Dover Plains Library Increase Circulation Action Plan

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

B. Goal

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

C. Benefits and Advantages of Achieving Goal

1. **The library's physical collections will better serve the demands of the community, providing popular, high interest fiction books to library patrons**

D. Key Steps I Need to Take

1. **Review monthly display ideas from the NextReads Book Display Ideas newsletter**
2. **Display NYT bestseller adult fiction covers in a digital picture frame**
3. **Confer with Robert Drake regarding adding NextReads NYT bestsellers carousel to library Website**

E. Timeline for Key Steps

1. **Purchase Digital picture frame for Adult Fiction by April 1, 2015**
2. **Have fiction bestseller carousel added to website by March 20, 2015**

F. Support I Need

1. **MHLS sets up NYT bestsellers carousel on library homepage**

G. Resources I Need

1. **Purchase digital picture frame, consider Friends funding if needed.**

A. Weeding Adult Fiction Collection

Essential Factor #2 for Improving Circulation

B. Goal

1. **Increase the circulation of Adult Fiction by 5% over 2014 statistics, by month**

C. Benefits and Advantages of Achieving Goal

1. **The library's physical collections will better serve the demands of the community, providing popular, high interest fiction books to library patron**

D. Key Step I Need to Take (all Action Plans will implement step)

1. **Weed every adult fiction item that has not circulated in 3 years (list provided by MHLS)**

E. Timeline for Key Steps

1. **By beginning of April, run report to weed collection. Discuss with staff current circulation statistics/trends and report on plans to increase circulation. Continue to work on weeding to be complete by the end of April 2015.**

2. **At April Board meeting, present to and discuss with board current circulation statistics/trends and report on plans to increase circulation, including weeding the fiction collection during 2015.**

F. Support I Need

1. **Staff will agree to work on weeding each day during our slower hours and support each other with one staff at desk, keeping in mind the goal of completing the project by the end of the month. Director will support the one staff member who can delete items by covering the times that she is not available or busy with other assignments.**

G. Resources I Need

1. **None. Sufficient time is available to staff to complete this project during assigned shifts.**

H. Fulfill Patron Holds for Adult Fiction Titles

Essential Factor #3 for Improving Circulation

I. Goal

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

J. Benefits and Advantages of Achieving Goal

1. The library's physical collections will better serve the demands of the community, providing popular, high interest fiction books to library patron

K. Key Steps I Need to Take (all Action Plans will implement step)

1. Confer with Thomas O'Connell regarding viewing and setting high demand holds

2. Set high demand holds threshold at 4

3. View high demand holds for adult fiction 2 times a week

4. Establish browsing copies when holds fall below the 4 ratio

5. Reevaluate collection development budget to set a priority of fulfilling holds

6. Consider if a McNaughton plan might work for your library

L. Timeline for Key Steps

1. In March, contact Thomas regarding setting high demand holds.

2. Evaluate increase in need for fiction purchases over the first 2 months (April and May). Consider cost of McNaughton plan vs. purchasing outright and the change in collection development funds needed from other areas to cover this increase. Make funding adjustment starting in June.

M. Support I Need

1. Discuss with Board at April meeting that funding will be adjusted to purchase more Fiction and the consideration of a McNaughton plan.

2. Possible advice from Tom on best Create List set up to use to help track the increase of use in new fiction.

N. Resources I Need

1. Reports detailing impact of requests to help decide on best way to purchase more fiction materials and how much money will be reassigned to this area.