



collectionHQ
data. insight. solutions.

CASE STUDY

ST HELENS LIBRARY SERVICE
USING THE COLLECTIONHQ
DASHBOARD TO EVALUATE
PERFORMANCE



save**TIME**



save**MONEY**



improve**PERFORMANCE**



St. Helens
Library Services

St Helens Library Service in England is made up of 13 branches and serves a population of 178,000. collectionHQ was implemented at the library in 2014 to offer insight into collection performance and to support evidence based collection development. Performance monitoring of the collection has been further enhanced thanks to the introduction of collectionHQ's Dashboard in 2016.



USING collectionHQ

The decision to use collectionHQ at St Helen's Library Service offered staff new information about the collection including circulation evidence, peer statistics and action plans to improve performance. Service Support Manager, Joe Oxley, described: "We started to investigate our issue (circulation) figures following collectionHQ Transfers and then removing dead items. The Collection Use reports were used to gather information on overstocked or understocked collections, which then allowed us to tackle our stock gaps more effectively." Use of collectionHQ was limited at first to Joe and the branch supervisors, however introduction of the Dashboard in 2016 was identified as a good opportunity to extend access to branch staff.

ROLL OUT TO STAFF

collectionHQ

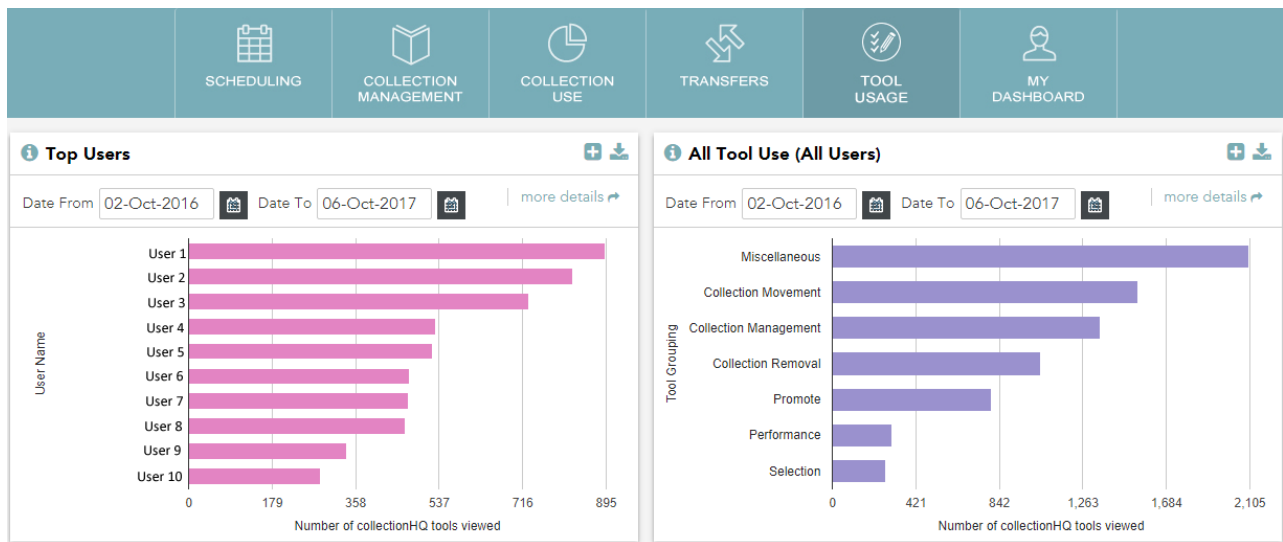
Joe conducted a number of sessions to introduce collectionHQ to staff who, at first, were surprised by the capabilities of the toolset. He described: "I ran sit-down sessions to detail how and why we use the system. I got

the feeling that many members of staff were unaware of how holistic a product collectionHQ is – they believed it was used only to pinpoint items to be withdrawn and little else. Sitting them down in groups of two or three and making it a bit more informal helped them to feel at ease and ask questions about how it all works."

