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Directors' Digest

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Welcome

A MESSAGE FROM SCOTT

Hello, and welcome to the first issue of *Directors' Digest* from collectionHQ.

collectionHQ has been at the forefront of collection performance improvement since it was founded in Glasgow, Scotland, in 2006. During that time, our company has carefully monitored and investigated trends in public libraries, so naturally we are excited to launch a newsletter to share industry insight with Library Directors worldwide.

In this edition, we tackle the debate around Big Data head on. What is Big Data? What are the pros and cons? How does Big Data impact public libraries? These are the questions customers ask us over and over again, and we look forward to sharing our views.

From Big Data and the increased use of evidence to provide a better service to library patrons, this edition will go on to discuss whether the adoption of self-service in libraries can enhance the patron experience. Can the 24/7 library truly work?

Finally, we look forward to introducing you to Corinne Hill, Library Director at Chattanooga Public Library and *Library Journal's* Librarian of the Year 2014. Corinne shares her thoughts on the challenges she faces as a library director and what she considers to be the key trends impacting public libraries today.

With all this and much more, I hope you find our newsletter interesting! Your feedback is welcome, and I encourage you to share your thoughts and topics for future issues with our editorial team at **more.info@collectionhq.com**.

Scott Crawford
COLLECTIONHQ VICE PRESIDENT
AND GENERAL MANAGER

THE RISE OF BIG DATA

Everyone seems to be talking about "Big Data" or "Data Driven Analytics": the trend experts are saying will increase a company's return on investment and drive an enhanced customer experience. And the practice can be applied to public libraries.

However, before library directors take the plunge and fully implement Big Data processes into their library, it is important to understand where Big Data originates, the arguments for and against the practice, how it is being used in industry, and how it can be rolled out in libraries.

WHAT IS BIG DATA?

You will find a variety of definitions to explain Big Data online but, in short, we can describe the term as large and complex data sets that require innovative, non-traditional tools to carry out effective analysis and decision making. That's right, many of us already have access to Big Data but it's **how** we use it that matters.

So, where did it all begin? According to a *Foreign Affairs* article published in June 2013, it was not so long ago (the year 2000) that 75 percent of the world's information was stored on print, film and other non-digital means. Internet developments and the speed at which digital data grows, however, meant that by 2013 "less than two percent of all stored information (was) nondigital." Another reason for such vast expansion of digitally stored information is the rise in "datafication": words, images or other non-numeric facts that can be stored as data.

With this rise of Big Data, all industries from automotive to government, banking to healthcare, were offered a new level of insight into consumer,

economic, social and political trends that could assist better decision making and the creation of firm, competitive business strategies that would generate improvements.

Many process-driven businesses will already be familiar with Six Sigma, "a set of techniques and tools for process improvement" introduced in 1986 by Motorola. Similarities have already been drawn between Six Sigma and Big Data in that, while both require staff "champions" to encourage buy-in from all levels of staff, the improvements that can be achieved with both techniques are proven. The key difference is that Six Sigma offers a methodology to build a business around where Big Data offers the nuts and bolts to which a methodology can be applied, to deliver powerful analysis that drives business forward.

THE BIG DATA DEBATE

Despite the rewards that can be achieved by using Big Data (examples of which we will go on to discuss), the phenomenon does not come without its critics. The main concern surrounding the rise of Big Data is whether the increased access that companies

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[1] http://www.foreignaffairs.com/articles/139104/kenneth-neil-cukier-and-viktor-mayer-schoenberger/the-rise-of-big-data
[2] http://insights-on-business.com/electronics/why-six-sigma-learnings-are-relevant-for-big-data/

have to information about consumer likes, dislikes, buying behavior and general characteristics can infringe on privacy. One such example is the high profile use of Big Data, generated from social media and website activity, by President Obama's team to target marketing activities during the 2012 election campaigns.

