

**COUNTRY BOOKSHELF
BOOK FAIR HANDBOOK**



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MIS 2024



COUNTRY BOOKSHELF

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The Country Bookshelf in Bozeman, Montana is the largest independent bookstore in the state. Opening in 1957, Country Bookshelf continues to thrive as a woman-led, local business. Located along Bozeman's historic Main Street, it is lucky to be housed in the same storefront since the mid-1980s as larger brand stores and rising rent prices have forced other local businesses to move or permanently close. Having made it through the pandemic by adapting to a changing landscape, Country Bookshelf has continued to develop a community outreach model that allows us as a business to engage with the Bozeman community in various ways, including author events, drag story times, and book fairs with local elementary and middle schools. Since becoming the general manager in September 2023, Jamie Winter, who had worked at the Country Bookshelf previously as a bookseller, has brought with her a dedication and drive to move the bookstore in new directions that will ensure it remains a beloved literary destination for locals and travelers alike.



OPPORTUNITY

I have worked as a bookseller at the Country Bookshelf for three years and have been the sole coordinator for book fairs between the bookstore and local schools for just over a year. When I began training and learning how the bookstore scheduled and planned for book fairs, there were very few tangible documents and procedures that could be referenced regarding any questions, concerns, or opportunities involved with the book fair process. While I have grown accustomed to the somewhat slap-dash approach to implementing book fairs, there have been times when I wish I could reference a concrete plan of action or checklist and provide my coworkers, both seasoned and new booksellers alike, with a clear explanation on how to handle the multi-step process of book fairs. In creating a comprehensive and succinct book fair handbook, I hope to support Country Bookshelf in its mission to support the cultural, social, and economic health of Bozeman and the greater Gallatin Valley and also provide a useful and practical tool that can be used as Country Bookshelf continues to grow and evolve.

KEY OBJECTIVES

Over the course of my project, the aim has been to build upon the existing book fair program that Country Bookshelf has been able to provide the schools in the Bozeman community and guarantee continued opportunities for students, librarians, and booksellers by identifying and implementing the following objectives:

1. Maintain the mission of delivering quality book fair and literary opportunities to both school librarians and the student communities they serve.
2. Strengthen the book fair model Country Bookshelf uses and create a more direct and well rounded community outreach program.
3. Clarify the planning and operations of book fairs for current and future Country Bookshelf booksellers so the position of coordinating can be expanded upon and/or inherited with ease.

DELIVERABLES

Book Fair Contract



COUNTRY BOOKSHELF
28 West Main Street
Bozeman, Montana 59715
406.587.0166
countrybookshelf.com

School Book Fair Contract

Financial

School agrees to sell books and merchandise for their marked retail price. School agrees to communicate with customers that their purchases will not be applied to their Country Bookshelf Frequent Shopper Accounts. School agrees that teachers will not receive their typical discount because this would lessen the total of the book fair credit. Country Bookshelf agrees to issue 20% of book fair sales to School as store credit. School agrees that this credit can only be used at Country Bookshelf. Book fair credit may be used immediately or saved for future use. Country Bookshelf expects ~1% loss. Once the book fair has been returned, any lost or damaged books/merchandise amounting more than ~1% will be paid for from School's book fair credit.

Physical

Country Bookshelf agrees to supply all books and merchandise, based on specific requests and information provided by school in the School Book Fair Information Form. Country Bookshelf agrees to supply necessary book stands, cardboard fixtures, and additional display materials. School agrees to supply necessary sale space and tables. Country Bookshelf will provide a Square credit card machine and its charger, the required change for cash transactions, receipt paper, and how-to materials to aid in book fair operations. Country Bookshelf agrees to provide \$100 in change for cash transactions. School agrees to return the \$100 in change, in addition to all cash from book fair sales, back to Country Bookshelf.


Booksellers from Country Bookshelf will drop off and help set up books and merchandise, as well as help with tear down and packing up books and

One of the first deliverables I created was a contract for Country Bookshelf to present to the sponsoring schools. The contract includes agreements regarding the financial, physical, and time commitments for both the school and Country Bookshelf to host a successful book fair. In the creation of the contract, I utilized resources provided by the American Booksellers Association.

