Increase Circulation Action Plan—Millbrook Library

- ✓ **Comments, questions, and suggested edits to this document to Tom Sloan on or before Tuesday, March 10.**
- ✓ **Each Early Adopter (and Trusted Advisors who wish) will compose an Increase Circulation Action Plan for their library, using the template and information below. Early Adopters are requested to submit their Action Plans to Tom Sloan on or before Tuesday, March 17.**
- ✓ **Please contact Merribeth, Rebekkah, and/or Tom if we may be of assistance.**

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Increase Circulation Action Plan—Millbrook Library

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 (select three or more to implement)

1. **Implement an ongoing special display of NYT bestselling adult fiction**
2. **Implement topical or hot topic displays of adult fiction**
3. **Review monthly display ideas from the NextReads Book Display Ideas newsletter**
4. **Display NYT bestseller adult fiction covers as color copies or in a digital picture frame**
5. **Confer with Robert Drake regarding adding NextReads NYT bestsellers carousel to library Website**

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

1. **Move a shelf from the basement into the main circulation area to hold displays by March 15.**
2. **Assign staff member to gather books for fiction displays by March 15.**
3. **Assign staff member to create a display of weekly NYT bestseller adult fiction covers by April 1. Also create a space to display these covers.**
4. **Contact Robert Drake regarding getting NextReads NYT bestsellers carousel on our website by March 15.**

F. Support I Need (develop support specific to your library)

1. **Staff members who can help fill display space and make cover copies.**
2. **MHLS sets up NYT bestsellers carousel on library homepage.**

G. Resources I Need (develop needs specific to your library)

1. **Bulletin board for photocopied NYT covers.**

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Increase Circulation Action Plan—Millbrook Library

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 (develop timeline specific to your library)

1. **At the March 2015 board meeting, 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.**
2. **At April 2015 staff meeting, 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. **Get the list of adult fiction items that have not circulated in three years from MHLS by April 1.**

F. Support I Need (develop support specific to your library)

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

G. Resources I Need (develop needs specific to your library)

1. **5 additional hours per week for 4 weeks assigned to weeding.**
2. **List of adult fiction items that have not circulated in three years from MHLS.**

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Increase Circulation Action Plan—Millbrook Library

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

1. **View high demand holds for adult fiction 2 times a week**
2. **Establish browsing copies when holds fall below the 4 ratio**
3. **Reevaluate collection development budget to set a priority of fulfilling holds**
4. **Consider if a McNaughton plan might work for your library**

E. Timeline for Key Steps

1. **Confer with a library director currently implementing a McNaughton plan by March 15.**
2. **Contact McNaugton about setting up a plan for high demand fiction titles by April 1.**

F. Resources I Need

1. **Realignment of 15% of collection acquisition funds to address holds threshold at 4**

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