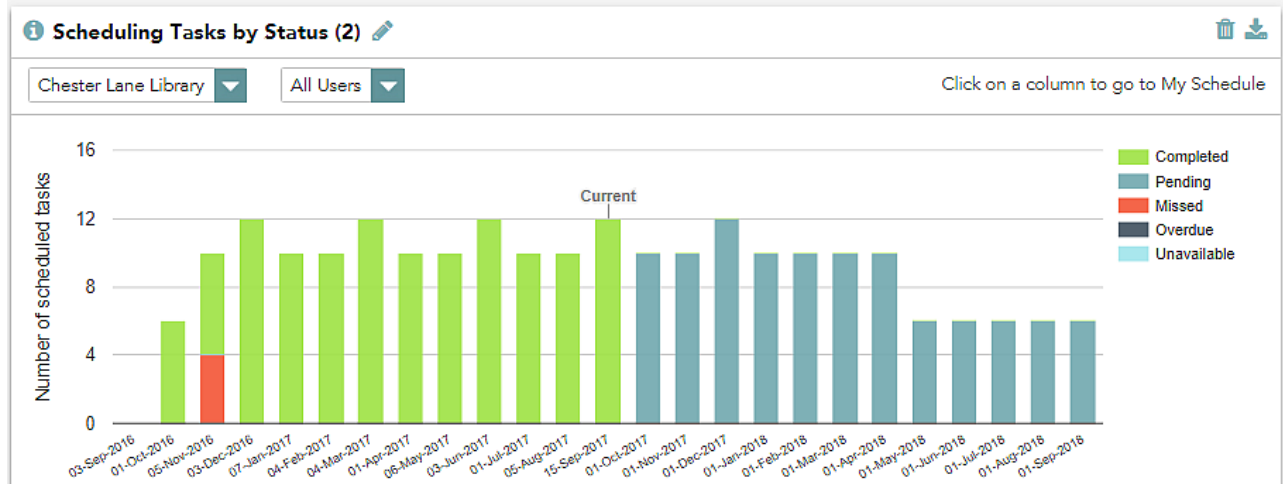
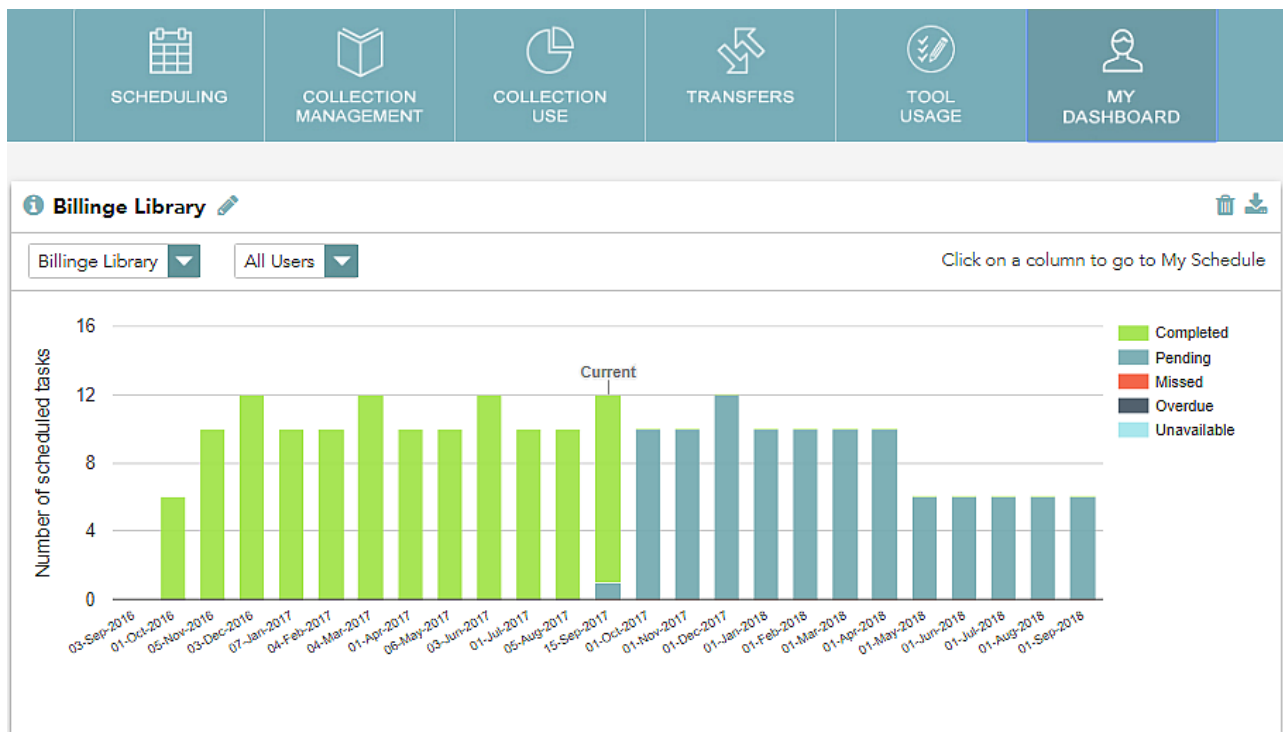
The Dashboard

Following training sessions, Joe encouraged staff to use collectionHQ by sharing regular collection performance updates using My Dashboard. Users then have the option to drill down from each chart and graph within the Dashboard to more detail, revealing trends behind the metrics and where action is required.

Joe shared: "For a workforce whose strength lies in information provision and presentation, Dashboard was fantastic! collectionHQ is a rich and dense, data-driven system, but to anyone who isn't keen on statistics it could feel impenetrable. Dashboard changed a lot of preconceptions our staff had about the system and helped them see the value in the work they were doing."



collectionHQ is used widely among the staff at St Helen's Library Service.



