Increasing Circulation

@your library





Our Distinguished Panel

Early Adopters

- Stephanie Harrison, Millbrook Library
- Jen McCreery, Desmond-Fish Library

Trusted Advisors

- Erica Freudenberger, Red Hook Public Library
- Julie Kelsall-Dempsey, Highland Public Library





THE RUNDOWN

A BLOG OF NEWS AND INSIGHT

HEALTH SUPREME COURT ELECTION 2016

DATA TEAM

People love public libraries, but they aren't using them



4862

BY LAURA SANTHANAM AND MEGAN HICKEY September 23, 2015 at 9:42 AM EST











Photo by Getty Images

Most people say public libraries provide communities with essential resources for literacy and education, but the number of people who actually take advantage of library services may be slipping.





"Use of public libraries

drifts down..."

-The Pew Research Center, April 7, 2016





PINATER

Downward Trend of Public Library Circulation

	2010	2011	2012	2013	2014	% Change '10-'14
MHLS	4,642,550	4,528,402	4,427,016	4,246,498	3,976,174	-14%
New York ¹	165,527,000	163,232,000	158,242,000	153,715,000	143,089,000	-14%
United States ²	2,462,187,000	2,440,743,000	2,420,508,000	2,372,578,000	2,311,745,000	-6%

¹ IMLS Public Libraries in the United State Survey [https://www.imls.gov/research-evaluation/data-collection/public-libraries-survey/explore-pls-data/pls-data]
2 Ibid.



"The majority of library

resources are assigned to

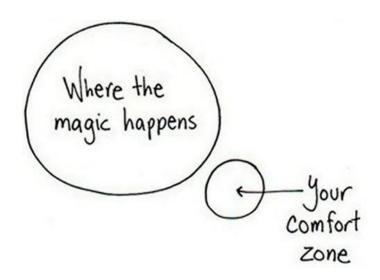
activities related to the

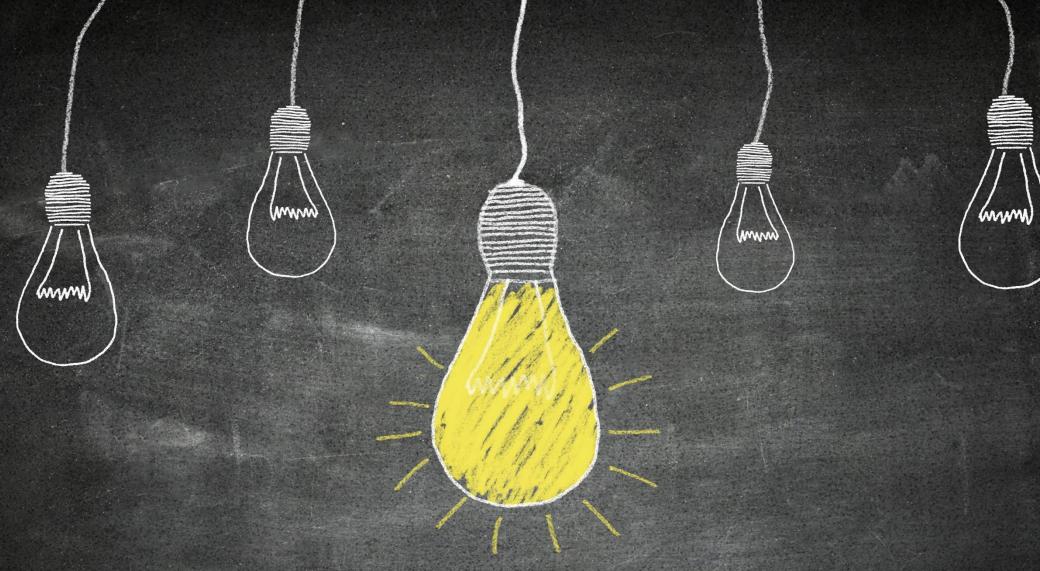
circulation of library materials."

