

GEELONG REGIONAL LIBRARY STREAMLINES SELECTION WITH COLLECTIONHQ

Geelong Regional Library is an 18 branch library system serving a population of over 260,000. Co-ordinating collection management processes across all branches and making purchasing decisions based on hard evidence was to prove a challenge for staff at the library and so collectionHQ was implemented in 2012 to assist.



THE CHALLENGE

Prior to the implementation of collectionHQ at Geelong Regional Library, all collection management and development processes were carried out using LMS (ILS) reports and staff knowledge. Although the LMS system provided circulation information on items at the library, the reports lacked direction, were limited in detail and were not simple to use.

As a result, allocating budget effectively and matching supply with demand was a challenge. Collection management processes like weeding were also time consuming and difficult to regularise without clear action plans and evidence on what items to withdraw. Collection Services Team Leader, Kim Neill, comments that weeding was limited to items that had not been checked out as no other criteria could be applied to the reports "these were one dimensional reports that didn't allow any other information to be included to allow you to make a judgement."

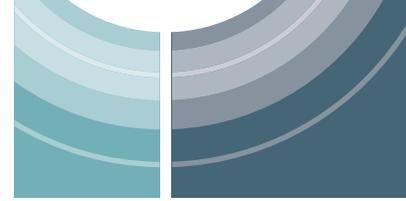
After viewing a collectionHQ demonstration at a Victorian Association for Library Automation (VALA) conference, the team at Geelong recognised the toolset as the right solution to improve collection management and development processes at the library.

THE OUTCOME

MORE INFORMED PURCHASING DECISIONS | Since the inception of collectionHQ at Geelong Regional Library, staff have been able to base purchasing decisions on evidence, exposing parts of the collection where spending can be adjusted. Collections Project Officer, Irene McGinnigle, remarks that collectionHQ has assisted greatly with the selection process in that the profiles they send to suppliers are better supported and can be put together more efficiently than before.

The library has also been able to use collectionHQ's budgeting tools to manage spending at a branch level. For example, when a sum of money was awarded to one of the branches, collectionHQ was used to decide where that should be spent, streamlining the process. Kim explains "It was interesting and we gave what it said in the report to our supplier."

Not only has collectionHQ helped Geelong Regional Library decide how money should be spent, the tool has also highlighted where money can be saved by transferring items rather than buying new ones. Transfers have been used so far to move items from the main branch, which is currently being re-built, to two other branches based on demand.



KEY BENEFITS

The adoption of collectionHQ has helped Geelong Regional Library to:

- Make evidence-based selection decisions
- Roll-out a collection refresh program
- Gain better insight into the collection
- Work towards saving time, saving money and enhancing promotional techniques



STREAMLINED PROCESSES | collectionHQ's multi-faceted toolset has provided staff at Geelong Regional Library access to a range of analysis about their collection which was not so accessible before. Kim comments "collectionHQ saves so much time because you can look at other information and what you need from the one place."

Irene continues that the reports offer more than just data, but the opportunity to delve into collectionHQ analysis and uncover even more trends "I use all the reports and I love the fact that I can transport and manipulate the data...I can see patterns emerging."

The accessibility of this level of detail from collectionHQ has allowed the library to begin the rolling out of a collection refresh program where reports listing items that are not circulating or are in a poor physical condition can be run by each individual branch and then dealt with accordingly. Ultimately, staff at each branch will be trained to run collectionHQ reports which will allow a collection refresh timetable to be implemented and adhered to across the library system, regularising collection maintenance.

THE FUTURE | The team's experience with collectionHQ so far has helped to identify future projects where the solution can be used.

The knowledge gained from using the budgeting tools to allocate spending at one of the smaller branches will help staff to plan fiscal year budgets with the help of collectionHQ. This practice is expected to better match the overall collection to demand and save valuable staff time. The team also plans to save money and avoid wasteful purchases by implementing regular transfer processes where branches can decide what items to transfer out as well as bring in to their collection without spending extra money.

The Collections Team is looking forward to working with collection HQ's Marketing Module which will be a collaborative effort with the Library's Website developer and the Manager of Marketing and Communications.. Using the Top Chart and Experimental tools from the Marketing module, the team will be able to enhance promotion of their collection and monitor closely the activity of new items or items which have been moved to another area of the library.

Overall, collectionHQ has proven an essential resource to the team at Geelong with more great results to come.



saveTIME



saveMONEY



improve
PERFORMANCE

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COLLECTION PERFORMANCE IMPROVEMENT