Increasing Circulation through Merchandising and Collection Strategies

Sharon Lauchner
Library Collections Coordinator, FCPL

Stephanie Duncombe
Materials Manager, FCPL

MLA TSD
March 20, 2015
The Plan

- BISAC topic categories that will be effective for your patron population
- Strategies for developing more effective displays
- Strategies for increasing circulation
Children’s Discovery Wall
Weeding is the first step!
The 3 Cs of Weeding:
Condition
Currency
Circulation
New for the 21st century?
Low circulation
Cake Pops, Cupcakes & Other Petite Sweets
Simple Recipes to Turn Your Kitchen Into a Home Bake Shop

Cake Balls

Cake Pops
If you like Phyllis Reynolds Naylor...
Try...
Kimberly Holt
Patricia MacLachlan
Megan McDonald
Hillary McKay
Jerry Spinelli

If you like Rita Mae Brown...
Try...
M.C. Beaton
Lilian Jackson Braun
Laura Childs
Earlene Fowler
Alexander McCall Smith

If you like Harlan Coben...
Try...
Linwood Barclay
Gregg Hurwitz
Joseph Finder
Jeff Abbott
Stuart Woods

If you like Rick Riordan...
Try...
Hilari Bell
Tera Lynn Childs
Suzanne Collins
Brandon Mull
Jonathan Stroud

DouglasCountyLibraries.org
Every Day
with Rachael Ray

summer vacation deals

20 Dinners Under $2
- one-skillet suppers
- cheesy pastas
- easy comfort food and more!

MAKE YOUR OWN TAKEOUT!
- faster, cheaper, tastier—and better for you!

Fiesta!
- awesome nachos
- burrito how-to
- 6 spins on salsa!

Star-out booklet!
31 HEALTHY SIDE DISHES

BEST BROWNIES EVER!
A dozen delicious recipes

SAVE $150 OR MORE!
Movies
Impulse
Renewals
Learning Objectives

- Identify 6-8 BISAC topic categories that will be effective for your patron population.
- 5-7 strategies for developing more effective displays.
- Examine 6-8 strategies for increasing circulation.
Identify 3-5 interests that are especially popular in your community.

Identify 3-5 areas in your branch where merchandising can be utilized.

What steps do you need to take to implement?
Increasing Circulation
through Merchandising and Collection Strategies

Sharon Lauchner
Library Collections Coordinator, FCPL

Stephanie Duncombe
Materials Manager, FCPL

MLA TSD
March 20, 2015