



TWINSBURG PUBLIC LIBRARY IMPROVES SELECTION WITH COLLECTIONHQ

Twinsburg Public Library, OH, is a single branch library system serving a population of more than 20,000. Since implementing collectionHQ at the library in 2013, the team has been able to improve selection decisions and better monitor collection performance.



THE CHALLENGE

Prior to the introduction of collectionHQ, staff at the Twinsburg Public Library faced the challenge of implementing evidence based collection management techniques efficiently and effectively. Being part of a shared SirsiDynix ILS with the CLEVNET consortium of 43 library systems across 12 counties in Northeast Ohio, has greatly improved the sharing of items but posed challenges with accessing data which had to be requested from another library. Cari Dubiel, Digital and Learning Services Manager at the library, commented: "I had no access to data other than SirsiDynix's reporting tool which at times was inconsistent so if I wanted to do weeding I had to email the software department at the Cleveland Public Library then wait 3 days until I got the report."

Inconsistent weeding of dead items was not only an issue for keeping shelves tidy, but was costly since the library pays an approximate 10 cents inventory charge per item to CLEVNET which, combined with other fees, helps to cover costs related to maintenance of the ILS and database subscriptions.

THE SOLUTION

The introduction of collectionHQ to the Twinsburg Public Library has allowed the single branch library to continue to benefit from being part of a larger consortium while having a more direct view of what is actually going on in the collection; helping staff to improve purchasing decisions and streamline collection management.

THE RESULT

EVIDENCE-BASED SELECTION

Using the collectionHQ Selection module, Cari has been able to easily identify those items that are popular with patrons but are understocked at the library. Replenishing those items has helped to replace overused items and also to build a collection that is more reflective of patron demand.

In addition to achieving a better grasp of what's popular at the Twinsburg Public Library, collectionHQ's Discovery tool - which reveals circulation trends on a local, regional and national level - has proven to be a real eye-opener for Cari and the team! Cari shared: "Discovery helped especially with those items that weren't so obviously popular with patrons for example the 'mid-list' like 'Algebra for Dummies' or other training books. It had never occurred to us to buy multiple copies of these books, so we made sure to do this!"

Cari revealed that the frontline librarians have also used collectionHQ to maintain a display in front of their desk featuring multiple copies of top titles that aren't available for holds requests so they don't go

KEY BENEFITS

The adoption of collectionHQ has helped the team at Twinsburg Public Library to:

- Easily identify popular items
- Complete collection maintenance tasks more efficiently
- Introduce marketing activities
- Gain better insight into circulation

COLLECTION PERFORMANCE IMPROVEMENT



out to other libraries and are available for patrons. She comments: "Their patrons have been very happy with that."

Overall, the collectionHQ Selection module has provided the team with the evidence required to enhance the collection development expertise of staff and ensure that enough of the right items are purchased to meet patron demand.

STREAMLINED COLLECTION MANAGEMENT

Introducing collectionHQ has greatly helped to increase efficiencies in collection maintenance activities.

collectionHQ Action Plans don't just provide Cari's team with data; they direct them specifically to those items that have not circulated in a designated period of time (dead) or which are in a poor physical condition (grubby). As a result, shelves are tidier and the hot new titles available as a result of better selection are more visible to patrons.

Cari has started to use collectionHQ's Scheduling module which she expects will enhance the collection management workflow even further. She explains: "Each librarian is in charge of a section and they should weed on schedule. We haven't really monitored this so far, but we will use the Scheduling tool to provide support." The Scheduling module will not only help Cari to assign various tasks to librarians, but will allow her to set reminders for when those tasks are due and monitor progress.

ENHANCED MARKETING ACTIVITIES

collectionHQ's Marketing module has provided Cari with new ways of promoting the collection and monitoring the success of marketing activities.

Using the collectionHQ 'Top Charts' tool, the team has been able to create displays of the most popular genres, subjects and titles across the library. Cari is also excited about a new project which pulls the list of Top Chart titles from collectionHQ onto the library website where patrons can then click through to place holds requests.

In terms of measuring marketing activities, a librarian is starting to work with the collectionHQ Experimental Selection tool which will allow the team to monitor the success of a new title or collection before making the decision to buy a larger quantity.

IMPROVED COLLECTION PERFORMANCE

collectionHQ performance tools have delivered great insight and exposed parts of the collection where circulation is dropping, areas where circulation is high, and areas where circulation has increased as a result of better selection decisions and collection management.

Amendments to collections based on use of an evidence based methodology facilitated by collectionHQ have proven to improve circulation as illustrated in collectionHQ's performance module. Cari describes: "You can see that the performance of Dewey 500s has gone up between January 2013 and January 2015. In January 2013, the average number of days on the shelf was 61.8 and the average use per item per month was 0.15. In January 2015, the average number of days on the shelf was 40.9 and the average use per item was 1." Cari is impressed by this improvement and attributes it to a smaller, more targeted collection which is appealing to patrons.

CONCLUSION

Introducing evidence based techniques with collectionHQ is starting to pay off at the Twinsburg Public Library by supporting better use of staff time and saving valuable collection dollars by reducing wasteful purchases.

Cari looks forward to the future, mentioning: "I like how collectionHQ has evolved over time and continues to help me do more things."

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