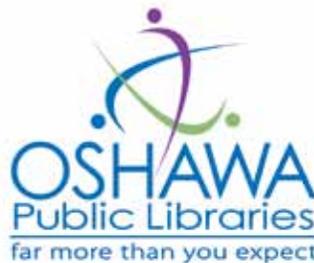


OSHAWA PUBLIC LIBRARY INTRODUCES EVIDENCE-BASED SELECTION WITH COLLECTIONHQ.

Oshawa Public Library, Ontario, is a 4 branch library system serving a population of over 160,000. Determined to ensure that their collection was meeting the needs of patrons, the library subscribed to collectionHQ.



THE CHALLENGE

Prior to the implementation of collectionHQ, Oshawa Public Library faced similar challenges to most public libraries: growing pressure to increase circulation and ensuring materials budget was spent evenly over the course of the fiscal year. Anne Donnellan, Manager, Technical Services at the library explains that with each selector owning various responsibilities, selection was not always priority. Without regular purchase requests throughout the year, there was often a “mad scramble” at year end to spend the budget which meant that purchasing decisions were not always well thought out.

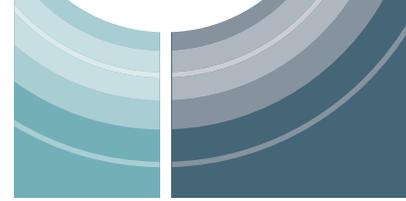
THE OUTCOME

MORE INFORMED PURCHASING DECISIONS | As a result of implementing collectionHQ at Oshawa Public Library, planning budget has been streamlined and the end decision has become more accurate and more representative of patron demand on a local level.

Anne elaborates that planning budget based on “evidence” from collectionHQ saves a lot of time from what used to involve “multiple meetings” and sometimes “bad feeling.” Selection decisions made centrally are now always welcomed by branch staff who appreciate that selectors, each of whom is responsible for a certain area of the collection, are using collectionHQ action plans to find out on a branch level what is understocked or overstocked and what are the most popular authors and subjects. This added trust with collectionHQ action plans also provides reassurance to management that selection could be outsourced to vendors if necessary.

In addition to planning selection for the entire fiscal year, collectionHQ has been extremely useful in managing lease book supply from vendors. For example, with collectionHQ Popular Author Summary, the library can send vendors the lists of copies that they need then monitor those action plans throughout the year in case any author moves up or down the list. Anne explains that this process of requesting and amending lease book supply maintains public support since books can be sent back to the vendor rather than discarded. Public support

COLLECTION PERFORMANCE IMPROVEMENT



KEY BENEFITS

The adoption of collectionHQ at Oshawa Public Library has helped to:

- Plan budget based on circulation “evidence”
- Better match supply with patron demand
- Introduce more regular weeding
- Plan for evidence-based ebook management





collectionHQ

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is also enhanced thanks to a better match of supply and demand with collectionHQ evidence. Anne comments "Marketing is focused on getting more people into the libraries but we need to make sure that when we get them in the door that the things they want are on the shelf."

REGULAR WEEDING | Besides ensuring that the items patrons want are on the shelves, collectionHQ has also been used to keep those items in a good physical condition. collectionHQ action plans have been rolled out across the branches directing staff to those "grubby" items that need to be removed from the shelves. Thanks to the accessibility of the action plans, the process of weeding can be carried out by each branch who will weed a different area of their collection each month in accordance with the weeding schedule set centrally.

Anne is delighted that collectionHQ can also be used to weed "dead" items which have not circulated in a long period of time and is currently discussing with her director how a schedule could be rolled out across the branches, similarly to the process for removal of "grubby" items.

NEXT STEPS

In a short space of time, the team at Oshawa Public Library has accomplished a lot with the support of collectionHQ. Anne is excited about how she will use the tool next which includes use of collectionHQ to better manage the library's ebook collection. "eBooks are so expensive....being able to compare ebooks and print books by genre, author or title will be fascinating."

Anne is also looking forward to working with collectionHQ's Marketing module in particular the "Experimental Placement" tool which will allow staff to closely monitor the performance of certain titles or genres on a branch level. Anne explains "We move things around but knowing how they perform is all observational – not evidence based."



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