Tom Sloan, MHLS Executive Director, "Working Assumptions Regarding the Increasing

Process

- ✓Trusted Advisors: best practices
- ✓ Early Adopters: action plans
- √"Speed Dating"
- ✓Implementation of Action Plans
- √ Feedback loop; statistical tracking





Key Findings

Organizational Buy-in



Weeding



Items Not

Checked out in

3 Years &

Weeded +

Libraries with

Increased
Circulation

	£ .			,		
COL Chard Total	2008 Shand Tellal	2010 fame	2018 Dame	Not to him forms.	% Chargo in Borns	
Heldings	Heldings (Severe)	with No	with NO	w/0.10	with NO Createling	UService with
Description	Member Utinary	Circulation	Crewletien	Circulation for E	within Eyears	Introdució
Newton Library	Reported 2018	in Equate	in Eyens	years (Fermale)	(Fermula Calumn F.	Cresistian 2000
2010 Annual	Proliminary	(Deven	Deven	Calumn Diminus	Givided by Column	Compared to 2018
Reports)	Armed Reports)	Sierre)	Sierra)	Column II)	D Simon 100)	
81,001	28,033	2,390	628	40,708	40000	-
81,222			276	-701	-78.6%	~
00,000			1,019	-0,000	-01.25	
81,010			1,317	4,300	-00.1%	4
63,290		3,607	1,738	-0,000	40.75	4
04,007	00,071	1,310	0.000	40,000	-00.05	
28,000			0,733	-1,000	-11.25	4
30,393		1,000	1,865	-000	-01.25	
01,000		1,212	0,800	40,000	40.0	
12,000	63,131	3,000	1,202	4,700	-81.5h	
21,090			2,000	4,327	-09.0%	
03,000	65,738		6,338	4,712	-01.05	~
27,011		0,307	6,010	41,007	-00.ch	
18,811	23,101	1,000	1,380	-947	-00.8%	
10,079			1,000	-010	-01.0h	4
12,500		1,361	1,110	-400	-00.8h	-
71,070		14,330	21,787	40,700	-08 ch	4
\$7,700			1,000	-763	-12.0%	
30,000			2,479	-010	-17.8%	4
20,720	10,900	1,800	1,110	-000	-17.0%	9
28,700	80,000	9,779	2,900	-009	-10.8%	
20,210	18,131	8,379	2,000	-078	-12.15	
72,277	79,800	3,273	3,009	-000	-00.7%	
19.303	21,030	1,730	1,308	-907	-00.0%	

DISCUSSION DRAFT 2 - Library Trends Report

Items Not Checked Out in 2 Years and Weeded + Libraries with Incressed Circulation

Heldings (Darren Mander Ulbery 2011 Annual Reports)	2018 Street Total Hallings (Several Marcher Library Reported 2018 Foolieshary Serval Reports)	with NO Consistent in Equation (Second Second)	2018 Flows with NO Consisting in Equation (Decem- Encor)	uith 60 Circulation for 2 years (Fermula Column 8 minus Column 8)	S Charge in Some with NO Createding within 3 years (Associal Calumn F Created by Calumn D Simes 100)	Librarias with Increased Createllier 2010 Compared to 2018
27,200	11,009	2,800	6,383	-700	-00.0%	
23,797	17,101	1,000	7,318	41,000	-12.7%	
20,919	30,100	0,290	0,300	-000	-00.0%	
20,000	10,790	0,800	0,379	-00	415	
22,210	71,039	3,007	3,000	-000	410	
100,000	309,301	21,890	21,010	-0,070	410	
23,379	10,900	8,300	2,813	-000	45%	-
62,300	28,130	1,722	1,000	-679	-0.7%	
80,900	62,937	2,297	2,127	-979	-7.00	
101,383	100,200	21,800	21,299	-1,000	-7.5%	
81,800	07,009	10,810	38,837	-808	-0.2%	
00,713	17,080	0,733	0,317	-000	4.75	₩
80,007	19,713	0,330	1,113	-976	-0.2%	
80,000	12,190	3,313	3,887	-010	4.25	
20,000	30,000	9,612	8,368	-000	4.0%	•
27,081	01,100	10,018	30,300	-073	4.75	-
20,788	00,830	0,307	0,308	-	-0.0%	
61,079	00,000	1,275	2,397	n	cah	9
20,000	23,003	1,000	2,817	11	1.25	
81,307	10,000	0,847	2,008	113	2.25	
89,070	00,331	0,000	6,338	101	1.0	
60,010	60,900	6,303	6,313	307	1.25	
78,300	77,300	0,710	0,912	303	1.0%	
27,308	11,100	6,288	6,736	122	1.0	
33,710	00,001	3,819	0,383	313	1.2%	

