

MLA Books Panel
Book Proposal: Step 1 Form

Send the completed form by email to Martha Lara, director of marketing and communications,
lara@mail.mlahq.org.

Author/Editor name(s):

Date submitted: January 21, 2019

Institution: University of North Carolina at Chapel Hill

Preferred address: SILS, Manning Hall, 216 Lenoir Drive, UNC, Chapel Hill, NC 27599-3360

Email address: mgflaher@email.unc.edu

Phone number: 607-745-0512

Submitting as (please check one): ☒ author(s) ☐ editor(s)

Type of book (select all that apply to your proposed book).

- | | |
|---|--|
| <input checked="" type="checkbox"/> How-to | <input type="checkbox"/> Original research |
| <input checked="" type="checkbox"/> Best practices | <input type="checkbox"/> Textbook |
| <input checked="" type="checkbox"/> General overview | <input type="checkbox"/> Reference book |
| <input checked="" type="checkbox"/> Survey of existing research | <input type="checkbox"/> Other (please specify): |

Primary audience for the book (select all that apply):

- | | |
|---|--|
| <input checked="" type="checkbox"/> Professional librarians | <input checked="" type="checkbox"/> Consumers/general public |
|---|--|

If so, what type(s) of library?

- | | |
|--|--|
| <input checked="" type="checkbox"/> Library science students | <input type="checkbox"/> Other faculty or academic professionals |
| <input checked="" type="checkbox"/> Library science faculty | |

1. Imagine that the book will appear in the next Rowman & Littlefield catalog. Begin with a title that captures the tone and spirit of the book. What would the ideal description of the book for the Rowman & Littlefield catalog be? Emphasize special features or sections using bullets where appropriate.

The expanding mission of libraries has led to a concomitant rise in library programs and events. The new book, *Planning & Promoting Library Events: It's All in the Details*, provides an accessible guidebook for hosting successful library events. From the first steps of defining the scope of an event to finding funding, to marketing and publicizing, evaluating, reporting and using data to keep the program cycle going, this volume is full of practical examples and tools. *Planning & Promoting Library Events: It's All in the Details* will serve as a great companion for anyone responsible for event or program planning in their organization.

2. Why is this book needed? Who will want to read it? Why?

Libraries are constantly in the process of expanding services in order to remain responsive to their user communities. As part of this expansion, there is an increasing emphasis on providing programs and events; this expansion has been met with enthusiasm by library users. In fact, numbers for program attendance in all types of libraries in the United States (large, small, rural and urban) increased more than 30% nationwide in the decade since 2004 (IMLS, 2014). This book provides a wealth of information on incorporating event and program provision into regular library services. The volume is aimed at library directors and managers, but will be helpful for non-profits in general that host programs of any type.

3. Identify titles on the same topic published in the last 5–7 years. These would be the book's competition. How does the proposed book differ from the competing titles? Why should the book be published when the competing titles have already been published?

Similar titles include:

Bennett-Kapusnika, R.K. *Public Library Programs and Services for Midlife and Beyond: Expanding Opportunities for a Growing Population*, ABC-CLIO, 2018.

Flowers, S. *Evaluating Teen Services and Programs*, American Library Association,

2012. Hunt, K. *Library Programs and Services for New Adults*, ABC-CLIO, 2017.

Lackie, R.J. & Wood, M.S. *Creative Library Marketing and Publicity: Best Practices*, Rowman-Littlefield,

2015. Lear, B.W. *Adult Programs in the Library*, Second Edition, American Library Association, 2013.

Wichman, E.T. *Librarian's Guide to Passive Programming: Easy and Affordable Activities for All Ages*, ABC-CLIO, 2012.

These books are focused on specific populations or audiences, and/or discrete elements or types of programs. The proposed volume will add to the literature because it will encompass a wide range of events and programs, and will cover activities related to planning successful events from start to finish. Examples from a variety of practitioners in the form of case studies and sidebars will be balanced with practical suggestions and templates for ready-to-launch events for a varied selection of library settings.

