Increasing Circulation

@your library



MID-HUDSON LIBRARY SYSTEM

#NYLA2016

Our Distinguished Panel

- Early Adopters
  - Stephanie Harrison, Millbrook Library
  - Jen McCreery, Desmond-Fish Library

- Trusted Advisors
  - Erica Freudenberger, Red Hook Public Library
  - Julie Kelsall-Dempsey, Highland Public Library

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DATA TEAM

People love public libraries, but they aren't using them

4862

EMAIL

BY LAURA SANTHANAM AND MEGAN HICKEY *September 23, 2015 at 9:42 AM EST*



Photo by Getty Images

Most people say public libraries provide communities with essential resources for literacy and education, but the number of people who actually take advantage of library services may be slipping.

30%

[are not sure what we do]

Pew Internet & American Life Project | 2013



“Use of public libraries drifts **down**…”

-The Pew Research Center, April 7, 2016






TOMORROW
LATER
NOW
SOME DAY
NEXT YEAR
NEXT WEEK

Downward Trend of Public Library Circulation

	2010	2011	2012	2013	2014	% Change '10-'14
MHLS	4,642,550	4,528,402	4,427,016	4,246,498	3,976,174	**-14%**
New York[1]	165,527,000	163,232,000	158,242,000	153,715,000	143,089,000	**-14%**
United States[2]	2,462,187,000	2,440,743,000	2,420,508,000	2,372,578,000	2,311,745,000	**-6%**

1 IMLS Public Libraries in the United State Survey [https://www.imls.gov/research-evaluation/data-collection/public-libraries-survey/explore-pls-data/pls-data]

2 Ibid.

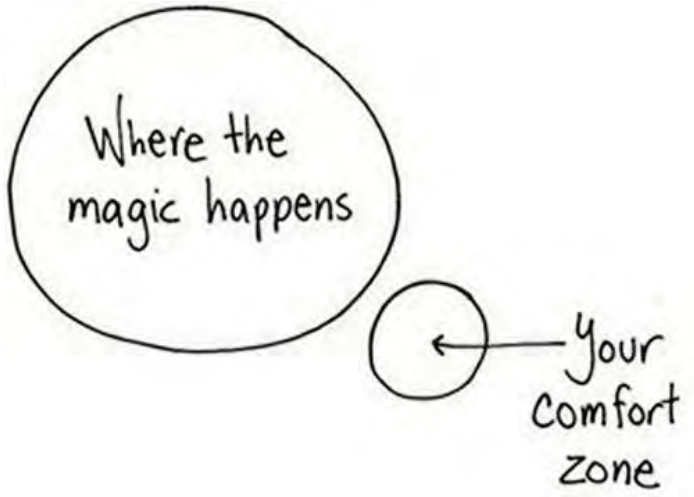


"The majority of library resources are assigned to activities related to the circulation of library materials."

Tom Sloan, MHLS Executive Director, "*Working Assumptions Regarding the Increasing Circulation Incubator Project,*" Director's report to the MHLS Director's Association

Process

- ✓Trusted Advisors: best practices
- ✓Early Adopters: action plans
- ✓"Speed Dating"
- ✓Implementation of Action Plans
- ✓Feedback loop; statistical tracking





