Desmond-Fish Library
Increase Circulation Action Plan

Improve Displays of Library Materials
Essential Factor #1 for Improving Circulation

Goal
Increase the circulation of Adult Fiction by 5% over 2014 statistics, based on monthly comparisons

Benefits and Advantages of Achieving Goal
The library's physical collections will better serve the demands of the community, providing popular, high interest fiction books to library patrons

Key Steps I Need to Take (select three or more to implement)
- Implement an ongoing "In-the-News" display of adult fiction featured in NYTimes/NPR/other media sources
- Implement thematic/hot topic multi-media displays to feature adult fiction
- Review monthly display ideas from the NextReads Book Display Ideas newsletter
- Display NYT bestseller adult fiction covers as color copies within NYT display
- Confer with Robert Drake regarding adding NextReads NYT bestsellers carousel to library Website
- Shift/weed books to make room for cover out display within library stacks

Timeline for Key Steps (develop timeline specific to your library)

In March:
- Reasearch display unit options by conferring with library directors and visiting bookstores/other libraries
- Walk through Library with staff to identify patron patterns of use/new areas that can be used for displays
- Meet with staff to empower them to contribute to display ideas/refill displays as items go out, etc.
- Subscribe key staff members to NextReads Book Display Ideas newsletter

In April:
- Purchase display units and/or book easels by April 7th
- Start creating displays!
- Pull corresponding books for display at library programs
- Advertise new displays with Facebook posts/newsletter
- As weeding project progresses, create display space for books within the library stacks

Ongoing
- Evaluate which displays are boosting circulation based on location in library/what's on display/signage/ program/etc.
- Make adjustments accordingly

Support I Need (develop support specific to your library)
- Board approval for purchase of display units
- MHLS work with Pam McCluskey to set up NYT bestsellers carousel on library homepage
- Staff support for creation/upkeep of displays
- Go-to staff member to create eye-catching colorful signage for displays

Resources I Need (develop needs specific to your library)
- Funding for Book Display Units/Book Easels

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Desmond-Fish Library
Increase Circulation Action Plan

Weeding Adult Fiction Collection
Essential Factor #2 for Improving Circulation

Goal
Increase the circulation of Adult Fiction by 5% over 2014 statistics, by month

Benefits and Advantages of Achieving Goal
The library's physical collections will better serve the demands of the community, providing popular, high interest fiction books to library patron

Key Step I Need to Take (all Action Plans will implement step)
Weed every adult fiction item that has not circulated in 3 years (list provided by MHLS)

Timeline for Key Steps (develop timeline specific to your library)

In March:
- Present to and discuss with Board Executive Committee current circulation statistics/trends and report on plans to increase circulation, including weeding the fiction collection during 2015.
- Request Board approval for waiving Wilson Web Core Collection exemption from Library's Collection Development policy.
- Present to and discuss with staff current plans to increase circulation, including weeding the fiction collection during 2015.
- Work with Friends and staff to organize and make space in book sale storage to receive incoming weeded books.
- Print lists of items not circulated in 3 years and CREW disposal slips

In April:
- Pull items that have not circulated in 3 years.
- Check pulls against MHLS catalog for other copies in the system.
- Move items with more than one system copy into the book sale.
- Evaluate "last copy" books on a case by case basis.
- Shelf read for MUSTIE items in need of replacement/withdrawal.
- Order replacement copies as needed.
- Shift books to make room for cover out display with the goal of having two covers out on each shelf or one dedicated shelf of all covers per stack.

Support I Need (develop support specific to your library)
- Board approval for waiving Wilson Web Core Collection exemption from Library's Collection Development policy.
- Agreement by staff and board for the library to undertake a major weeding project.

Resources I Need (develop needs specific to your library)
- 7 hours (1 day) per week for 4 weeks assigned to weeding (2 staff members)

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Desmond-Fish Library
Increase Circulation Action Plan

Fulfill Patron Holds for Adult Fiction Titles
Essential Factor #3 for Improving Circulation

Goal
Increase the circulation of Adult Fiction by 5% over 2014 statistics, by month

Benefits and Advantages of Achieving Goal
The library's physical collections will better serve the demands of the community, providing popular, high interest fiction books to library patron

Key Steps I Need to Take (all Action Plans will implement step)
- Confer with Thomas O'Connell regarding viewing and setting high demand holds
- Set high demand holds threshold at 4
- View high demand holds for adult fiction 2 times a week
- Establish browsing copies when holds fall below the 4 ratio
- Reevaluate collection development budget to set a priority of fulfilling holds
- Contact McNaughton for pricing plan on NY Times Bestsellers/High Demand Holds

Timeline for Key Steps

By March 31st
- Schedule and conduct a conference call with Thomas regarding setting high demand holds.
- Confer with library directors about McNaughton plans and rep to contact
- Contact McNaughton rep for pricing plan on NY Times Bestsellers/High Demand Holds

In April:
- Subscribe to McNaughton plan
- Implement dedicated time to checking high-demand holds/placing orders three times a week

Ongoing
- Evaluate patron use of McNaughton materials – what's popular/what's not
- Make adjustments to subscription/purchase McNaughton materials as necessary

Support I Need
- Library Directors advice about implementing a McNaughton plan
- Thomas O'Connell changes settings on high demand hold ratio
- Staff support for cataloging and processing books as they come in.
- Staff feedback on patron requests for holds/trends in circulation

Resources I Need
- Dedicate an hour three days a week to collection development including checking high demand holds/placing orders, etc.
- Allocate collection development funds to support McNaughton plan/fulfilling high-demand holds

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