DELIVERABLES

Scheduling Form

Before this project, book fairs were scheduled via email. While practical enough, amidst the bookstore's staff email, the event coordinator's email, and my own work email, the process of scheduling a book fair might take multiple email correspondences hop scotching between multiple email accounts. To streamline the process, I created a Google Form for scheduling, allowing librarians or teachers to quickly request their preferred dates for a book fair with Country Bookshelf. Questions include: school name, duration of book fair, and the option to pick at least three dates/weeks for the book fair. The answers are then forwarded to a Google spreadsheet that can be easily referenced by myself and the bookselling team.



Book Fair Scheduling with Country Bookshelf

Hello and thank you for your interest in hosting Country Bookshelf for a book fair at your school!

We require a book fair to be scheduled at least six (6) weeks in advance to allow ample time for planning and ordering.

All book fairs are scheduled on a first come, first serve basis. Thank you for understanding.

Please answer the following questions and we will be in touch with you as soon as we can.

christina@countrybookshelf.com [Switch account](#)

Not shared

* Indicates required question

School Name *

Your answer

DELIVERABLES

School Book Fair Information Form




The screenshot shows a web form titled "COUNTRY BOOKSHELF Bozeman, Montana" with a logo featuring a globe. Below the header is the section "School Book Fair Information". The form includes a paragraph of instructions: "Please answer all questions to the best of your ability. If you have any questions or concerns, please email christina@countrybookshelf.com". It also shows a user profile for "christina@countrybookshelf.com" with a "Switch account" link and a cloud icon. A note states: "The name, email, and photo associated with your Google account will be recorded when you upload files and submit this form". A red asterisk indicates a required question: "* Indicates required question". The form has an "Email *" field with the placeholder "Your email" and a "Next" button. A "Clear form" link is located at the bottom right of the form area.

Once a book fair has been scheduled, the next step is to gather the pertinent information that will help Country Bookshelf provide an exceptional book fair experience for the sponsoring school and its learning community. Like the scheduling process before the implementation of this project, all correspondence and gathering of school information was done via email. The creation of a Google Form for acquiring this information was a necessary step in making a more direct, clear, and easy to implement process. When planning book fairs, Country Bookshelf likes to gather information regarding the school demographic, what books, authors, genres, and subjects have been popular with students, what, if anything, should be avoided when gathering titles to bring, any pertinent curriculum or school projects, and of course, the space being used for the book fair and times for set up/tear down.

DELIVERABLES

Evaluation and Feedback Form

In order for Country Bookshelf to continue to grow as both a business and a source of community outreach, it is imperative that we have a way to gain feedback about the programming we provide. Through this Google Form, participating librarians and schools can suggest any feedback on what went well during their book fair and what could be improved for the next book fair. This is one of the most critical pieces of Country Bookshelf's book fair program that was missing before. Having a tool like this not only provides us with necessary feedback and evaluation that will help us continue to grow and evolve but it also hopefully is a way for us to communicate with the librarians and schools we work with that we value their input when considering and working on our community outreach model.



Book Fair Feedback and Evaluation Form

Thank you so much for hosting Country Bookshelf for a book fair at your school! We value your feedback and input regarding your book fair with us and will work on implementing any suggestions to ensure that Country Bookshelf can keep providing the best services possible to our community.

christina@countrybookshelf.com [Switch account](#)

* Indicates required question

Email *

Your email

School Name

Your answer



DELIVERABLES

How-To Documents

Additional deliverables I created include how-to documents that can serve as resources for both librarians/schools sponsoring book fairs and the Country Bookshelf bookselling team. They include:

- Square credit card reader operation directions and troubleshooting tips.
- Creating and processing procedures for book fairs through Country Bookshelf's point of sale system, Booklog.
- Directions for charging sales on school Booklog accounts using the earned book fair credit.

How to find a school account:

1. Enter "school" as the last name when searching for the frequent shopper account
2. Select the school account (ex: School, Morning Star)

How to process a sale for a librarian using book fair credit:

1. Select the school account and scan in the items.
2. Process the sale as "Gift Certificate".
3. The gift certificate can be found under the last name "Book Fair Credit" (ex: Book Fair Credit, Morning Star).
4. Select the gift certificate and finalize the sale.