Key Findings

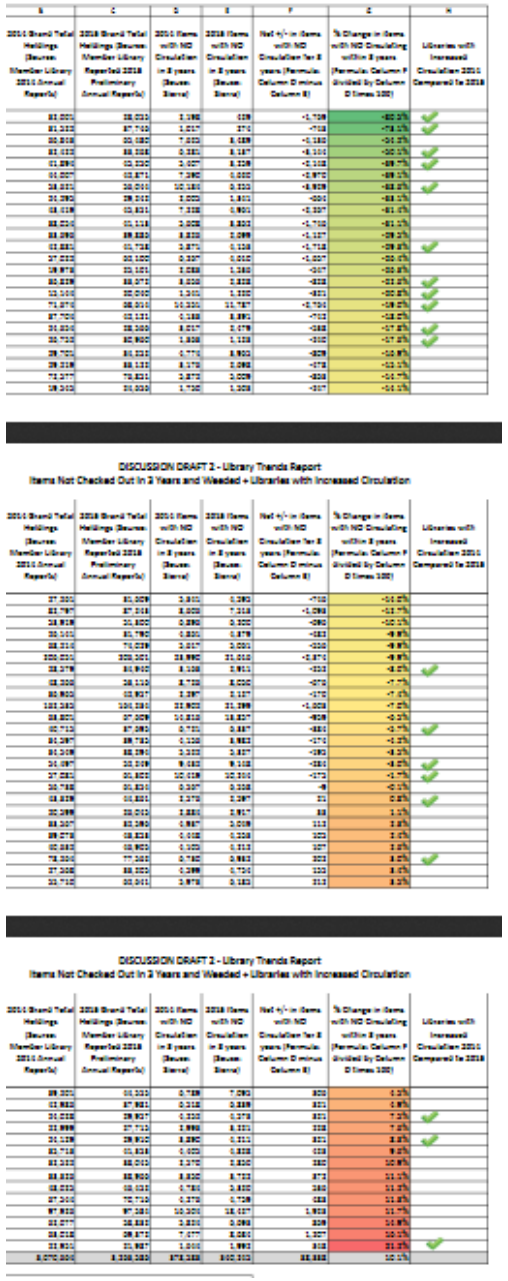
Organizational Buy-in



Weeding



Items Not Checked out in 3 Years & Weeded + Libraries with Increased Circulation



DISCUSSION DRAFT 2 - Library Trends Report
Items Not Checked Out in 3 Years and Weeded + Libraries with Increased Circulation

DISCUSSION DRAFT 2 - Library Trends Report
Items Not Checked Out in 3 Years and Weeded + Libraries with Increased Circulation

G	H
% Change in items with NO Circulating within 3 years (Formula: Column F divided by Column D times 100)	Libraries with Increased Circulation 2014 Compared to 2015
-80.5%	✓
-73.1%	✓
-54.2%	
-50.1%	✓
-39.7%	✓
-39.1%	
-38.6%	✓
-33.1%	
-31.4%	
-31.1%	
-29.5%	
-29.3%	✓
-26.4%	
-26.3%	
-22.6%	✓
-20.8%	✓
-19.0%	✓
-18.0%	
-17.8%	✓
-17.6%	✓
-16.9%	
-15.1%	
-14.7%	
-14.1%	

Responsive Collection Development



Displays & Collection Organization



User Experience (UX)




60
5
10
15
20
25
30
35
40
45
50
55

Community Engagement



Results & What's Next…



Library Successes in Increasing Circulation

1. Circulation of adult fiction and/or all materials increased
2. Multiyear downward trends in circulation stopped or reduced
3. Libraries below MHLS system wide circulation averages now above averages

Library	2013 Circulation	2014 Circulation	% Difference 2013-14	2015 Circulation	% Difference 2014-15	Change 2013-14 to 2014-15
Garrison	44,652	36,351	-6.94	36,361	0.0%	+6.94
Garrison Findings: 1. Circulation of adult fiction up 7.8% in 2015 over 2014 2. For all materials, 2010-14 average year downward trend of -5.28 improved by +5.28% in 2015 3. 2015 circulation of both adult fiction (+7.8%) and all materials (0.0%) outperformed MHLS system wide averages for adult fiction (-.5%) & all materials (-2.9%)						
LaGrange	171,236	129,546	-12.35	122,101	-5.7%	+6.65
LaGrange Findings: 1. Circulation of adult fiction up 5.8% in 2015 over 2014 2. For all materials, 2010-14 average yearly downward trend of -9.8% improved by +4.1% to -5.7% in 2015 3. 2015 circulation of adult fiction (+5.8%) outperformed MHLS system wide averages for adult fiction (-0.5%)						
West Hurley	38,972	32,240	-9.53	33,390	+3.6%	+13.13
West Hurley Findings: 1. Circulation for all material up 3.6% in 2015 over 2014 2. For all materials, 2010-14 average year downward trend of -3.71% improved by +7.31% to 3.6% in 2015 3. 2015 circulation of all materials (+3.6) outperformed MHLS system wide averages for all materials (-2.9%)						

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"The focus on circulation trends and ways to increase checkouts have resulted in MHLS turning a corner..."

-Tom Sloan, MHLS Executive Director

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Resources Available

https://midhudson.org/increasecirc/

- ❑ Action Plan Template for Increasing Circulation
- ❑ Display Ideas Board & Book Display Ideas eNewsletter
- ❑ Weeding & Libraries: The Facts (Director's Edition)
- ❑ Dealing with Discards (MHLS)
- ❑ Libraries Transforming Communities (ALA)
- ❑ Success Report (October 2016)

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Presenters

Moderator:

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