Mid-Hudson Library System
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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