collectionHQ
data. insight. solutions.

THE FERGUSON LIBRARY ENHANCES MARKETING ACTIVITIES WITH COLLECTIONHQ

The Ferguson Library
Stamford's Public Library
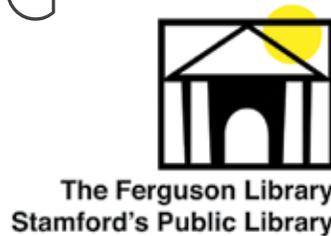
BACKGROUND

Serving a population of more than 130,000, the Ferguson Library, CT, covers a main library and 3 branch libraries. collectionHQ was introduced to the library to make collection maintenance more regular and to promote circulation of items.

THE CHALLENGE

Prior to using collectionHQ, collection maintenance was irregular due to a lack of evidence based processes. Elizabeth Joseph, Coordinator, Information & Adult Services at the library, explains: "Our collection was huge and sprawling. Weeding was sporadic and did not adhere to any strict standards so we needed to implement an evidence based, data driven approach to collection development and maintenance."

THE SOLUTION

In 2013, the library management team identified collectionHQ as the solution which would provide more structure to collection management, helping staff to complete activities more efficiently to improve the collection.

THE OUTCOME

BETTER COLLECTION INSIGHT

On adopting collectionHQ, staff got straight to work with using the tool's evidence to discover what was really going on in the library's collection. collectionHQ's wide range of action plans helped to provide direction on what items to remove from the collection, which to buy more of, and those to move to another location. As a result, the staff has an improved knowledge of how each area of the collection performs. Elizabeth describes: "(collectionHQ) helps zero in at a granular level to see certain parts of a collection." Looking forward, Elizabeth is excited to begin using the collectionHQ Scheduling module which will help management to delegate tasks over several months. She adds: "Scheduling will further empower staff to monitor collection usage and trends."

KEY BENEFITS

The implementation of collectionHQ at The Ferguson Library has helped to:

- Provide staff with better knowledge about the collection
- Make more informed purchasing decisions
- Increase circulation

COLLECTION PERFORMANCE IMPROVEMENT

EVIDENCE BASED SELECTION

Using the evidence about collection performance from collectionHQ has also helped to make more informed purchasing decisions based on demand. Before collectionHQ, budget was shared across the collections without taking circulation of those collections into account. As a result, the library would be understocked in some areas while overstocked in others. Elizabeth and the team has used the collectionHQ Spending Plan to share budget among the selectors for each collection based on collection size and circulation. Buying more wisely and reducing overstocked areas has also provided the library with more physical space which can be used for individual study and collaboration.

ENHANCED MARKETING ACTIVITIES

collectionHQ's Marketing Module has proven to be an effective tool to promote the collection at the library. Elizabeth has used the Top Charts tool in particular to create displays of top titles within a particular genre or a Non-Fiction category to draw attention to those items. Top titles are not only displayed in-house, but are communicated via social media and local press. One example was the use of Top Charts to display top economics titles. Promotion of this display in local press was aimed at local entrepreneurs, encouraging them to visit the library.

IMPROVED COLLECTION PERFORMANCE

collectionHQ has overall helped to save time and improve the collection at The Ferguson Library. Collections have seen an increase in interest and demand, in particular the library's SF/Fantasy, Mystery, Romance, paperback and A/V collections. Elizabeth concludes: "collectionHQ has made a huge difference. Our collection is now on its way to be right sized and more relevant to the needs of our community."

*save***TIME**

*save***MONEY**

improve **PERFORMANCE**

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