - What Happened? What Went Wrong?

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OUR BOOK CLUB KIT EXPERIENCE-WHAT HAPPENED? WHAT WENT WRONG?



HEALTH SCIENCES LIBRARY
& INFORMATICS CENTER

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OBJECTIVE

To determine why a Reading is Healthy Book Club Kit did not generate participation in a rural western state. The kits were based on the National Library of Medicine's "Reading is Healthy" model. Ten book club kits were created during the spring of 2022 and were publicized through direct email to community and public library directors as well as meeting with special interest groups within the New Mexico Library Association and the University of New Mexico Health Literacy Office.



METHODS

A five question survey was designed to help guide telephone interviews with the library directors that might participate in the program.

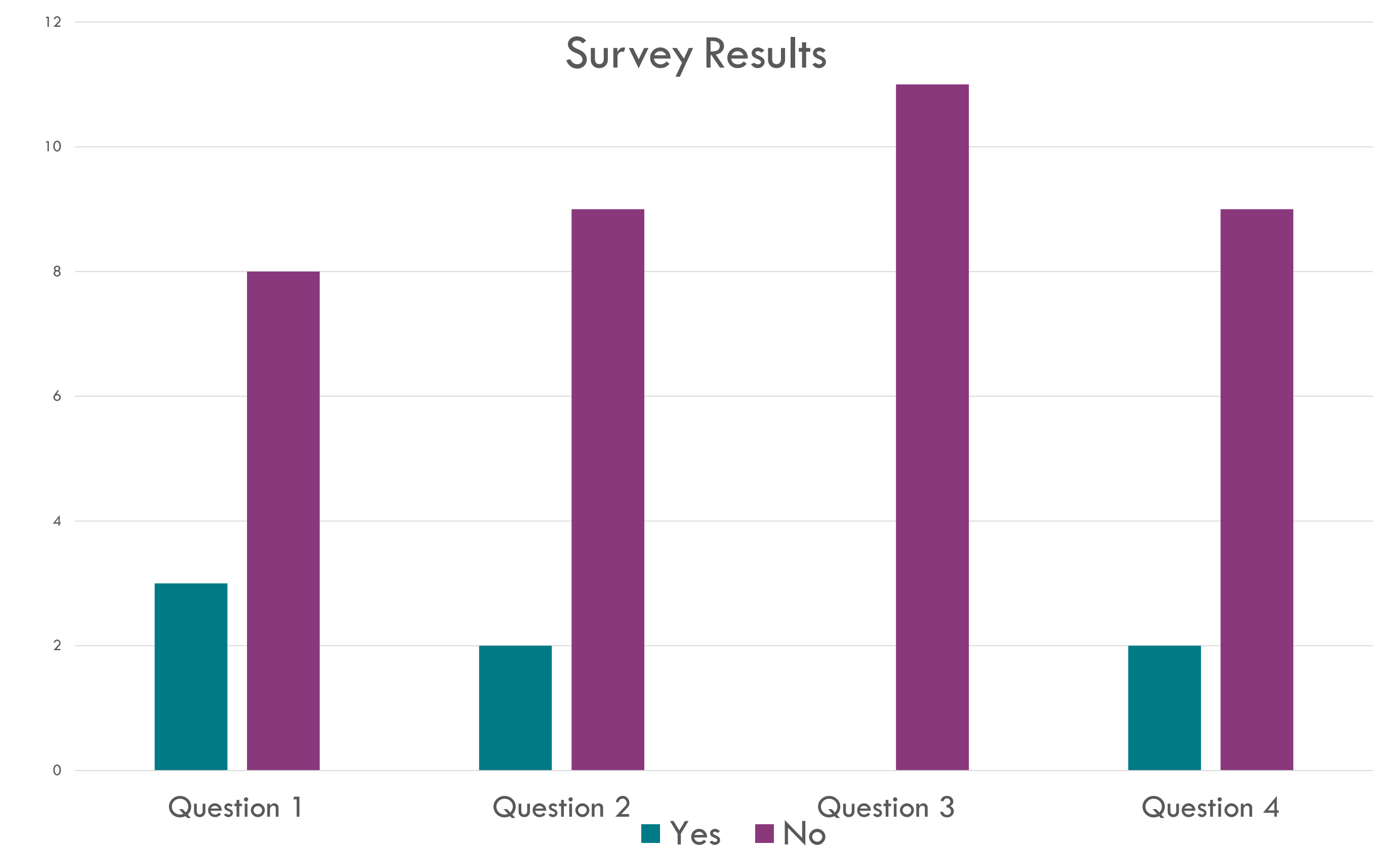
The questions included majority yes or no as well as open ended. We asked if they currently had a book club at their library, did they have enough staff to facilitate a book club, was having materials available only in English a factor, was it the choice of titles that discouraged their participation, and what was the biggest reason as to why they did not take advantage of the book club kits?

RESULTS

A total of 50 New Mexico community and public libraries were sent an email survey. A total of 13 libraries provided responses (23%). Only 3 out of 11 libraries (27%) have book clubs. Out of those 3 libraries, 2 libraries stated they did not have enough staff or resources to conduct a book club, whereas the third library has a volunteer to facilitate their book club.

85% (11 out of 13) of participating libraries indicated that materials being offered only in English did not affect their decision to participate in the program. While 82% (9 libraries) stated that the titles were not a factor. 18% (2 libraries) mentioned the titles were very interesting, while another 18% said the titles were not of interest (especially in the summer).

15% (2 libraries) of the participants stated they could not assist with this research.



Survey Questions

1. Does your library have a book club?
2. Do you have enough staff to facilitate a book club?
3. Is your lack of participation due to the fact that materials are only available in English?
4. Is it the choice of titles that discouraged you from ordering a book kit?

CONCLUSION

Overall the results show that many libraries around the state of New Mexico face staffing shortages. It appears there would have been more participation if there was either staff or volunteers to facilitate this program. In addition, the two libraries that stated they were unable to assist with this research could also be indicative of time constraints. The results also show that it is not an issue with the program itself, but outside factors that contributed to the lack of participation.

ACKNOWLEDGEMENTS

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