



Amanda Barton
12 Alphabet Street
City
AB12 3CD

Welcome to collectionHQ – Maximize your Library's Collection Performance

PRESS RELEASE

Contact Information

collectionHQ
Jamie Wright, Vice President of Sales
more.info@collectionhq.com

FOR IMMEDIATE RELEASE

collectionHQ, Ingram Library Services and Growing Libraries and Announce Community-Driven Collections Program for Public Libraries. New partnership helps libraries align collection development with community demographics and engage underserved audiences through targeted outreach.

Scotland, Glasgow – June 11, 2026 – collectionHQ, Ingram Library Services and Growing Libraries today announced the launch of the **Community-Driven Collections Program**, a new collaborative initiative designed to help public libraries make smarter collection decisions based on a deeper understanding of their local communities.

The program brings together the strengths of three leading library suppliers to create a seamless workflow that enables libraries to understand who lives in their community, identify gaps in collection alignment, acquire materials that better reflect local needs and interests, and promote those collections to their community.

By combining household-level demographic intelligence from Growing Libraries, collection performance analytics from collectionHQ, and curated content acquisition services from Ingram, libraries can move beyond traditional collection development approaches and adopt a more strategic, community-informed model.

The Community-Driven Collections Program allows libraries to:

- Understand the demographic composition of their community at a household level.
- Compare community demographics with existing library membership
- Identify underserved audiences and collection opportunities.





- Build collection strategies informed by both community need and collection performance.
- Acquire targeted materials through Ingram's extensive content and curation services.
- Promote new and existing collections directly to relevant audiences through highly targeted outreach campaigns.

The result is a practical framework that helps libraries ensure their collections remain relevant, responsive, and reflective of the communities they serve.

"Partnering with Growing Libraries and collectionHQ allows us to bring even greater value to libraries through data-driven selection and streamlined workflows," said **Carolyn Morris, Vice President of Ingram Library Services**. "Together, we're helping libraries build collections that truly resonate with their communities."

Ian Downie, CEO of Growing Libraries, said: "By combining community intelligence, collection analytics and targeted engagement, we can help libraries build collections that are truly aligned with local needs while ensuring those collections reach the audiences who will benefit most."

The three organizations will formally introduce the Community-Driven Collections Program during the American Library Association Annual Conference in Chicago later this month. Attendees will have the opportunity to learn more about the initiative during meetings, demonstrations, and partner events throughout the conference.

Representatives from Growing Libraries, Ingram and collectionHQ will be available to discuss how the program can support collection development, strategic planning, community engagement, and library growth initiatives.

Jamie Wright, Vice President of Sales at collectionHQ, added: "For many years, collectionHQ has helped libraries make evidence-based collection decisions using circulation and collection performance data. This partnership extends that capability by incorporating community demographic intelligence into the decision-making process. Together, we can help libraries identify not only what is being used today, but what opportunities may exist to better serve their communities tomorrow."

About Ingram Library Services

Ingram Library Services, a division of Ingram Content Group, is a leading provider of books, media, and collection development services for libraries. Through innovative technology, data-driven insights, and a vast global distribution network, Ingram helps libraries efficiently build and manage relevant, diverse collections that meet the needs of their communities.

About collectionHQ

collectionHQ is the world's leading library data analytics solution, helping libraries make evidence-based decisions that improve collection performance, increase circulation, and deliver greater value to their





communities. Through cHQselect, collectionHQ supports smarter, faster, and more confident book cart creation using real collection data.

About Growing Libraries

Our Community Insight™ tools provide powerful demographic insights into the community, identifying and segmenting non-cardholding households, enabling high-precision targeting to drive cardholder growth. Using our Growth Programs™, libraries can engage these households with personalized and optimized outreach messaging via email or direct mail campaigns and track progress within the platform. Our CI-Sync™ connector integrates seamlessly with both the library's ILS and our community data sources, allowing real-time updates of the platform.

For more information or to arrange a meeting during ALA Annual Conference in Chicago, please contact your Growing Libraries, Ingram, or collectionHQ representative.

###ENDS###

Joe Bloggs

Customer Success Team

collectionHQ

Joe@collectionhq.com

07123 678678

