Ideas for funding, building and promoting your Large Print Collection

Nationwide, many librarians have developed successful Large Print programs. Thorndike Press is sharing the innovative and creative ideas that led to these thriving Large Print programs.

ARCHIVED ON OUR WEBSITE: A FREE LIBRARY JOURNAL WEBINAR!

Learn best practices for LARGE PRINT in your library.

Learn more about best practices that increased circulation and boosted patron awareness and usage of Large Print. Guest librarians and Thorndike Press participate in a special Q&A session at the end of the Webcast.

www.gale.cengage.com/thorndike
We would like to thank all the librarians who shared their Large Print best practices with us. If your library has a Large Print best practice and would like to share it, please e-mail it to Debbie Ludden at debbie.ludden@cengage.com or Kara Kugelmeyer at kara.kugelmeyer@cengage.com.

No attempt has been made to give a complete picture of each library’s program since they have many elements in common. The purpose of this publication is to challenge other librarians to STRIVE FOR THE BEST for their Large Print collections.
Large Print

LOCATION
Placement & Accessibility

“I order large print for MARSHALL PUBLIC LIBRARY and I’ve been putting my new large print books on the new regular print bookshelves . . . in a section by themselves, but still readily seen by the new fiction readers. Just by doing that one small act, my stats have increased.”
— Ann Mercaldo, Librarian
Pocatello, ID

“When I first began working at LOWER MACUNGIE LIBRARY I was surprised to see how little attention was being given the large print collection considering the large population of seniors in the community. The first thing I did was to move the entire collection from the farthest wall from the front door, to the front area of the library, very visible as you enter the library. I know that everything can’t be ‘in the front of the refrigerator’ but I felt that seniors have special needs that warrant special collection placement. . . . I am looking forward to hearing about successful ventures that libraries have used to encourage large print usage.”
— Kathee Rhode, Librarian
Macungie, PA

“At DELAND LIBRARY we are a two-story building. Our Adult Fiction and Non-Fiction collections are on the second floor. Of course we have an elevator, but the majority of the patrons that read large print do not want to travel upstairs. So in order to market our collection, we have placed the Large Print in the High Demand DVD area on the first floor. They are in a high interest area which will lead the patrons looking for dvds towards the books they felt they could no longer read because of eyesight. Many patrons were unaware of the EXISTENCE OF LARGE TYPE BOOKS, and gave up on reading. We have stickers in bright yellow on the sides of the book to denote large type. A LARGE sign is hanging over the collection advertising the large print collection. . . . We also make sure to tell our patrons that the title is available in large print as well as regular print. Many many patrons prefer the large print.”
— Pamela Rutan, Librarian
Deland Area Libraries,
Deland, FL

“[YPSILANTI DISTRICT LIBRARY’S] Large Print is located off a main traffic corridor in the 1st floor Popular Reading area. This location is near the circulation and customer service desks, so patrons can easily ask for help and check out without having to walk/navigate too far. Shopping carts and baskets are available as Large Print titles can be heavy. Placement is also adjacent to the Literacy Collection (which contains books for Adult Learners and ESL patrons). Just down the corridor is the Youth/Young Adult Department. This placement is in quick proximity to several target groups of patrons for Large Print materials — reluctant readers, adult literacy beginning readers, and ESL learners needing reading material. Large Print titles are also included in our Youth Department’s Fiction Collection.”
— Susan Brown, Librarian
Ypsilanti, MI
Shelve Large Print with regular print editions to improve awareness and circulation.

Attach spine labels to identify Large Print books and make them stand out on your bookshelves.

Large Print

LOCATION

Shelving

“[YPSILANTI DISTRICT LIBRARY’S] Large Print is divided into browsing collections. Face-out displays on shelves and on top of fixtures highlight new titles (which have ‘new’ spine labels as well).”

— Susan Brown, Librarian Ypsilanti, MI

“We too have found putting large print (LP) on the same display as new fiction, but in a different section, has increased circulation. I liked the idea of reference staff always letting the public know titles are also available in LP. One thing we at BARRIE PUBLIC LIBRARY found helpful for users was to remove all LP items from the bottom shelf of each set of stacks. Some of our users have arthritis and found it difficult to access the lowest shelf.”