Granted, the debate about government access to voter information is always going to receive a mixed response and you could say this is an extreme example. For the majority, company access to consumer information, which allows brands to tailor messaging so that customers are only provided with information relevant to their needs, and to devise business strategies based on what different 'types' of consumers want, is not a bad thing. Let's consider this in the context of a public library. A patron registers for a library membership because they want ready access to the titles they want, when they want. A collection development manager may use that patron's check out history to analyze circulation trends relevant to their demographics and steer selection in a way that is going to ensure supply meets patron demand.

Note our reference to the manipulation of that data by a collection development manager. The key theme here is that Big Data is not replacing human insight but rather humans are using Big Data to make better decisions. This fact counters another argument against the rise of Big Data which is the fear that data and numbers are replacing "human judgment" contributing to the misplaced fear that one day our work will all be carried out by machines. The fact is, Big Data is complemented by a degree of human intuition. It simply allows us humans to carry out processes more efficiently, deliver better customer service and improve results.

An example of where Big Data is doing just that is the case of low cost carrier, Southwest Airlines. Renowned worldwide for impeccable customer service, the aim of Southwest Airlines was to use Big Data analysis to make continued improvements to the customer experience. Using "a new suite of customer contact and workforce optimization solutions provided by Aspect," the company is able to provide front line staff with performance "dashboards" and gain a better understanding of what customers want by using speech analytics to extract significant information from recorded conversations between staff and customers. This information helps maintain superior service for customers. What's more, Southwest Airlines uses "social media analytics" to send personalized offers, tailored to the customer's needs, through the appropriate channel.

[3] http://www.forbes.com/sites/gilpress/2014/01/31/big-data-debates-machines-vs-humans/
[4] www.bigdata-startups.com/BigData-startup/southwest-airlines-uses-big-data-deliver-excellent-customer-service/

BIG DATA IN PUBLIC LIBRARIES

When rolled out correctly, Big Data can provide library directors a wealth of insight into the performance of their library's collection from a comprehensive, system-wide level to a more granular, branch level. As a result, collections can be tailored to better meet patron demand, and turnover and circulation will improve.

Big Data can be rolled out in public libraries by following three key stages outlined by McKinsey Director, David Court, and Global Managing Director, Dominic Barton, in a 2013 *Harvard Business Review*.

I. Choose the right data

Public libraries are offered a myriad of data from their ILS (LMS) which, when applied correctly, can support better purchasing, positioning and collection maintenance decisions. The problem facing library managers is not the lack of data but establishing the right data to use and how to use it. Determining which data is important comes from identifying the key challenges facing the library and establishing the insight required to overcome those challenges. Once this data has been identified, what do we do with it?

II. Build models that predict and optimize business outcomes

According to Barton & Court, "Data are essential, but performance improvements and competitive advantage arise from analytics models that allow managers to predict and optimize outcomes." In other words, data from an ILS alone is not enough. An analytical "model" which allows library managers to set hypotheses or parameters that indicate when certain actions must be carried out in line with strategic objectives, is required to put this data to best use. Barton & Court warn that some "models" can be "too complex" and can "exhaust most organizations' capabilities." A tool which incorporates a clear "methodology" allows the use of Big Data to be transferable to frontline staff, supporting the sustainability of analytical methods by incorporating the technique into daily workflow.

III. Transform your library's capabilities: introducing a methodology

A proven methodology can be a huge benefit, by using information in a structured way to provide direction. While there will always be effort involved in embracing the methodology, a company can adopt a new way of working with the comfort that it has for some time been regarded in its sector as 'best practice.' The EBSM methodology, which has now been practiced in public libraries

worldwide for more than 25 years, is a prime example of a solution to the data overload problem for libraries. EBSM is a proven methodology for library collection performance improvement, based around a series of tools that create 'action plans' within a target driven framework. As with all new processes, EBSM "champions" must be identified to encourage buy-in from other staff.

And so, while Big Data provides the information required to make performance improvements, the key benefits that a methodology brings are structure and direction to make the right decisions with that information. Structure is enabled via the framework, meaning that everyone in the library system is working toward the same goal: based on targets and parameters that everyone has agreed. Direction is provided via the action plans — clear unambiguous advice on what to do at the shelf to improve the profile of the collection — item by item, collection by collection, location by location.

