



- ✓ Purchase materials patrons have placed on hold and are waiting to check out... this is a guaranteed circulation and great service.
- ✓ Purchase materials patrons want, when they want it. Everyone wants the latest bestseller when it is still a bestseller.
- ✓ Weed, weed, weed... so materials not circulating are not a barrier to finding what is circulating ... make patron browsing easy.
- ✓ Display, display, display...face out. Do this throughout the library. Studies show displays increased circulation.

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Report to the Directors Association – February 2015

## Increase Circulation Incubator Project

### A. Working Assumptions Regarding the Increase Circulation Incubator Project

1. The majority of library resources are assigned to activities related to the circulation of library materials.
2. Collectively, circulation is on a 3 year downtown trend for MHLS member libraries.
3. Libraries have developed and implemented best practices that result in increased circulation.
4. MHLS should support identifying and assisting members in implementing best practices that result in increased circulation.
5. MHLS and member libraries success to increase circulation can be absolutely measured (i.e., number of items circulation) and relatively measured (i.e., % of increase or decrease in circulation).

### B. Increase Circulation Incubator Project Description

1. The Increase Circulation Incubator Project will be conducted during calendar year 2015. MHLS staff supporting the project are: Tom Sloan, Rebekkah Smith Aldrich, Merribeth Advocate
2. Up to 5 library directors (Early Adopters<sup>1</sup>) will commit to developing and implementing a strategic plan, based on best practices, for increasing circulation through making changes in their operations and services including current practices, policies, and procedures. Directors agreeing to serve as Early Adopters are: Sarah Potwin; Stephanie Harrison; Kara Lustiber; Jeannie Bogino; Jen McCreery
3. Up to 5 library directors (Trusted Advisers<sup>2</sup>) will commit to supporting the early adopters in developing and implementing strategic plans for increasing circulation. Directors agreeing to serve as Trusted Advisers are: Julie Dempsey; Erica Freudenberger; Susan Ray; Susan Totter; Patti Haar
4. All participating library directors will commit to: (1) in-person quarterly meetings held at various library locations; and (2) a panel presentation at the MHLS Removing Barriers Mini-Conference. Specific dates and times to be determined.

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<sup>1</sup> An **early adopter** is a library director who embraces changes in their library operations before those changes are widely implemented in similar situations. **Early adopters** are willing to take some risk, implement changes in their library's practices/policies/procedures, and share their experiences with the larger library community.

<sup>2</sup> A **trusted advisor** is a library director who has experience and expertise increasing the circulation of library materials in their library. The **trusted advisor** works in a positive, cooperative, supportive manner to explore new ideas, discover solutions to problems, and illuminate organizational change needed to increase the circulation of library materials.

## 5. Meeting Agendas

### a) February 3, 10 AM to 3 PM

- 1) Getting to know participants and their interests/issues regarding circulation, speed dating format
- 2) Group process to identify 3-5 practices, procedures, and/or policies which have the greatest impact on increasing circulation
- 3) Each Trusted Advisor selects the practices, procedures, and/or policies for which they will serve as a Trusted Advisor
- 4) Each Early Adopter selects the specific practices, procedures, and/or policies they wish to implement
- 5) Group process to develop an *Increase Circulation Action Plan* for each Early Adopter including measurements (e.g., total number of circulated items will increase 2% in 2015)
- 6) Group process to identify for each Early Adopter the resources (e.g., create list reports) needed for their *Increase Circulation Action Plan*

### b) Spring 2015 (half day)

- 1) Meeting hosted at the library of a Trusted Advisor with presentation on the implementation of a practice, procedure, and/or policy for which they serve as a Trusted Advisor
- 2) Report from each Early Adopter regarding successes and challenges implementing their *Increase Circulation Action Plan*
- 3) Group discussion on each report from Early Adopters regarding successes and challenges in implementing their *Increase Circulation Action Plan*
- 4) Group process to adjust each *Increase Circulation Action Plan* as needed including identifying additional resources required

### c) Summer 2015 (half day)

- 1) Meeting hosted at the library of a Trusted Advisor with presentation on the implementation of a practice, procedure, and/or policy for which they serve as a Trusted Advisor
- 2) Report from each Early Adopter regarding successes and challenges implementing their *Increase Circulation Action Plan*
- 3) Group discussion on each report from Early Adopters regarding successes and challenges in implementing their *Increase Circulation Action Plan*
- 4) Group process to adjust each *Increase Circulation Action Plan* as needed including identifying additional resources required

### d) Fall 2015 (half day)

- 1) Meeting hosted at the library of a Trusted Advisor with presentation on the implementation of a practice, procedure, and/or policy for which they serve as a Trusted Advisor
- 2) Report from each Early Adopter regarding successes and challenges implementing their *Increase Circulation Action Plan*
- 3) Group discussion on each report from Early Adopters regarding successes and challenges in implementing their *Increase Circulation Action Plan*
- 4) Group process to adjust each *Increase Circulation Action Plan* as needed including identifying additional resources required
- 5) Plan the panel presentation at the MHLS Removing Barriers Mini-Conference

### e) November 2015

- 1) Panel presentation at MHLS Removing Barriers Mini-Conference