— Janet Graham, Librarian Barrie, ONT Canada

“We did decide to create spine labels using a larger, bold font. Along with that, our ‘NEW’ sticker, indicating newly purchased items, is also larger than old 1/4” sticker we used to use.”

— Amy J. Weiss, Technical Services Woodridge, IL

WOODRIDGE PUBLIC LIBRARY

“JOHN MOSSER PUBLIC LIBRARY puts the name of the series and the number the book is in the series on a spine label. This helps eliminate the librarians’ time spent researching series titles for patrons. Also, it’s a great conversation starter.”

— Betsy Kisler, Librarian Abingdon, IL

Large Print

PROMOTIONS & DISPLAYS

Bookmarks

You can download Large Print bookmarks on line at:

www.gale.cengage.com/thorndike

MARKET YOUR LIBRARY

Slip a Large Print bookmark into regular print books that are being signed out. This will let your patrons know that you have Large Print available at your library.

Provide a stack of Large Print bookmarks in a location your patrons are sure to see and encourage them to take one as they go.
Large Print

PROMOTIONS & DISPLAYS

Posters and Signage

“Every June during seniors month our display area by the elevator features mostly Large Print items. Despite the large banner near the LP collection, some older adults are still unaware we have them. The display brings the existence of Large Print to their notice. Staff makes a point of featuring a couple of Large Print items in every book talk we do in the library or during outreach visits. In addition, I write a monthly book review for the local seniors’ regional newsletter and always mention when the book is available in LP. . . . We have had users come in asking for LP as a result.”

— Janet Graham, Librarian
Barrie, ONT Canada
BARRIE PUBLIC LIBRARY

You can download Large Print posters on line at:
www.gale.cengage.com/thorndike

MARKET YOUR LIBRARY

Large Print

OUTREACH

Homebound and Mobile Services

“At MAQUOKETA PUBLIC LIBRARY, we have an active delivery program for institutionalized and homebound persons. Most served by these programs prefer or must have Large Print material. Our materials are delivered by volunteers and sometimes sent through the mail. . . . This program has been easy to market and has given the Library great positive exposure in the community.”

— Karen M. Manning, Librarian
Maquoketa, IA

“The KINGSPORT PUBLIC LIBRARY has a Books-To-Your-Door which delivers books (mainly large print) and audio materials to patrons who are no longer able to come to the library. The program is operated by our Friends of the Library group. Two volunteers coordinate the program and make selections for our Books-To-Your-Door patrons based on information supplied to them regarding types of materials the reader wishes to receive. The books are delivered to the patrons by a group of volunteer drivers. The driver returns four weeks later to pick up the previous group of books and to deliver a new group of books.”

— Danny Bartlett, Librarian
Kingsport, TN

Large Print posters hung around your library let your patrons know that you carry Large Print.

Feature Large Print on your library’s web page to let visitors to your site know that it’s available.

Patrons who depend on your homebound and mobile services may prefer and/or need Large Print.

If your library doesn’t currently provide such a service perhaps starting one with your Large Print collection will improve circulation!

Friends of the Library may assist you in providing this service. See page 9.

Large Print minicollections are included on our two bookmobiles, and are a strong component of our home delivery service ‘Books on Wheels.’”

— Susan Brown, Librarian
Ypsilanti, MI
YPSILANTI DISTRICT LIBRARY
Senior patrons want to read what everyone else is reading but may need a larger print.

Offering your senior patrons Large Print selections geared for young adults (like the Harry Potter series) may help them stay in touch with the teens in their lives.

Large Print OUTREACH Nursing Homes, Assisted Living Centers, Senior Centers and Retirement Communities

“. . . I just want to inject that we not forget the nursing homes and assisted living centers when it comes to large print books. I call on numerous nursing homes and assisted living centers where many of the residents have low vision, but still want that contact with a good book in their hands. They have to read large print, and aren’t quite ready to go to the talking books. Thanks!”

