



Action Plan Template for Increasing Circulation

A. Improve Displays of Library Materials

Essential Factor #1 for Improving Circulation

1. Goal
 - a) Increase the circulation of Adult Fiction by 5% over 2014 statistics, based on monthly comparisons
2. Benefits and Advantages of Achieving Goal
 - a) The library's physical collections will better serve the demands of the community, providing popular, high interest fiction books to library patrons
3. Key Steps I Need to Take (select three or more to implement)
 - a) Implement an ongoing special display of NYT bestselling adult fiction
 - b) Implement topical or hot topic displays of adult fiction
 - c) Review monthly display ideas from the NextReads Book Display Ideas newsletter
 - d) Display NYT bestseller adult fiction covers as color copies or in a digital picture frame
 - e) Confer with Robert Drake regarding adding NextReads NYT bestsellers carousel to library Website
4. Timeline for Key Steps (develop timeline specific to your library)
 - a) Example: Purchase new display unit for Adult Fiction by April 1, 2015
5. Support I Need (develop support specific to your library)
 - a) Example: Board president agrees to purchase of display unit
 - b) Example: MHLS sets up NYT bestsellers carousel on library homepage
6. Resources I Need (develop needs specific to your library)
 - a) Example: Funding for Mobile Display Cart from Demco



B. Weeding Adult Fiction Collection

Essential Factor #2 for Improving Circulation

1. Goal
 - a) Increase the circulation of Adult Fiction by 5% over 2014 statistics, by month
2. Benefits and Advantages of Achieving Goal
 - a) The library's physical collections will better serve the demands of the community, providing popular, high interest fiction books to library patron
3. Key Step I Need to Take (all Action Plans will implement step)
 - a) Weed every adult fiction item that has not circulated in 3 years (list provided by MHLS)
4. Timeline for Key Steps (develop timeline specific to your library)
 - a) Example: In March, present to and discuss with staff current circulation statistics/trends and report on plans to increase circulation, including weeding the fiction collection during 2015.
 - b) Example: In April, present to and discuss with board current circulation statistics/trends to staff and report on plans to increase circulation, including weeding the fiction collection during 2015.
5. Support I Need (develop support specific to your library)
 - a) Example: Agreement by staff and board for the library to undertake a major weeding project.
6. Resources I Need (develop needs specific to your library)
 - a) Example: 10 additional part time hours per week for 4 weeks assigned to weeding



C. Fulfill Patron Holds for Adult Fiction Titles

Essential Factor #3 for Improving Circulation

1. Goal
 - a) Increase the circulation of Adult Fiction by 5% over 2014 statistics, by month
2. Benefits and Advantages of Achieving Goal
 - a) The library's physical collections will better serve the demands of the community, providing popular, high interest fiction books to library patron
3. Key Steps I Need to Take (all Action Plans will implement step)
 - a) Confer with Thomas O'Connell regarding viewing and setting high demand holds
 - b) Set high demand holds threshold at 4
 - c) View high demand holds for adult fiction 2 times a week
 - d) Establish browsing copies (i.e., local holds) on 2nd and subsequent copies when holds fall below the 4 ratio
 - e) Reevaluate collection development budget to set a priority of fulfilling holds
 - f) Consider if a McNaughton plan might work for your library
4. Timeline for Key Steps
 - a) Example: In March, schedule and conduct a conference call with Thomas regarding setting high demand holds.
5. Support I Need
 - a) Example: Confer with a library director currently implementing a McNaughton plan
6. Resources I Need
 - a) Example: Realignment of 15% of collection acquisition funds to address holds threshold at 4