But what are the real results of using Big Data in public libraries and is there any evidence out there to prove that using data with a methodology will actually improve library collection performance and increase patron satisfaction? To answer this question, recent research was carried out on a sample of public libraries worldwide using collectionHQ — the only solution available that incorporates EBSM — to investigate the real success of implementing Big Data with the methodology, and whether the technique can help libraries to make times savings, cost savings and performance improvements. The findings of this research confirmed the hypotheses. By working with EBSM and Big Data, the average library system examined saved 28 hours on collection management tasks per week, $155,859 by making more informed purchasing decisions, and increased circulation by percent.

The evidence is out there. Big Data combined with a methodology can be applied to deliver powerful analysis that drives library collection performance improvements and enhances the patron experience.
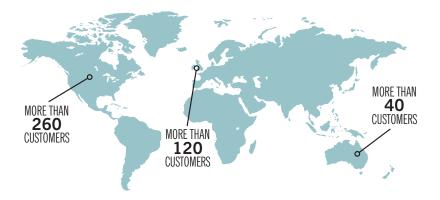
To request a copy of our new White Paper, which uncovers more findings from our research and unveils improvements that can be made for a library of your size, please contact whitepaper@collectionhq.com.

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SUPERCHARGE YOUR COLLECTION:
Ways to Boost the Patron Experience and Maximize Circulation

Evidence-based solutions which incorporate "big data" help to make libraries more efficient, improve performance and enhance the patron experience

collectionHQ is used in MORE THAN 400 public libraries worldwide

MORE THAN **260** CUSTOMERS

MORE THAN **120** CUSTOMERS

MORE THAN **40** CUSTOMERS

SAVE MONEY

Make more informed selection decisions and save up to **$155,869**

Save **$14,955** with vendor selection

$53,299 of fiction spending can be used elsewhere by replacing worn, "grubby" items with existing items in your collection

$30,574 of nonfiction spending can be used elsewhere by replacing worn, "grubby" items with existing items in your collection

SAVE TIME

SELECTION
Save 94 staff days per year

94

28
COLLECTION MANAGEMENT
Save 28 hours per week

IMPROVE PERFORMANCE

4,409 The number of nonfiction items that can be transferred to new locations

1,680 The number of fiction items that can be transferred to new locations

INCREASE PATRON SATISFACTION

INCREASE CIRCULATION BY	12%
REDUCE WORN, "GRUBBY" ITEMS BY	15%
IMPROVE TURNOVER BY	11%

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Director Spotlight

Corinne Hill

Chattanooga Public Library

We were delighted to catch up recently with Corinne Hill, Executive Director at Chattanooga Public Library (Tenn.) and *Library Journal's* 'Librarian of the Year 2014'. Corinne and the team at Chattanooga Public Library have been able to enhance the patron experience and increase circulation by 25 percent as a result of adopting evidence-based practices with collectionHQ.

When did you first decide that you wanted to work in public libraries?

When I met Eva Poole, Director at Denton (Texas) Public Library. I had started library school with the intent to be a medical librarian and quickly discovered it wasn't for me. Eva helped me find my way.

What do you enjoy most about your role as director at Chattanooga Public Library?

Making things happen; Helping staff grow; Helping make the community a better place for all of us. Not necessarily in that order.

Who is the most popular author at your library at the moment?

James Patterson

What do you consider to be the three main challenges facing library directors today?

Remaining relevant in our communities, hiring and growing the right people and leading through disruptive change.

Over recent years, the library world has been influenced by a number of key factors. What do you consider to be the key trends shaping the library world as we know it?

• Experiences, not transactions
• Libraries as civic laboratories and collision venues
• Freelance job market

How is your library using 'Big Data' to improve collection performance?

Clean up is where we are currently seeing the biggest impact. Working with a clean database does wonders for service delivery and customer service. Not to mention efficiencies for staff; we spend much less time looking for items that are long gone or misplaced.

We are starting to move into using data for ordering and rebalancing existing collections. I'm excited to see where that will take us.

What projects are you most excited about working on over the next year?

