Increase Circulation Action Plan –Lagrange

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 adequate supply of popular, high interest fiction books to library patrons**

D. Key Steps I Need to Take

1. **Implement an ongoing special display of NYT bestselling adult fiction (Lisa Sassi/Sherri Smith)**
2. **Implement topical or hot topic displays of adult fiction (Lisa Sassi/Sherri Smith)**
3. **Review monthly display ideas from the NextReads Book Display Ideas newsletter (Sarah Potwin/Lisa Sassi/Sherri Smith)**
4. **Confer with Robert Drake regarding adding NextReads NYT bestsellers carousel to library Website (Sarah Potwin/Sherri Smith)**
5. **Establish a Pinterest board in which fellow Incubators and staff can share creative library display ideas.**

E. Timeline for Key Steps

1. **Purchase and install new end cap display units for Adult Fiction by April 7, 2015**
2. **Highlight NYT bestsellers carousel on www.laglib.org in May-August 2014 newsletter to all 5423 Lagrange households.**
3. **Highlight NYT bestsellers carousel on www.laglib.org in April - June 2014 monthly e blast to 3427 email addresses as well as on Library's social media.**
4. **Highlight NYT bestsellers in monthly e blast to 3427 email addresses during April – June 2014 monthly.**
5. **Continue posting each Saturday the updated weekly NYT bestsellers list by the Adult Fiction new books shelf.**
6. **Invite fellow incubators and staff to access incubator Pinterest board in March. (Sarah)**

Increase Circulation Action Plan –Lagrange

F. Support I Need

1. **Board of Trustees approve plan to weed**
2. **MHLS sends Lagrange html code to install NYT bestsellers carousel on www.laglib.org, top portion of the screen**
3. **Staff support to aid with displays (Lisa/Sherri)**

G. Resources I Need

1. **Use of money from Equipment budget to purchase end cap displays, approx. 700$**

Increase Circulation Action Plan –Lagrange

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. **Establish arrangement with Better World Books and Friends of Library to take weeded items.**
2. **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.**
3. **In March, 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.**
4. **Actual weeding of Adult Fiction collection during the months of April and May in preparation for the summer reading season.**

F. Support I Need

1. **Agreement by staff and board for the library to undertake a major weeding project.**

G. Resources I Need

1. **3 volunteers (approx. 7-10 hours per week) to aid for 5 weeks assigned to weeding by pulling items off the shelve. Librarian Potwin to look over when has been pulled and what is left on the shelf to make final assessment to keep item, weed item, purchase replacement copy of item.**
2. **3 volunteers (approx. 7-10 hours per week) to aid with disposal of weeded items . Scanning and packaging items to send to Better World Books or to add to Friends book sale.**

Increase Circulation Action Plan –Lagrange

A. Fulfill Patron Holds for Adult Fiction Titles

Essential Factor #3 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 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 local hold 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

7. Utilizing Library Journal periodical, New York Times Book Review and Publisher's Weekly website /weekly top pick lists to order Adult Fiction.

E. Timeline for Key Steps

1. In March, schedule and conduct a conference call with Thomas regarding setting high demand holds.

F. Support I Need

1. Speak with staff regarding ordering and cataloging second copy as local holds. (Miss Betty/Sherri Smith)

2. Speak with shelvers and counter staff regarding how to shelve Adult fiction books with local holds. (Library clerks)

G. Resources I Need

1. Realignment of 10% of collection acquisition funds to address holds threshold at 4 ($1500-$2000)