

COLLECTIONHQ SUPPORTS WEEDING AND SELECTION IMPROVEMENTS AT BROOKLYN PUBLIC LIBRARY

Brooklyn Public Library comprises 58 branches and 2 bookmobiles, serving a population of over 2.5 million. The library required a solution to help manage and develop its collection efficiently and effectively at a time of staff shortages. collectionHQ was enlisted to assist with this objective.



THE CHALLENGE

Prior to the implementation of collectionHQ, Brooklyn Public Library faced the challenge of both finding the time to weed and managing selection decisions efficiently with limited staff.

Electronic Resources Analyst at the library, Michael Santangelo, describes that the previous system of weeding consisted of branch staff requesting an ILS report from someone at the central office. He continues "they'd have to wait for that report or check each book one by one which was time-consuming and inefficient." One such project was a major audit of the catalogue inventory where each item was "touched by hand and checked against inventory." Santangelo explains that this task "was a monumental undertaking and helped to greatly improve the database and let librarians have a better sense of their collections. But, staff members do not have the time to do comprehensive, item by item inventories every year or even few years. A labor intensive inventory would take time away from other activities that would be more beneficial to the library's patrons."

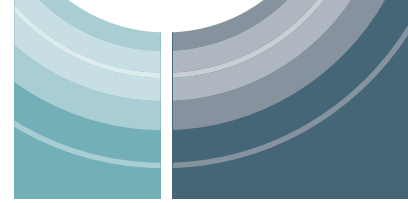
The shortage of staff not only affected efficiencies in the maintenance of the collection at the library but in the selection of materials. Santangelo elaborates "selection was often time consuming as you didn't necessarily have the report you wanted. For example, you could run a report on 'fiction' but that is so general. The task ended up cumbersome checking title by title."

These challenges encouraged the team to explore the potential for collectionHQ and the Evidence Based Stock Management (EBSM) methodology to deliver efficiencies. The library has been a subscriber to collectionHQ since 2010.

THE OUTCOME

STREAMLINED PROCESSES | Since the implementation of collectionHQ at Brooklyn Public Library, weeding of dead materials and identification of missing stock has become much more straightforward.

With collectionHQ, staff no longer need to check manually for dead items (which they class as materials which have not circulated in over 1 year) as they can run a report which highlights those materials and the product suggests other branch locations where these items might



KEY BENEFITS

The adoption of collectionHQ has helped Brooklyn Public Library to:

- Improve collection maintenance tasks.
- Make informed purchasing decisions.
- Better manage supply with demand.
- Enhance promotional activities.



perform better. Use of this function has been so effective that a few libraries have reduced the percentage of dead items in a few collection areas to nearly ZERO! collectionHQ also helps staff to identify items that are potentially missing from their collection. Santangelo explains "this really helps with efficiency because they (the staff) don't have to go looking for missing items and it helps them clean up their collections to see what is missing."

Overall the accessibility of collectionHQ for staff has made tasks much more streamlined. Santangelo says "People are always amazed that collectionHQ is available over the internet and that you can go to any computer in the branch and run an action plan without slowing down every computer in the system which often happened when running the long reports from the ILS." He continues "It really empowers public service staff to go out and take care of their collections and allows us to do it in a professional and thoughtful way."

What's more, the software allows Santangelo's team to monitor which branches are using collectionHQ and how their collections are improving as a result. This helps him to identify who requires additional training and whom he can direct to the extensive, interactive training resources including short training video clips available within the product.

SMARTER SPENDING | In addition to improvements around the management of the collection, collectionHQ has proven helpful in budgeting and exposing those areas of the library's collection which are under-represented. One particular task was a project with zero-based budgeting co-ordinated by the Head of Collection Development, Charlene Rue. Santangelo describes that this would have been a difficult activity without collectionHQ's insightful tools and provision of accurate and granular statistics on each part of the collection. "As a result of this project we got a far more detailed insight into how the collection was or was not being used. We could see that we could put less money into current events because we weren't getting the full investment out of those after a couple of months, they were only receiving a few cents."

Additionally, collectionHQ has helped the team to create detailed spending plans suggesting where to spend their money during the selection process. Santangelo explains that this proof has validated opinions of those areas of the collection where the library need not invest so much funding and that these decisions "can be backed up with data from collectionHQ and not just seen as based on the opinion and preferences of one person."

ENHANCED MARKETING | The collectionHQ Marketing Module tools helped bring about developments in promotional activities at Brooklyn Public Library. Santangelo explains that before launching the software, dealing with press enquiries about best-selling titles was cumbersome using the reports produced from their ILS. With collectionHQ, the library is able to run a series of charts with information of top titles or top authors and distinguish this popularity according to location.

These charts have also been eye-opening for the staff as a whole. Santangelo explains "it has been interesting to see the trends and that some of our gut instincts have been correct about what went where and what wasn't popular in certain areas."

Brooklyn Public Library's clever use of the collectionHQ toolset to overcome the challenges facing the library has yielded some extremely positive results. For the future, we have high hopes of continued improvements as Santangelo and team carry on working with the range of tools collectionHQ has to offer!



saveTIME



saveMONEY



improve
PERFORMANCE

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COLLECTION PERFORMANCE IMPROVEMENT