

About "Book of the Day"

"Book of the Day" was created in the fall of 2002 with the aim of publicizing books in order to increase borrowing in member libraries. The goal was to help BCCLS meet the 9 million circulation mark to which it was so close. Staff and patrons were encouraged to make title suggestions. There were just two criteria: the availability of a cover image for display, and a minimum number of 15 copies of the title in the library catalog (the amount usually requested by book discussion groups).

Book of the Day became so popular that BCCLS Executive Director, Robert White, assigned the now-permanent project to two of his staff: the Collection Development Librarian and the Internet Services Librarian. The focus became less on circulation and more on sharing BCCLS's wealth of resources with our patrons. Highlighted titles might include now-forgotten but formerly favorite items, classics, timely topics, books linked to current events, and of course popular titles. We've even had birthday requests for favorite books to be displayed on a special date!

A click on "Suggest a Book of the Day" takes users to a simple form which they can fill out and submit to the Collection Development Librarian.

Annually, approximately 40% of the featured titles are suggested by library staff and the public. Multiple resources are used as creative sparks for posting the remaining 60%: *Chase's Calendar of Events* is an invaluable source of inspiration with its listings of birthdays, holidays, anniversaries, and (occasionally obscure) celebratory events like National Tea Month, International Mirth Month, and National Potato Month. Local, regional and national newspapers, and professional periodicals such as *Booklist* or *Library Journal*, also offer great starting points.

Over the years embellishments have been added. There is an archive component which allows you to find previously displayed titles, and more recently, in Links for Librarians, staff can find titles which are scheduled for future dates. These archives are useful for collection development, meeting demand, creating displays, and as aids to library programs.

It's 2007, and as we close in on the 10 million circulation mark the Book of the Day feature is as popular as ever.

July 2007