• Working with the mayor's office and Code for America to collect and disseminate city data, and ultimately help solve civic problems.

• Building a youth services department focused on 21st Century learning styles.

• Continuing to experiment on our 4th Floor. Innovation has a short life span and sours as quickly as milk. You have to be in a constant state of invention.

CORINNE HILL AND CHATTANOOGA PUBLIC LIBRARY ARE HOSTING LIBRARY JOURNAL'S DIRECTORS' SUMMIT NOVEMBER 13-14, 2014

LENDING INTO THE FUTURE

The trend of self-service may seem like a fairly recent phenomenon, but the origins of self-service actually date back to 1916.[5] The first grocery store to allow customers access to products without being served by an assistant was American grocery chain, Piggly Wiggly, setting the scene for the convenient services many of us take for granted today.

More than 100 years later and self-service is beginning to take on a whole new, yet more literal, meaning. Supermarkets, airport kiosks, banks, and more and more public libraries are seeking to streamline the consumer experience further and save costs by removing the requirement for another human being to provide us with the goods we want from the services we use.

SELF-SERVICE IN PUBLIC LIBRARIES

Growth of self-service in public libraries properly kicked off in 2010 with many of the earlier adopters based in mainland Europe. A report in 2012 by leading RFID consultant, Mick Fortune, revealed that in Denmark and Holland particularly, early majority adoption brought several "long term and competitive benefits" to libraries using self-service. Those libraries could agree to use "the same format and same data on their RFID tags" which created the possibility to then "share resources, create a national lending service and protect their investment in the future."

However, the long term investment options were not the main reason for the rise in self-service at public libraries. Many other advantages of the service were prevalent including cost savings and an improved patron experience. The topic can however divide opinions so it is important to understand both the argument for and against self-service.

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[5] www.independent.co.uk/news/business/analysis-and-features/how-britain-became-a-selfservice-nation-2241830.html

PROS

CONS

COSTS CAN BE SAVED, AND HOURS CAN BE EXTENDED BY ALLOWING PATRONS TO CHECK OUT AND RETURN THEIR OWN BOOKS.

STAFF TIME IS SAVED AND CAN BE SPENT ON MORE CUSTOMER FOCUSED ACTIVITIES. FOR EXAMPLE, WELCOMING CUSTOMERS TO THE LIBRARY, DIRECTING THEM TO THE REFERENCE DESK, ANWERING QUERIES.

SELF-SERVICE STREAMLINES THE RETURN AND CHECK OUT PROCESS, REDUCING LONG QUEUES.

IF PATRONS ARE SELF CONSCIOUS ABOUT CHECKING OUT AN ITEM, SELF-SERVICE OFFERS A DEGREE OF PRIVACY.

THE MODERNITY THAT SELF-SERVICE MACHINES ADD TO A LIBRARY APPEALS TO YOUNGER PATRONS AND PROVIDES THE LIBRARY WITH A MORE CONTEMPORARY STYLE.

SELF-SERVICE MACHINES CAN GENERATE MORE SPACE BETWEEN SHELVES OR FOR DISPLAYS.

IMPLEMENTATION OF SELF-SERVICE IS UNDOUBTEDLY EXPENSIVE. *LIBRARY JOURNAL* REPORTED IN 2010 THE COST OF "AN INITIAL INVESTMENT OF $20,000 FOR THE SMALLEST OF LIBRARIES TO $1.2 MILLION FOR THE LARGEST SYSTEMS."

WHILE PROVEN THAT STAFF TIME SAVINGS MADE FROM RFID CAN BE REDEPLOYED TO OTHER ACTIVITIES, IT IS ALSO A VALID ARGUMENT THAT STAFF JOBS CAN BE CUT COMPLETELY AS A RESULT OF SELF-SERVICE.

SOME PATRONS MAY TAKE LONGER TO ADJUST TO SELF-SERVICE AND PREFER COMPLETING TRANSACTIONS WITH A STAFF MEMBER.

FULL SELF-SERVICE PUBLIC LIBRARIES MAY RISK THEFT OF MORE VALUABLE ITEMS LIKE DVD OR A/V.

