



Librarians who implement the highly practical EBSM methodology consistently **save time and money** while **improving the performance** of their collection and aligning it with patron demand.

The Evidence Based Stock Management (EBSM) methodology is currently in use at more than 450 public libraries across the globe and is supporting staff time savings, smarter purchasing decisions and collection performance improvements.

EBSM ORIGINS

In the mid 1990s, EBSM was discovered by public librarian, George Kerr who worked for a public library in Scotland that was promoting a management culture based around measurable performance and patron focus. Combined with his own dissatisfaction with having to purchase new items and plan item movement with totally inadequate data, George set about designing a framework for collection improvement that was based around patron consultation.

With limited scope for large scale first hand consultation, the evidence from data held within the library management system (LMS) /integrated library system (ILS) emerged as the perfect contender for the central consultation information source.

A comprehensive toolset was then developed, which was further refined following George's work for the Bertelsmann Foundation's International Network of Public Libraries in 1998, which saw him join forces with three libraries in England to successfully verify that EBSM could be used in different sized libraries and libraries using different LMS (ILS) databases. EBSM continues to develop to this day as use of the methodology has expanded further into Europe, North America, Australia and New Zealand.

HOW IT WORKS

The EBSM methodology helps to achieve two key goals: improving collection quality and improving collection relevance. It achieves this by continually accessing collection supply against collection demand - with the data held within your own LMS (ILS) database acting as the supporting evidence.

EBSM compares the gaps between supply and demand over time against EBSM Key Performance Indicators (KPIs), highlighting where your library is progressing towards, meeting or falling behind targets. The targets for each EBSM KPI can be tailored by your library right down to individual branch and collection.

The methodology then arms librarians with a set of tools which create EBSM Action Plans aimed at meeting these targets over a configurable time period.

THE EBSM KPIs

The five EBSM KPIs universally describe what a patron expects of collection provision.

| | |
|--------------------------|---|
| Grubby Items | Users should not be expected to borrow items which are physically unattractive |
| Dead items | Users should not be expected to wade through hundreds of dormant items in the search for useful or desirable choices. |
| Popular Author Provision | Users have an expectation of finding a good selection of publications by favourite authors on shelves at all times |
| Overstocked Subjects | Large Quantities of unused and unwanted Non Fiction items in any subject area is counterproductive to user satisfaction and convenience |
| Understocked Subjects | Supply should always try to match demand in Non-Fiction Subject |

KEY BENEFITS

Libraries where the EBSM methodology has been implemented can expect to:

- Save time**
Achieve greater results with fewer resources including more efficient collection management and selection.
- Save money**
Make better use of current collection through intelligent transfer and spend more effectively with evidence based selection planning.
- Improve Performance**
Deliver a collection that meets patron demand and generates patron interest.



saveTIME



saveMONEY



improvePERFORMANCE

THE EBSM TOOLSET

EBSM recommends a collection of complementary tools across Fiction and Non Fiction collections that work together to create a well-stocked library system. The tools are arranged into a number of EBSM Stages: logical groupings of activities that add value cumulatively when practised over time.

The methodology recommends the optimum sequence and frequency to schedule use of each tool which, when managed effectively, ensures a smooth roll out of the methodology across the library.



| MAINTENANCE | DEMAND | REFRESH | REMOVAL | SELECTION |
|---|---|--|---|---|
| <ul style="list-style-type: none"> Collection check Catalog maintenance | <ul style="list-style-type: none"> Popular subject transfer Popular author transfer Holds request analysis | <ul style="list-style-type: none"> Overstocked subject swap Grubby item refresh Dead item refresh Floating item management | <ul style="list-style-type: none"> Grubby item removal Unread item removal Dead item removal | <ul style="list-style-type: none"> Local item selection System wide selection Popular author selection Evidence based selection planning (ESP) Predictive analysis |

- The Maintenance Tools ensure that the library catalog is accurate
- The Demand Tools ensure that popular demand areas (authors and subjects) are being met with a satisfactory level of items on shelves at any time
- The Refresh Tools help generate additional circulations from existing items through intelligent transfers and swaps across branches.
- The Removal Tools are used to cleanse shelves of poor quality and unpopular items.
- The Selection Tools are used to create targeted, relevant purchase recommendations to meet both local and system-wide demand. Recent developments include the introduction of predictive analytics which feed solutions like Evidence-based Selection Planning (ESP), a service from Baker & Taylor which helps to ensure that libraries are equipped with both current and pre-published titles according to demand.

Find out more at www.collectionhq.com/esp.

EBSM™ is the complete library stock performance improvement methodology, which analyses historic and current information about stock use, to help librarians save time and money, improve stock performance and align stock with local demand.