

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

DATA TEAM

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



4862



EMAIL

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.

30%

[are not sure what we do]



“Use of public libraries drifts **down**...”

-The Pew Research Center, April 7, 2016





~~SOME DAY~~ ~~TOMORROW~~ ~~LATER~~
NOW ~~NEXT YEAR~~
~~NEXT WEEK~~

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 York¹	165,527,000	163,232,000	158,242,000	153,715,000	143,089,000	-14%
United States²	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.

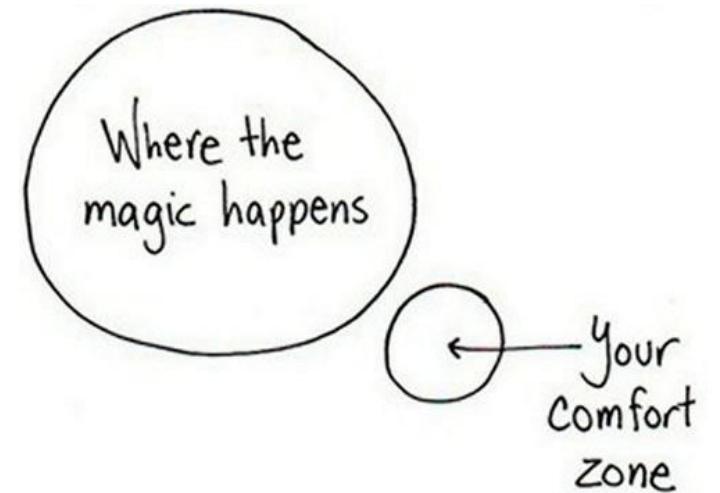


**“The majority of library
resources are assigned to
activities related to the
circulation of library materials.”**

Tom Sloan, MHLS Executive Director, “*Working Assumptions Regarding the Increasing Circulation Incubator Project*,” Director’s report to the MHLS Director’s Association

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



Circulation

G	H
% 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
<u>Garrison</u>	44,652	36,351	-6.94	36,361	0.0%	+6.94
Garrison Findings: <ol style="list-style-type: none"> 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 3. 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%) 						
<u>LaGrange</u>	171,236	129,546	-12.35	122,101	-5.7%	+6.65
LaGrange Findings: <ol style="list-style-type: none"> 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%) 						
<u>West Hurley</u>	38,972	32,240	-9.53	33,390	+3.6%	+13.13
West Hurley Findings: <ol style="list-style-type: none"> 1. 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)

Presenters

Moderator:

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Thank You