Whichever side of the fence you are on, perhaps the big question on every library director's mind is justifying the cost of introducing self-service machines to their library. Reports reveal that despite the price, the uptake of self-service is popular in libraries of all sizes — large and small. While the expense is real, less expensive options are available. A 2010 *Library Journal* report, outlined the following examples:

- Patron self-pickup of holds and self-directed printing
- "Smart Cards" which provide patrons with a User ID that comprises of circulation, fee-based services, and Internet access.

According to the same report, "Less expensive innovations can deliver just as much impact." However, whether those options offer the same range of self-service functionality remains debatable.

THE FUTURE OF SELF-SERVICE

As the availability of self-service in public libraries increases, the demand for more self-service options grows. Integration between systems and the option for patrons to register with a library via self-service are just a couple of examples. Mike Monk, Vice President of RFID vendor, Envisionware, suggests that with this growing demand comes the desire for library self-service to be interoperable with a smartphone. Students, professionals and other patrons with busy lives would welcome the ability to place holds and even release "print jobs" directly from their phone.

Fitting in with patrons daily routine is certainly met by the introduction of the 24/7 library. An example of the library that never closes is the online or "virtual" branch that allows patrons to register with a library, download ebooks, access online databases, and sign up for library classes all from the internet. Skeptics may argue that the virtual library does not provide the full library service although, as long as physical library items exist and need to be picked up or returned, achieving the full library experience online is unlikely.

An example of the 24/7 library, which is perhaps providing more of a typical library experience completely through self-service, is the use of library lending machines in more and more public and academic libraries across the world.

Pioneer Library System in Oklahoma is one of those libraries. In October 2013, it became the first library in the U.S. to launch Envisionware's 24-Hour Library. This service came at the right time for the library which had failed to win enough votes to build two new library branches on the east and west side of the city of Norman in 2008. In 2011, when a 6,700 square foot branch became available following the closure of a local Borders store in the east side, Pioneer Library System saw this space as an opportunity to work with Envisionware to open its first U.S. 24-Hour Library.

The launch of this library has brought several benefits to the library system. The 24-Hour Library is based in a location of "high foot traffic," and so it provides a great service for people who want to drop off or pick up items, access Wi-Fi, and pay library fees or fines when the branch isn't open. The venture has also freed up space at the library branch in the west side and is welcoming lots of new interest in the library from patrons who are intrigued by the "coolness factor."

In the United Kingdom, Warwickshire Libraries, in association with the George Eliot Hospital in Nuneaton, launched a library vending machine for the use of hospital patients and staff. The system provided by D-Tech has been well received by the community which brings the library service to many when they are at their "most vulnerable," offering all users the chance to escape from the realities of hospital with a book.

Despite the arguments against self-service, the convenience to patrons and the flexibility it provides to a library system — in terms of how it positions staff, distributes spending and locates branches — is undeniable. The movement of self-service to the availability of 24/7 libraries is certainly an interesting trend to follow, and at collectionHQ we are hooked to discover what's next!

[6] http://lj.libraryjournal.com/2010/06/industry-news/state-of-self-service-2010-do-it-yourself-libraries/#_
[7] www.thedigitalshift.com/2013/10/hardware-2/oklahomas-pioneer-library-system-launches-24-hour-vending-library/
[8] http://readingagency.org.uk/news/blog/a-library-book-vending-machine.html

COLLECTIONHQ SUPPORTS MANAGEMENT OF FLOATING COLLECTION AT MARIN COUNTY FREE LIBRARY

Marin County Free Library, California, is a 10-branch library system serving a population of more than 140,000. When the library's collection moved to floating, the team required a solution to help manage movement of those items. collectionHQ was introduced as that solution in 2011.

THE CHALLENGE

Before the implementation of collectionHQ at Marin County Free Library, the team was faced with the challenge of improving collection management and weeding across all libraries. Donna Mettier, Technical Services Manager at Marin County Free Library reports "Historically we ran our county system like 10 boutique libraries then, five years ago, we switched to system-wide selection and floating. It then became apparent on starting to float that our weeding guidelines hadn't been consistently applied site-by-site."

collectionHQ was brought on board to help coordinate collection management and weeding guidelines at a system level, ensuring standard procedures across all libraries.