DISCUSSION DRAFT 2 - Library Trends Report

Items Not Checked Out in 2 Years and Weeded + Libraries with increased Circulation

2014 Shand Yafai Hallings Dawren Mareter Ubrary 2014 Annual Reports)	2018 Brand Table Hallings (Branes Mamber Library Reported 2018 Frailminary Served Reports)	2004 Rama with NO Consisting in E-pass (Secon Secon)	2018 Flows with NO Consisting in Expens (Decem- Energy)	Not tyl- in Doma with NO Circulation for E years (Percents Column D minus Column E)	S Charge in Some with NO Createding within 3 years (Remode Calumn F divided by Calumn D Simes 100)	Increased Circulation 2000 Compared to 2008
30 DCC	00,333	0,728	7,000	300	0.2%	
01,883	17,901	0,318	0,219	100	0.8%	
20,000	28,937	6,330	0,278	823	7.2%	-
22,999	27,733	2,990	1,775	***	7.2%	
20,129	28,900	1,210	0,313	823	115	-
83,718	03,131	0,000	0.000	633	1.25	
81,313	15,000	1,310	1,330	310	10.8%	
88.822	10,900	1,100	8,722	272	21.25	
01.013	60,632	0.780	3,800	383	11.25	
97,300	70,730	0.270	0.728	CES	11.8%	
87,822	97,384	10,300	38,637	1,900	11.75	
81,017	38,333	3,830	0.000	208	10.8%	
31,512	08,870	7,477	2.000	1,307	10.0%	
22,820	23,907	1,000	1,992	312	21.25	~
8,070,000	1,300,300	171,311	800,303	11,112	1015	

G	Н
% Change in items with NO Circulating within 3 years (Formula: Column F divided by Column D times 100)	Libraries with Increased Circulation 2014 Compared to 2015
-80.5%	
-73.1%	
-54.2%	
-50.1%	
-39.7%	
-39.1%	
-38.6%	
-33.1%	
-31.4%	
-31.1%	
-29.5%	
-29.3%	
-26.4%	,
-26.3%	
-22.6%	
-20.8%	
-19.0%	
-18.0%	
-17.8%	
-17.6%	
-16.9%	
-15.1%	
-14.7%	
-14.1%	