4. Include a tentative table of contents. For each chapter, include the number of pages, as well as the number of photographs, figures, tables, or other graphic elements. Note that generally, the target length of the book is 150–200 double-spaced manuscript pages or 45,000–60,000 words. If the work will be edited, indicate which chapters will be written by the editor(s) and which will be contributed (include author names if known).

Tentative Table of Contents	Approx. # pages	Approx. # graphics
Chapter 1 – Planning	20-25 pages	4-5
Chapter 2 – Funding	15-20 pages	3-4
Chapter 3 – Marketing & publicizing	15-20 pages	4-6
Chapter 4 – Evaluation	20-25 pages	2-3
Chapter 5 – Reporting the results	20-25 pages	2-3
Chapter 6 - Using data to inform service	15-20 pages	1-2
Chapter 7 – Summary	20-25 pages	4-5

Example from Detailed Table of Contents, first half of Chapter 1

I. Planning

- a) Starting the ball rolling
 - i) defining mission, purpose, and scope of event
 - (1) Brainstorming techniques [inset with graphic]
 - ii) setting goals and objectives
 - (1) short term and long-term
 - (2) one-shot or ongoing
 - iii) identifying partners and collaborators
- b) Stages of planning [inset: from idea to assessment; text and some graphics]
- c) Choosing the right topic
 - i) Determining your audience
 - ii) Responding to community needs
 - (1) Conducting community assessments [inset]
 - (2) Assuring inclusion {possible author: Dr. Amelia Gibson, SILS, UNC}
 - iii) Using ready-made themes – e.g. health promotion months, library promotion months

5. Provide a 1–3 paragraph biographical statement about the author(s)/editor(s) emphasizing education and experience that is relevant to the book topic. Provide a copy of a curriculum vitae or resume that includes information on any presentations, writing, teaching, research, or other activities that are relevant to the topic. Please include bibliographic information (or where available, links) for other articles or books published by the author(s)/editor(s) related to this topic.

Mary Grace Flaherty is an assistant professor at the School of Information & Library Science at the University of North Carolina at Chapel Hill. She received her PhD in Information Science & Technology from Syracuse University where she was an IMLS Fellow. She has her MLS from the University of Maryland and MS in Behavioral Science from Johns Hopkins University and is a Fulbright scholar. Dr. Flaherty has over 25 years' experience working in a variety of library settings, including academic, medical research, special and public. She has published in the academic literature in journals such as *Library & Information Research* (LISR); *Library Quarterly*; *Public Library Quarterly*; *Journal of Consumer Health on the Internet* (JCHI); *Journal of Community Health*; *Reference Services Review*; and the *Journal of Education for Library and Information Science*.

Books by Dr. Flaherty include: *Promoting Individual and Community Health at the Library* (Chicago, IL: American Library Association, 2018) and *The Library Staff Development Handbook: How to Maximize Your Library's Most Important Resource* (Medical Library Association Handbook Series. Lanham, MD: Rowman & Littlefield, 2017), which received a starred review in *Library Journal* (2/1/18); and was "Book of the Week," in *Against the Grain* 3/12/18. Book chapters include: *Health Information Resource Provision in the Public Library Setting* (Chapter 5 in *Meeting health information needs outside of healthcare: Opportunities and challenges*, pp. 97-116. Waltham, MA: Chandos Publishing, 2015) and *Strategic planning for success* (Chapter 3 in *The Medical Library Association guide to providing consumer and patient health information*, pp. 27-36. Lanham, MD: Rowman & Littlefield Publishers, 2015).

More detailed information on Dr. Flaherty's experience and publications can be found in her C-V, which is attached in this correspondence.

6. Provide at least one example of published professional writing, such as a journal article or book chapter, written by the author(s)/editor(s).

A sample chapter from Dr. Flaherty's recent book, *Promoting Individual & Community Health at the Library* (ALA, 2018) is attached with this application.

7. What is the target date for completing the manuscript? While there is not a fixed timeline applicable to all projects, generally authors are asked to deliver the completed manuscript to the publisher within one year of signing a contract.

Depending on the proposal approval timeline, the book should be completed by July 31, 2020.