THE SOLUTION

MORE REGULAR WEEDING | Since implementing collectionHQ at Marin County Free Library, weeding has become more systematic and time has been saved from the previous method of using the ILS (LMS) to create complex weeding lists centrally which were then distributed out across the branches. With collectionHQ, weeding is now carried out on a schedule where a different genre can be weeded each month to ensure regular maintenance of the entire collection.

What's more, collectionHQ puts the responsibility of weeding back into the hands of branch staff who can easily access the toolset's weeding "action plans" which direct them to those items that have not circulated in a long period of time (dead) or which have been overused and are in a poor physical condition (grubby). Staff can then remove those items from the shelves and are provided with the opportunity to make selection suggestions based on what items have been removed. Overall, this process helps to keep the collection relevant and in a good condition as well as make best use of shelf space to improve browsability for patrons.

BETTER MANAGEMENT OF FLOATING COLLECTION | Donna reports that the team at Marin County Free Library were excited about the release of the new "floating" functionality within collectionHQ which helps maintain movement of floating collections and ensures those items are going to locations of demand. Donna shared, "We have been using collectionHQ Floating tools to help smaller branches quickly identify items they can move to bigger libraries. collectionHQ has not only helped to clear up those overstocked areas in smaller branches but reveals items that will receive use elsewhere."

As a result, Marin County Free Library has been able to create space quickly and easily, all while knowing those items that have floated will circulate at their new location.

In addition to Floating tools, collectionHQ Transfer tools have also supported movement of items. This functionality directs transfer of items with poor circulation to locations of higher demand, which in turn, increases circulation, avoids the need to purchase new copies and reduces waste.

EVIDENCE-BASED PURCHASING | collectionHQ Selection tools have supported the creation of performance based standing orders at Marin County Free Library by introducing "evidence" to purchasing decisions. Donna explains that the library provides book vendor "Baker & Taylor" with standing orders to ensure a regular supply of material throughout the year. Before collectionHQ, building standing orders was mainly based on "gut feeling" about the right quantities of particular genres or authors per location, a process that could take several months of collating recommendations from across that branches. With collectionHQ, that list can now be produced once a year straight from the toolset based on evidence of performance.

The selection tools have also been helpful when adjusting book budget between age groups. Donna explains that when moving to system-wide

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KEY BENEFITS

The adoption of collectionHQ at Marin County Free Library has helped to:

- ■ Improve collection management
- ■ Make more informed purchasing decisions
- ■ Improve management of floating collection
- ■ Provide better collection insight

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spending, it was noticed that most spending had unintentionally moved from juvenile to adult. She reports "Using collectionHQ selection tools centrally helped re-balance that spending by providing direction on how to divide the money up across the libraries based on how our patrons are using the collection."

ENHANCED INSIGHT | To promote the collection at Marin County Free Library, collectionHQ Marketing tools have proven extremely useful. Regularly, branches can produce "Top Charts" straight from collectionHQ to share recommendations with the public.

Donna explains that these charts are not only interesting for patrons but for staff at the library. For example, before the use of collectionHQ, anecdotal evidence from staff on what items were popular and what were not was often the basis for selection. However, the Top Charts have often revealed a different picture and in certain cases have proven an "eye opener" for staff!

This developed knowledge of patron reading trends with evidence from collectionHQ has helped to improve the patron experience at Marin County Free Library and promote system wide decisions.

demo@collectionhq.com | **www.collectionhq.com**

EKZ.BIBLIOTHEKSSERVICE GMBH — REUTLINGEN, GERMANY

With its contemporary furniture, modern lighting and attractive color schemes, stepping into the head office of ekz.bibliotheksservice GmbH in Reutlingen, Southwest Germany, is like stepping into a library of the future. And that is exactly what ekz, leading provider of quality-driven library solutions and innovation, is facilitating in libraries throughout the German-speaking world.