— Wanda Daniel, Talking Book Center Dublin, GA

OCONEE REGIONAL LIBRARY SYSTEM

“An added bonus [of our collection of large print and matching CD titles for teens] was that these materials were available to the grandparents and great grandparents at Green Ridge Village, a large Senior Living facility near us that is overseen by the Presbyterian Church. . . . These folks could now read and discuss the Harry Potter series, The Chronicles of Narnia series, The Thief Lord, The Golden Compass, and so many others with their families all over the world. . . . I will say that my private discussions with the adults who have read some of the more ‘supernatural’ materials have been really fun.”

— Sally Ann M. Smith, Head Librarian Newville, PA

JOHN GRAHAM PUBLIC LIBRARY

“[YPSILANTI DISTRICT LIBRARY] has ‘deposit collections’ placed for 3 month rotating time periods in 10 Senior Centers and Senior Residences throughout our community. Collection sizes range from 20-135 titles according to the available space at each facility. This Outreach practice means that approximately 10% of our Large Print Collection is shelved outside the library at any given time. Each new collection is chosen by a staff librarian, ‘checked out’ then delivered to the facility by our Outreach Department, which picks up the existing on-site collection. This practice increases circulation and gives the library great visibility in the community. It provides a needed service for those who may not be able to come to the library due to transportation or health issues.”

— Susan Brown, Librarian Ypsilanti, MI

Large Print OUTREACH Nursing Homes, Assisted Living Centers, Senior Centers and Retirement Communities
Thorndike Press provides the most bestsellers and bestselling authors in Large Print. We offer a wide variety of genres, some published simultaneously with the regular print edition.

Receive your Large Print books automatically by starting a standing order plan. With a standing order plan you’ll receive up to a 25% discount and free shipping!

If you prefer to select your own Large Print titles, we offer several Librarian’s Choice Plans. With a Librarian’s Choice Plan you select the titles and you select the discount.

Visit us for more information or to start your plan(s) today. Our books are 100% guaranteed and you can start or stop any standing order plan at any time.

www.gale.cengage.com/thorndike

Large Print

COLLECTION DEVELOPMENT

Selection

“Many of my large print patrons . . . are in their 80’s and 90’s. They have a variety of reading tastes. Some are avid TV talk show fans and would like to see whatever is on Oprah’s book list or anything mentioned in the political talk shows or reviewed on NPR. Others like to read what their children and grandchildren are reading — I had several requests for Harry Potter, not because they liked it but because they wanted to know what everyone was talking about. Romances are very popular because my patrons want a light easy “escape” from their physical aches and pains. Story development is important — they want a good story and characters they can care about, and really dislike anything that is too preachy or harps on issues like abortion. . . . I am getting more requests for nonfiction — readers like travel books about people living in foreign countries or having adventures, and of course the historical figures such as presidents or movie stars are always popular. There are always the usual requests for best sellers, top authors, continuation of series, etc. Patrons who come into the library seem to have similar interests.”

— Diane Hollendonner, Outreach Supervisor, Jacksonville, IL

JACKSONVILLE PUBLIC LIBRARY

“[EDGECOMBE COUNTY MEMORIAL LIBRARY] currently has a Librarian’s Choice Plan with your company and I am really enjoying having the flexibility to choose from your selection of large print. This plan really gives me the room I need to pick books according to the senior citizens’ interest. One month the interest may be strong in Christian fiction or Western fiction and months later the interest may be on Memoirs or Nonfiction material.”

— Rose Battle, Outreach Coordinator
Tarboro, NC

““We are getting most of the current, popular titles in large print. We are finding that it is not only your stereotypical elderly or visually impaired people who are using the collection. We are noticing everyday 40- and 50-somethings taking advantage of the easy to read print. Some comments are that after spending a day on the computer at work, it is nice to ‘give your eyes a break’ with larger print.”

