What Would Santa Save?

*Designing Toyland*
THE
LIBRARIANS
and Santa's Midnight Run
THE BEST OF THE OLD.
THE BEST OF THE NEW.
THE BEST THAT IS YET TO BE.

~The Toyland Motto
My life as an avatar.
What is the single word that best describes a generation of kids who might choose Barbies, or Legos, or video games, or smartphones, or books, or all of these?

• The number one buzzword in the library literature.
Makers
IDIOT BOX
A book is a tool we use to make things with our imagination.
Readers are makers, and the children’s collection has always been a “maker-space”
Applied Imagination
The games we play are structured by applied imagination.
A library collection is an avatar of applied imagination: Play / Toyland.
A library collection is a makerspace.
5. A library [collection] is a growing organism.

So Many Collections

COLLECTION

RESOURCE SET (Lens)

BIAS

Imagined
Optimal Shared Texts
Policy

Inventoried
Librarian - Selected Texts
Selection

Presented
Available Texts
Discovery

Enacted
Reader - Selected Texts
Reader
Relevance

“Relevance is not something an institution can assign by fiat. Your work matters when it matters to people—when THEY deem it relevant, not you. *The Art of Relevance* will help you identify the people you seek to engage, empathize with their concerns and interests, and develop authentic ways to invite them into your work on their own terms.”
Relevance

• A tool must be related to a maker’s needs and interests.

• A tool must be easily discovered / accessible.
Indicators of Relevance

• Demand

• Currency

• Appearance
Demand

• Needs & interests
• Discovery
• Access

Length of time since last circulation.
Currency

• Needs & interests

• Discovery

• Access

Length of time in the collection.
Appearance

• Needs & interests
• Discovery
• Access

Total number of circulations.
• THE BEST OF THE OLD.
• THE BEST OF THE NEW.
• THE BEST THAT IS YET TO BE.

~The Toyland Motto
THE BEST OF THE OLD.

Weeding with replacement
Weeding with replacement

• Withdraw – No replacement

• Withdraw – Replacement

• Maintenance

• Core Lists
THE BEST OF THE NEW.

• Authors

• Series

• Themes

Core Lists
THE BEST THAT IS YET TO BE.

Imagining the future
Projecting Majority-Minority

Non-Hispanic Whites May No Longer Comprise Over 50 Percent of the U.S. Population by 2044

Percent Minority by Age Group: 2014 to 2060

2020
50.2% of children are minorities

2044
50.3% of all Americans are minorities

Children (under 18 years)

Total population

Note: Minority is defined in this figure as any group other than non-Hispanic white.

Source: 2014 National Projections

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
census.gov
2020
50.2% of children are minorities

U. S. Census, 2014
CCBC 2015 Statistics on Multicultural Literature

We received approximately 3,400 books at the CCBC in 2015, most from U.S. publishers.

- 261 books had significant African or African American content
- 86 of these were by Black authors and/or illustrators
- 41 books had American Indian themes, topics, or characters
- 17 of these were by American Indian authors and/or illustrators
- 111 books had significant Asian/Pacific or Asian/Pacific American content
- 42 of these were by authors and/or illustrators of Asian/Pacific heritage
- 82 books had significant Latino content
- 41 of these were by Latino authors and/or illustrators
Budgeting for Relevance

<table>
<thead>
<tr>
<th>The Best of the Old</th>
<th>20 – 25 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Best of the New</td>
<td>50 – 60 %</td>
</tr>
<tr>
<td>The Best that is Yet to Be</td>
<td>20 – 25 %</td>
</tr>
</tbody>
</table>
Adventures of
Huckleberry Finn
(Tom Sawyer's Comrade)
by Mark Twain.
ILLUSTRATED.
As a librarian, you are the avatar of your collection.