Responsive Collection Development

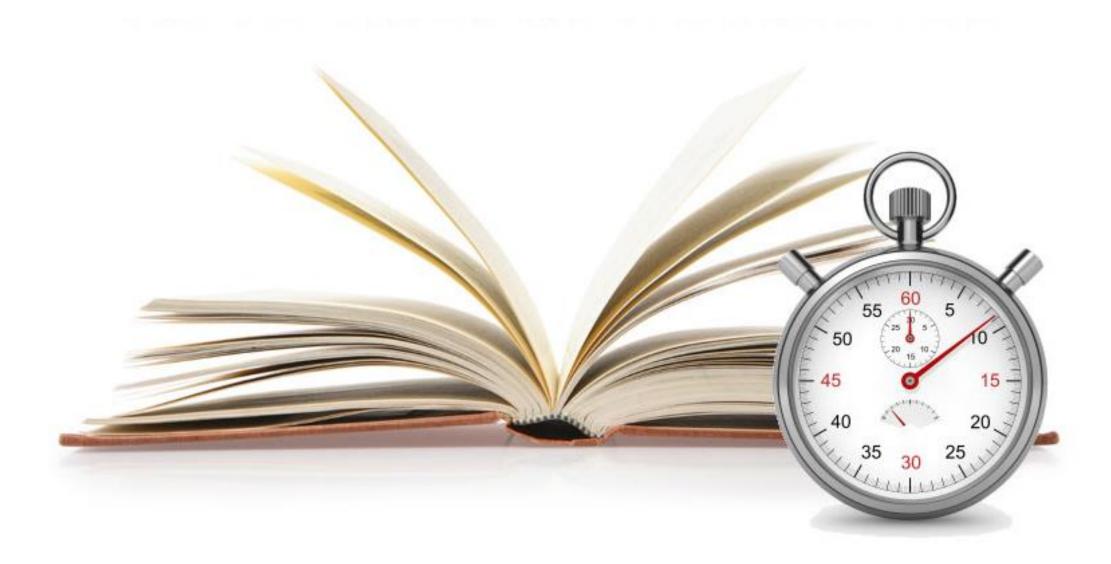


Displays & Collection Organization



User Experience (UX)





Community Engagement



Results & What's Next...



Library Successes in Increasing Circulation

- 1. Circulation of adult fiction and/or all materials increased
- 2. Multiyear downward trends in circulation stopped or reduced
- 3. Libraries below MHLS system wide circulation averages now above averages

Library	2013 Circulation	2014 Circulation	% Difference 2013-14	2015 Circulation	% Difference 2014-15	Change 2013-14 to 2014-15
Garrison	44,652	36,351	-6.94	36,361	0.0%	+6.94

Garrison Findings:

- 1. Circulation of adult fiction up 7.8% in 2015 over 2014
- 2. For all materials, 2010-14 average year downward trend of -5.28 improved by +5.28% in 2015
- 2015 circulation of both adult fiction (+7.8%) and all materials (0.0%) outperformed MHLS system wide averages for adult fiction (-.5%) & all materials (-2.9%)

LaGrange	171,236	129,546	-12.35	122,101	-5.7%	+6.65
----------	---------	---------	--------	---------	-------	-------

LaGrange Findings:

- 1. Circulation of adult fiction up 5.8% in 2015 over 2014
- 2. For all materials, 2010-14 average yearly downward trend of -9.8% improved by +4.1% to -5.7% in 2015
- 3. 2015 circulation of adult fiction (+5.8%) outperformed MHLS system wide averages for adult fiction (-0.5%)

West Hurley 38,	2 32,240	-9.53	33,390	+3.6%	+13.13
-----------------	----------	-------	--------	-------	--------

West Hurley Findings:

- Circulation for all material up 3.6% in 2015 over 2014
- 2. For all materials, 2010-14 average year downward trend of -3.71% improved by +7.31% to 3.6% in 2015
- 3. 2015 circulation of all materials (+3.6) outperformed MHLS system wide averages for all materials (-2.9%)





"The focus on circulation trends and ways to increase checkouts have resulted in MHLS turning a corner..."

-Tom Sloan, MHLS Executive Director



Resources Available

https://midhudson.org/increasecirc/

- ☐ Action Plan Template for Increasing Circulation
- □ **Display Ideas** Board & Book Display Ideas eNewsletter
- ☐ Weeding & Libraries: The Facts (Director's Edition)
- ☐ Dealing with Discards (MHLS)
- ☐ Libraries Transforming Communities (ALA)
- □ Success Report (October 2016)



Moderator:

Rebekkah Smith Aldrich, Mid-Hudson Library System | rsmith@midhudson.org

Early Adopters:

Stephanie Harrison, Millbrook Library | director@millbrooklibrary.org **Jen McCreery**, Desmond-Fish Library | desmondfishdirector@gmail.com

Trusted Advisors:

Erica Freudenberger, Red Hook Public Library | director@redhooklibrary.org **Julie Kelsall-Dempsey**, Highland Public Library | jkelsall@highlandlibrary.org

Thankyou