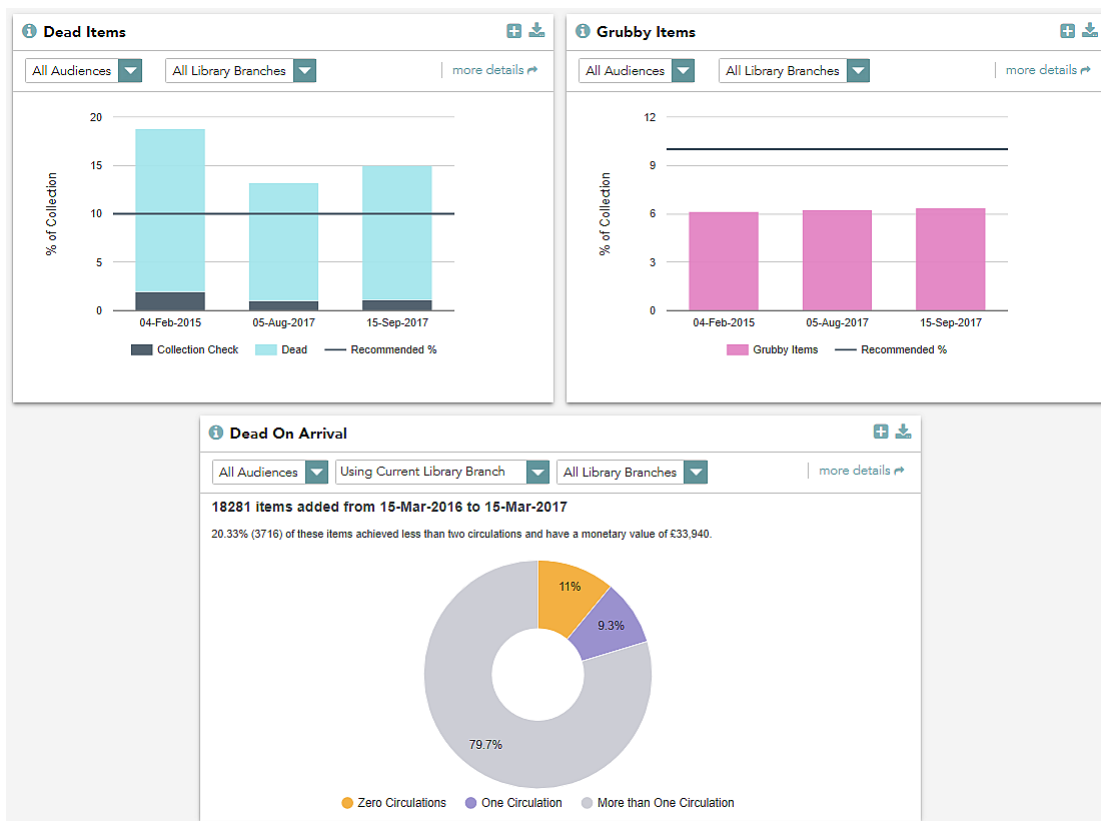
Joe uses My Dashboard to schedule regular updates to staff.



FINDINGS

At first Joe was surprised by some of the information presented by the Dashboard, in particular in relation to Dead on Arrival or DOA. DOA is a metric used to report material added to a library's collection over a 12 month period which subsequently does not achieve more than one circulation in the following 6 months. Joe commented: "I think the inclusion of Dead on Arrival was a bit of a surprise, in more ways than one. It's a difficult topic to discuss really as you're talking about items we've essentially wasted money on. Though, on the flip-side, it's important to recognise when things aren't working and it was good for staff to see how easy it is for all of us to make mistakes. It also takes away some of the pressure staff feel when they are asked to remove an item which has never been issued."

The Dashboard also helped to identify differences between collections, in particular between Fiction and Non-Fiction. Joe shared: "I'm disappointed we haven't been able to tackle our Non-Fiction stock as well as our Fiction. I think it's more difficult because you're dealing with the unknown! Everyone knows how popular (or unpopular) certain Fiction genres are, and can feel comfortable when they remove unnecessary copies, but it's very difficult to pinpoint which specific subject works in one branch but not another. collectionHQ provides the information with the inclusion of turnover figures in the Dashboard. It's now time for us to help our staff put this information to good use."



REPORTING TO MANAGEMENT

While the Dashboard has helped to share collection insight with staff, it is also used to provide management with an overview of how the collection is performing as a whole. Joe explained: "Our management team like to keep an eye on the overall picture and I'll send ad-hoc reports if a branch is under-performing or over-performing. Email is still the standard in our workplace and is used to share reports with others."



KEY BENEFITS

Monitor performance

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**Identify
improvements**

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**Share results with
staff & management**

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**Make informed
decisions**

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