— Amy J. Weiss, Technical Services
Woodridge, IL

WOODRIDGE PUBLIC LIBRARY

“[YPSILANTI DISTRICT LIBRARY] subscribes to several standing order plans, which keep the collection up-to-date with new releases in all the categories. We fill in with additional orders of requests and specialty titles, as well as taking advantage of periodic sales offered by vendors. Westerns seem to be the only category of waning interest to our patrons — watching circulation can help to customize the standing order plans.”

— Susan Brown, Librarian
Ypsilanti, MI
**Large Print**

**COLLECTION DEVELOPMENT**

**Weeding**

“Weeding — one of the hardest tasks I have!!! My motto is ‘Every book is wanted by SOMEBODY’ which doesn’t help much when I need space on the shelves. Fortunately, our circulation supervisor is RUTHLESS when it comes to weeding so she helps me break my emotional attachment when the job needs to be done! It helps if she takes books off the shelf and places them on a cart for me to look at, then I tend to agree that yes, this really needs to go! We did our most extensive weeding in 2006 when we just had to have more space for our new books, removing over 1100 titles. We concentrated on anything that was really old (purchased in 1976 when our large print collection began) and worn out, books that were food-stained and shabby, items that had not circulated for some time. After that was completed, we had plenty of “breathing room” on the shelves and everything looked much more attractive! I still tend to hang on to some of the “classics” or books in a series that are really pretty shabby but people still want to read them. My student pages have been trying to throw away the early books in Sue Grafton’s mysteries for months now because they are so awful-looking and I keep rescuing the books from the trash — but thank goodness for Thorndike reissuing ABC & D because so many people want to start at the beginning and read through all her books whenever a new one comes out. I am also trying to spruce up my Louis L’Amour titles because they are very popular and the old copies need to be replaced. Some authors (Danielle Steel) take up so much room on the shelves . . . some of her books are going to be removed one of these days! I probably won’t do another “big” weeding campaign for another couple of years, but will continue to check the shelves every month or so to pull out anything that looks shabby or really isn’t observed “moving” among our patrons.”

— Diane Hollendonner, Outreach Supervisor, Jacksonville, IL

**JACKSONVILLE PUBLIC LIBRARY**
Some churches oversee or visit local senior living facilities and may welcome an opportunity to assist you in helping fulfill their needs.

Ask your local Lion’s Club to help with fundraisers and/or donations for Large Print Books.

Friends of the Library groups provide resources, services, and networking opportunities across the country.

Large Print FUNDING

“One idea that just flies off the top of my head is to try to get the local Lion’s Club to donate to the library for some large print collection additions. Their organization is interested in helping with preventable blindness (see: http://www.lionsclubs.org/EN/content/about_index.shtml) and a large print collection would be a perfect fit! It worked for us! You just need to find out who to contact in the local organization and how to ask for donations within the club and they are usually pretty receptive.”

— Kathleen M. Wade, Public Services Manager, Buena Park, CA
BUENA PARK LIBRARY DISTRICT

Large Print GRANTS

“. . . we are applying for a small library grant ‘to expand our big print book collection.’ . . . We do plan to win the grant because Bigfoot is helping us. You see, we are launching a special program: Bigfoot Legends and Big Print Books are a comin’ to Orangevale.

“Our Bigfoot theme is as unique as our community. . . . Our residents, especially our pioneering old-timers enjoy telling tales of Bigfoot in this neck of the woods. Our library circulates some 77,000 books annually and Big print books are in demand here, not only for our seniors and for the visually impaired but also for readers like thirty-something Mary Jo who says, ‘I prefer big print books; they’re much easier on the eyes and I can read faster. I wish there were more.’”

— Betts Flores, Vice-president Orangevale, CA
FRIENDS OF THE ORANGEVALE LIBRARY

TRIED AND TRUE

• Lions Club
• Friends of the Library
• Local Church
• Book Sales
• Bequests
• Dinners
• Raffles
• Collection “Sponsors”
• Donor Database
• Thorndike Press Buyback Program

See page 8.