How to process a sale for a librarian/teacher/staff member on school account:

★ Customer **MUST** present some form of school identification to charge their purchase on the school's account.

1. Select the school account and scan in the items.
2. Process the sale as "On Account"
3. Print the receipt and have the customer sign it.
4. Place the signed receipt under the cash register.

How to process a sale for librarian/teacher/staff member on school account:

Creating a Book Fair in Booklog:

- > Open Book Fair (Hot Air Balloon Icon)
- > Select "New" or hit the insert key
- > In the "Fair Description" text box, label the fair with the school/sponsoring organization's name, year, and the category(ies) of books (ex: Morning Star '24 JUV)
- > In the "Last Name" text box, enter "book fair" and select the corresponding school (ex: Book Fair, Morning Star)
- > Enter the corresponding dates of the book fair duration in the "Start Date" and "End Date" text boxes
- > Scan in the ISBNs and enter in the quantity of each.
- > Once finished, select "Process" and choose to sort products alphabetically
- > You can either save the fair as a draft or post it to inventory

Helpful Hints:

- > Reference the information provided by school librarian/contact from the book fair information questionnaire
- > For specific authors/titles/subjects that we don't presently have in stock, create a selection list in Ingram
 - o From the Ingram homepage, scroll down to "Recently Added/Edited Lists"
 - o Select "Create New List"
 - o Input ISBNs requested by school and select "Create"
 - o Quantities can be changed by selecting "Edit"
 - o Order
- > Confirm that the quantities are accurate by filtering the quantity amounts by selecting the "QTY" header and sorting the column in ascending order. The lower quantities will appear at the top and you can check any titles that might not have the correct quantity imputed.]

How to Return a Book Fair:

Square Credit Card Reader

Important Notes:

- > Apple pay and all major credit cards are accepted.
- > The on/off button for the Square reader is on the bottom of the device. Holding the button will bring up the option to either "Power Off" or "Turn On".
- > If the on/off button is accidentally pressed, this will turn the device off. Pressing the button again or touching the screen will turn the device back on.

How to connect the reader to Wi-Fi:

- > Select "More" at the bottom right corner
- > Scroll down to "Settings"
- > Select "Hardware"
- > Select "Network"
- > Select the Wi-Fi network and enter the password when prompted.

How to process a sale:

- > Type in the item's price using the keypad, tapping the "+" button between each price if more than one item is being purchased.
- > Once all item prices have been entered, select the blue "Review Sale" button.

EVALUATION

All of the deliverables created have been put into use for two book fairs Country Bookshelf sponsored in April. As we rolled out these new resources and tools for our book fairs, I was able to evaluate the success and ease of use of them in real time. Any questions or feedback that arose from participating librarians/schools and Country Bookshelf staff allowed me the opportunity to make edits and revisions to the final iterations of the deliverables. I was also able to send drafts of the deliverables to an elementary school librarian that I have worked with multiple times over the last few years. Her feedback on how these forms streamlined the book fair process from a school librarian's perspective was invaluable and confirmed that the creation of these tools meant we were moving in the right direction. After two successful book fairs this spring, one at a Montessori school and the other at a K-8 school, it is encouraging to watch Country Bookshelf's book fair model become more concrete in its procedures and exciting to see what further possibilities and opportunities arise within this community outreach program.





NEXT STEPS

With at least four book fairs scheduled so far for the fall of 2024, Country Bookshelf's book fair handbook will continue to evolve and change as the bookstore itself continues to evolve and change with new opportunities. Below are some of the next steps and future additions I hope to implement:

- Navigating a new point of sale system, as the bookstore is preparing to transfer from Booklog to Anthology.
- Finalize an infographic poster that can travel from school to school, letting teachers, students, and parents/guardians know the benefits of shopping at the book fair.
- Some sort of pamphlet or catalog that can be distributed to the participating school, advertising some/all of the titles that will be available at the book fair.
- Additional resources for librarians/teachers (reader's advisory, advertising material, ordering forms).