

25TH ANNUAL INNOVATIVE USERS GROUP —— CONFERENCE



Getting a Jump on Customer Demand

Susan Beckman & Margaret Jasinski Arlington Heights Memorial Library Arlington Heights, Illinois

April 3, 2017 Session F04, 1:30-2:30



WHAT WE'LL TALK ABOUT TODAY

- Library priorities
- Pre-publication efforts
- In-house turnaround
- Popular collections
- Re-cataloging to simplify
- Staffing and workflow changes
- Triage for troubled holds



ABOUT US

Population: 75,000

- 60,000 cardholders

30,000 active in last year

Circulation: 2.3 million

Materials Budget: \$1.3 million

Collection:

- 320,000 physical

- 525,000 eTitles

Staff:

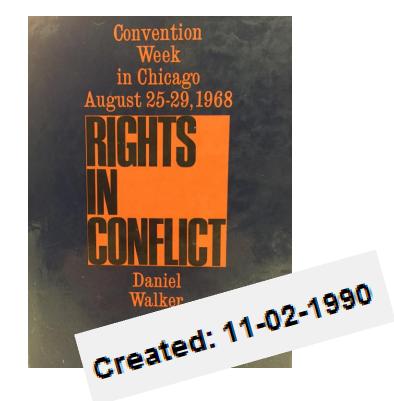
- 70 full-time
- 160 part-time





VINTAGE INNOVATIVE

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Innovative on Innovative
         *** INNOPAC -- Copyright 1999, Innovative Interfaces Inc ***
                              *** MAIN MENU ***
                      S > SEARCH the catalog
                      D > Catalog DATABASE maintenance
                      C > CIRCULATION subsystem
                      O > ORDERING and receiving subsystem
                      M > MANAGEMENT information
                      A > ADDITIONAL system functions
                      X > DISCONNECT
                      Choose one (S,D,C,O,M,A,X)
```





VISION AND VALUES (ahml.info/about)

OUR VISION

The Arlington Heights Memorial Library strives to add value in our customers' lives by:

- partnering with them to develop skills they need to succeed in all stages of their lives;
- helping local businesses and community agencies thrive;
- inspiring understanding by creating occasions for the exchange of ideas, cultural experiences, and discovery; and
- offering opportunities in Arlington Heights for gathering, leading inspiration.

Amended by the Board of Library Trustees—January 17, 20

OUR VALUES

We believe in:

- Unparalleled Customer Service: our best-in-class staff strives for continuous improvement by identifying and providing the services our residents and businesses need most.
- Free and Equal Access: all individuals have the right to choose for themselves what to read, hear, or view.
- Diversity and Inclusion: we cultivate an inclusive atmosphere, celebrate our diversity, and create an environment for the open exchange of differing ideas and points of view.
- Fiscal Responsibility: all decisions are weighed against the value added to the lives of our customers.