THESE MAY HELP

• The Big Read Grant Program
  www.neabigread.org

• The Wal-Mart Foundation
  http://walmartstores.com/CommunityGiving

• Library Grants
  http://librarygrants.blogspot.com/

• Fundraising for Libraries:
  Links and Resources
  http://www.librarysupportstaff.com/

• Scholastic Library Grant
  For 2009 Grant information visit ALA at
  http://www.ala.org/ala/aboutala/hqops/pio/natlibraryweek/ nlwgrant.cfm
Thorndike Press has a selection of Large Print titles for Middle and Young Adult readers.

Each year we have Large Print selections based on summer reading program themes.

We also have a selection of titles from the BIG READ PROGRAM available in Large Print.

www.galeschools.com/thorndike

(Programs that Integrate Large Print)

“...I decided to develop a collection that included large print and matching CD titles that would make assigned reading easier for learning disabled young people. These are not necessarily cataloged together in a kit, but available in both formats to be used separately or together, depending on the need of the student or the requirement of the teacher. ... Teens were served by having their scholastic and pleasure reading needs met and our local senior citizens have a new way to connect with the teens in their families.”

— Sally Ann M. Smith, Head Librarian
Newville, PA
JOHN GRAHAM PUBLIC LIBRARY

(use large print in:
• Senior Reading Groups
• Senior Book Clubs
• Young Adult Summer Reading Programs
• Teen/Senior Networking
• One Book — One Community
• Big Read Program

A few blogs & websites to watch

http://www.gale.cengage.com/thorndike
http://www.librarysupportstaff.com
http://www.technologygrantnews.com
http://www.libsuccess.org/index.php?title=Services_for_Older_Adults
http://seniorfriendlylibraries.blogspot.com
Senior Friendly Libraries: Resources and discussion about library services to older adults.
http://www.seniorspaces.blogspot.com
http://ricklibrarian.blogspot.com
Hangouts Feed Souls of Lonely. About places seniors frequent and how the library can be included.)
The Huntsville-Madison County Public Library in Huntsville, Alabama, offers a senior services program through their Extension & Outreach Services department at the Main Library. Sarah Bradford, Outreach Librarian, has overseen the senior services program for the past ten years. The program services over 30 nursing homes and assisted living facilities across Madison County. Once a week, Sarah delivers collections of approximately 150 large print books, videos, and audio books to one of her facilities. The collections are rotated every three months depending on the needs of the individual location. Sarah works closely with the Activity Director at each location to schedule collection delivery and retrieval as well as understand the special needs of the patrons being served. Upon request, story hours are shared with the residents of the centers at their different locations.

In developing her collection of large print books, Sarah tries to reach a wide audience by stocking her shelves with bestsellers. The collection consists mainly of fiction with some bestseller non-fiction mixed in. Her most requested authors are John Grisham, Nora Roberts, and Mary Higgins Clark, and the most popular genre of the collection is romance. Sarah continues to make plans for the future of the senior service program. She would like to expand senior services, hoping to add more stops in the Madison County area. She truly enjoys providing this service to the senior citizens and believes it enriches their lives. “Without reading and movies,” she says, “their lives would be boring.”

Visit Huntsville-Madison County Public Library at http://hpl.lib.al.us/
Ideas for funding, building and promoting your Large Print Collection

Nationwide, many librarians have developed successful Large Print programs. Thorndike Press is sharing the innovative and creative ideas that led to these thriving Large Print programs.

We hope this brochure has inspired and challenged you to strive for the best, and that it has shown you how funding, building, and promoting your Large Print collection can be one of the most rewarding activities you pursue for your library.

As you improve your service to Large Print patrons, we stand by with excellent service to you: we offer the largest selection of current bestsellers and bestselling authors — in paperback and in hardcover. And to help you work within tight budgets we offer discounted standing order plans in all sizes and genres.

If you have any questions or comments about our Large Print best practices, or if you would like to submit a best practice of your own, please e-mail Debbie Ludden at debbie.ludden@cengage.com or Kara Kugelmeyer at kara.kugelmeyer@cengage.com.

Thank you for sharing your Large Print best practices. We hope they help more librarians to develop successful Large Print Programs.