Just one glimpse of the state-of–the-art interior at Stadtbibliothek Stuttgart (Stuttgart Library) and it is easy to understand why so many library directors charge ekz with delivering a range of premium products and services encompassing equipment, media, education and consultancy to their library system. Following a recent visit to Stadtbibliothek Stuttgart, Ian Downie, collectionHQ's Director, International Business Development, explained: "The ground level of the library is extraordinary! The glass floor allows patrons to see the real "supply chain" at the library – what happens from the moment their book is returned, to when it is added back on the shelf."

The beauty of ekz is that the company understands exactly what obstacles face libraries today, and what solutions are required to overcome these.

"We think the biggest challenge for libraries is the transition from the physical to the digital media

world. Libraries will have to define their (new) role in this environment and the ekz Group, with its products and services, will be a strong partner to overcome this challenge," Dr. Jörg Meyer, ekz CEO, said.

Ekz's focus on providing solutions that help libraries keep up with the latest trends, while ensuring they can achieve maximum performance and effective use of resources, is collectionHQ's key identifier with the company and the reason we chose ekz as our major partner in Germany. As a partnership, we have had the opportunity to accompany ekz at a number of events including the "ekz on Tour" roadshow in October 2013 and the 103. Bibliothekartag in June 2014 where we were delighted to meet a number of the leading libraries in Germany.

To our friends at ekz: "Vielen Dank" and we look forward to the exciting projects ahead!

Upcoming Events

October 8-10 | Liverpool, N.Y.

Polaris Users Group, Holiday Inn Conference Center

collectionHQ's Customer Experience Manager, Kathie Graham, will present with Carol Maxey (Library Resource Administrator, Webster Parish Library, La.), at this N.Y. event on Friday, October 10.

October 22 | Frisco, Texas

collectionHQ North Texas Forum 2014

Hosted by collectionHQ Account Manager, Norene Allen, this session will allow users to hear case study presentations from other customers, share best practice and discover upcoming collectionHQ enhancements. Find out more and register at **https://chqnorthtexasforum2014. eventbrite.com**

October 28 | Quincy, Mass.

collectionHQ Boston Area Forum 2014

Join collectionHQ users and collectionHQ Account Managers, Liz Duffy and Randy Boecker for a day of discussion around evidence based practices and getting the most from collectionHQ. collectionHQ customers and non-customers are both welcome. Find out more and register today at **https://chqbostonforum.eventbrite.com**

October 29 |Tacoma, Wash.

Northwest America Forum 2014

Featuring presentations from customers and Account Manager, Kristen Becker, attendees will have the opportunity to share experiences with other collectionHQ users and to discover upcoming collectionHQ developments. Find out more and register here **https://chqnwforum2014.eventbrite.com**

November 5 | Saratoga Springs, N.Y.

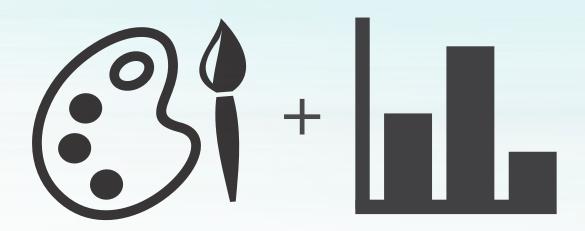**collectionHQ NYLA 2014 Forum, Saratoga Springs Public Library**

At the New York Library Association Annual Conference, we look forward to hosting a User Group that will offer collectionHQ customers and non-customers the opportunity to discover the latest collectionHQ news and to discuss experiences of using evidence based practices. Find out more and register here **https://chqugnyla2014.eventbrite.com**

November 14 | London, United Kingdom

collectionHQ UK Forum 2014, BMA House

The day welcomes collectionHQ users from across the UK to discuss individual experiences and hear from guest presenters. The afternoon will include a productive, team-based workshop which promises to equip attendees with new ideas and innovative ways of getting the most out of collectionHQ. Find out more and register here **http://chqukforum2014.eventbrite.com**