

COLLECTIONHQ HELPS TO BOOST MARKETING ACTIVITIES AT CALGARY PUBLIC LIBRARY

Calgary Public Library is made up of 18 branches and serves a population of over 1,000,000. Making evidence-based decisions in terms of collection management and development has always been an important factor for the library system and collectionHQ was identified as the perfect accessory to complement this method of working.

THE CHALLENGE

Calgary Public Library had always used statistics and hard evidence to drive collection management and development decisions. However, with the library having recently migrated to a new ILS system, they chose to add collectionHQ to help harness evidence and inform collection management projects.

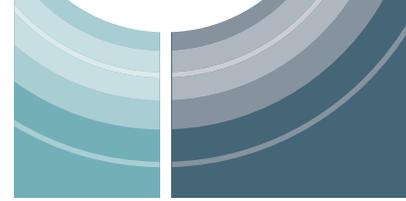
Joye Hardman, Manager of Access and Discovery at the library comments "we became aware of collectionHQ and were excited to use both the dead and grubby tools for weeding and helping to manage both the relevance and physical conditions of our collections."

The library has been a subscriber to collectionHQ since 2010.

THE OUTCOME

STREAMLINED PROCESSES | Since implementing collectionHQ, Hardman and team have rolled out a schedule of weeding which ensures that this process is carried out efficiently and on a regular basis. With a large number of holdings, the collection has been broken down by Dewey range to ensure that a different part of the collection is weeded each month. Using easy to run, comprehensive collectionHQ grubby (items in a poor physical condition) and dead (items which have not circulated in a period of time) action plans to facilitate this, the entire collection can be refreshed over a calendar year with December reserved as a month for the branches to decide which area requires extra weeding work at their location. Hardman comments that the process ensures "everybody is weeding the same thing at the same time." The procedure has been extremely advantageous for the team responsible for selection and collection development as they can monitor how areas of the collection are performing across the system and identify any significant variations at different locations.

collectionHQ's action plans assist greatly with the ongoing management of the library's floating collection which encompasses most media items. Hardman describes "As soon as we moved to floating our collection, many of our branches became overwhelmed at the number of returns of material they had no room for. The collectionHQ tools are assisting with shelf capacity planning by helping staff identify and balance supply and demand at a local level."



KEY BENEFITS

The adoption of collectionHQ has helped Calgary Public Library to:

- Implement more regular weeding.
- Analyze their collection better branch-by-branch.
- Prepare the collection for a renovated branch.
- Create promotional displays.



collectionHQ's action plans have been well received by the staff at Calgary Public Library. Hardman explains "The action plans run smoothly, quickly and they format easily. Our customer services staff was absolutely thrilled because they had been without weeding reports for at least a year since the ILS migration." She continues "As a result our collection now has more appeal."

BETTER COLLECTION INSIGHT | Since implementing collectionHQ, staff at Calgary Public Library have been provided with valuable insight into their collection thanks to the variety of action plans provided by the solution.

Hardman comments that one of the main surprises revealed by collectionHQ was the sheer number of items that weren't circulating or were in a poor physical condition. This insight has not only helped to implement an effective plan of weeding but offers a level of detail that was not available prior to their subscription to collectionHQ. For example, with CDs and DVDs, identifying those which were overused had been difficult as often scratches would appear superficial or at times were not visible. With collectionHQ grubby reports, librarians now don't need to rely solely on appearance but they have a guide as to what items have been highly used and are likely to be in a poor condition.

The insight on a comparable level, branch-by-branch, has been another useful attribute of collectionHQ. After opening a new branch, it was subsequently identified that circulation at the neighbouring branch had dropped significantly. Hardman comments "It is an older branch so there is a fair amount of material grubby or which hasn't moved in a long period of time." She continues that her plan is to use collectionHQ to help refresh materials at the older branch to make the collection "more appealing" to customers.

ENHANCED MARKETING ACTIVITIES | Since subscribing to collectionHQ, Hardman and team have been keen to explore the range of tools within the Marketing Module which have helped to enhance promotional activities at the library.

When Calgary Public Library celebrated its 100th anniversary this was a huge celebration for the staff and an occasion to promote its services throughout the community. Using collectionHQ's marketing functionality, the Community Services Department were able to source interesting, location specific, evidence-based information to include in the library brochure and in branch displays.

The tool has also provided useful information to share with the fund development arm of the library. Hardman explains that she can now quickly show them the most popular items at each location whether by genre, author or title and this information helps their discussion with potential donors.

More recently, the Marketing Module has been utilized as part of an extensive renovation project at one of Calgary's largest branches which will remain open in a much smaller footprint for service and collections. Hardman describes "We used data from collectionHQ to identify authors, titles and subject areas in greatest customer demand in the adult fiction and non-fiction book collections. This information guided staff in what to retain on its limited shelving for customer use and what to store until renovations are completed in November."

Overall, the insight and direction delivered by collectionHQ is proving a great support for all levels of staff at Calgary Public Library and we look forward to their continued success!



saveTIME



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