



Reading Club Spotlight - Brainstorm Meeting

Date: 28 August 2023

Venue: Library Whiteboard Corner

Present: Nobathembu Letsoenyo (Facilitator); Sunish Theethunni; Habeeba Akbar Ali

Planned Club Spotlight Date: 19 Sept 2023

Previous Experience

- March 2022, Ground Floor Building B.
- Reading Club had a corner table next to the staircase.
- Uniform tables with the name of the club on an A4 acrylic stand.
- The spotlight was held during the student free hour – there were no classes.
- Reading club flyers with QR code to join, Library rules flyers were on the table.
- Book exhibits – Books on study skills and a few fiction titles.

Impressions of the Previous Spotlight

- Student engagement was low – generally.
- Students seemed to move listlessly from table to table – they seemed bored.
- Engagement felt crowded, rushed interactions and not targeted at joining.
- It seemed that students were not interested in Reading.
- There is a belief / sense that Reading itself has an image problem.
- The image is that it is not trendy, it is a lonely, nerdy, socially isolated activity.
- Some tables had students managing them – peer to peer Marketing.
- The engagement with THOSE students was mainly their friends coming to chat with them.
- The student traffic did not feed into club the spotlight purpose.

Club Spotlight 2023 Useful Insights

- Perhaps customize the table to look different – draw attention for engagement.
- Consider changing the books that are on the table.
- Create a more creative, interesting book display.
- Relook at the snacks – think of an idea that focuses on the Reading theme.
- Also consider what was on offer on the other tables – not repeat same snacks.
- Flyers must focus on the business of joining the Club. That is the overriding purpose of the Spotlight.
- Who is at the table – consider enlisting the help of the Reading club active members.

- Critically explore the idea of *Reading* having an image problem. Is that supported by evidence?

What could work in 2023

- Show previous Reading Club events – to sell the fun aspect of the club community.
- Display colorful books with some unifying theme.
- Chocolates on the table.
- Reading club members promoting the club.
- Focus on joining – make that the goal.
- Talking to students and letting them look through table visuals is fine – it must focus on ending with joining.
- Raffle prize for joiners. It need not be an expensive prize.
- Bring a PC to the table to show the running PPT and Tik Tok, previous club events, show upcoming events, show Social Media reading/book accounts.
- Come out of the chair behind the table and actively interact with students on the approach side.
- Be proactive on engagement – do not wait for them to come and ask questions.

What we know about our clientele

- Ages 18-24.
- Constantly connected – Internet Savvy.
- Very focused on social media – active on multiple platforms all the time.
- Economically - higher end brand consumers.
- Relatively sophisticated tastes.

Why are young people on Social Media?

- To follow trends
- To imitate
- To find, to join, to create and to share with online communities around shared interests.

Spotlight Concept for 2023

- Social Media OR Reading? Yes, please. It is NOT an either or, you can do both.
- Leverage social media communities that promote reading.
- Look for reading/book trends to interest students.
- Create a book display using Facebook logo – Books with faces on the cover.
- Create a Facebook banner.

Facebook	Instagram	Tik Tok	X Twitter	Snapchat
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Preparation Deliverables

- Cupcakes with book covers design. It will be books young people would be interested in. This was demonstrated at the meeting.
 - Library Staff can create “book jackets” using paper and toothpicks or kebab sticks.
 - Will create a unique novelty experience
 - These can be created ahead of time – even beginning now.
 - Create posters of Insta and Tiktok reading accounts using a mobile phone frame
 - Enlist active book club members for the day.
 - Create a running PPT.
 - Curate Tik-tok accounts that could be playing silently on the PC – show the reading trends. These were demonstrated at the meeting.
 - Soft foam sheet to create “Facebook” books from the book jackets. This was demonstrated at the meeting.
 - Plain navy-blue cloth as a background to the colorful Social media display.
 - Planned library events that involve reading – with the dates.
 - Reach out to the dormant reading club members via Canvas.
 - Request SCAD to print the Facebook banner.
 - Secure a Raffle prize.
 - PC to run AV content.
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