- A Focus on Arlington Heights: we are a part of the fabric of our community; all services are tailored to the unique needs of our residents and businesses.

Amended by the Board of Library Trustees—January 17, 2017



OUR PRIORITIES

- **✓ Popular Materials**
- ✓ Popular Programs
- ✓ Technology Instruction and Access
- ✓ Audience Development



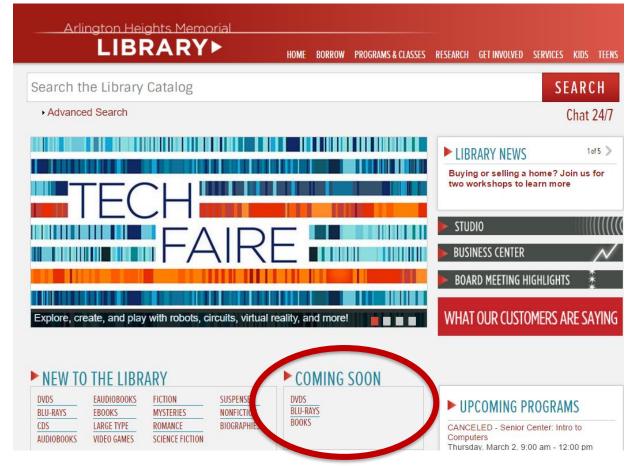
POPULAR MATERIALS PRIORITY



"... ensure they are easy to find, and make every effort to deliver them ... with minimal waiting ..."



PRE-PUB EFFORTS "Coming Soon"









HIIII



Week of March 6, 2017

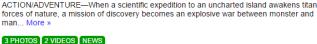


Starring: John Cena, Aaron Johnson

SUSPENSE-Synopsis not yet available.

Starring: Tom Hiddleston, John Goodman, Brie Larson Directed by: Jordan Vogt-Roberts

ACTION/ADVENTURE—When a scientific expedition to an uncharted island awakens titanic forces of nature, a mission of discovery becomes an explosive war between monster and man... More »





T2: Trainspotting

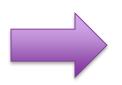
OPENS ON FRIDAY, MARCH 10

Starring: Ewan McGregor, Robert Carlyle, Jonny Lee Miller Directed by: Danny Boyle

DRAMA—First there was an opportunity... then there was a betrayal. Twenty years have gone by. Much has changed but just as much remains the same. Mark Renton (Ewan McGregor) returns to the only place he... More »

2 VIDEOS

Email sent from selector to acquisitions assistant



Zhang, Yimou The Great Wall

Verbinski, Gore A Cure for Wellness

Zandvliet, Martin Land of Mine Language: Danish

Mastretta, Catalina Aguilar Everybody Loves Somebody

Franco, James, 1978-In Dubious Battle





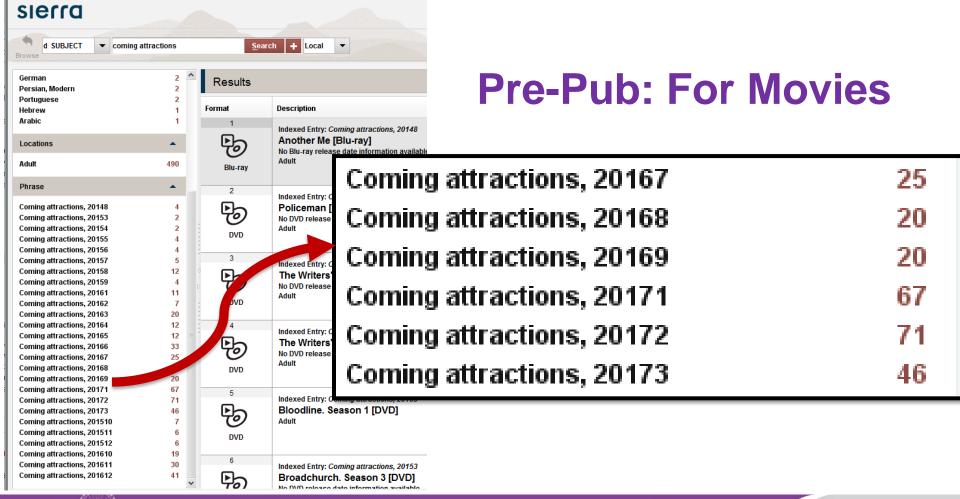
Clues to the pre-pub status:

010364572 Last Updated: 02-16-2017 Created: 02-14-2017 Revisions: 2 ACQ TYPE **PURCHASE** CODE4 RDATE LOCATION adult Adult Collection E PRICE \$0.00 RLOC a ACQUISITIONS **FORM** 2 ACQUISITIONS CDATE BLOC - a DVD FUND OSTATUS 1 TO BE ORDERED CLAIM xhaha Prerelease temp COPIES 02-14-2017 FLOC SELECTOR c ROSSIN ORD NOTE VENDOR none none CODE2 ORD TYPE f FIRM ORDER LANG eng English CODE3 RACTION r RESERVE VOLUMES



AUTHOR	100 1	No DVD release date information available
TITLE	245 0	Get Out h[DVD]
PUBLICATION	260	** Title entered in the catalog on February 14, 2017**
PUBLISHER	260	** If a DVD is not released in the United States within 18 months, this title will be removed from the
SUBJECT	690	Coming attractions, 20172
ADD AUTHOR	700 1	Peele, Jorgan, 1979-









(0) (Log in to vote)

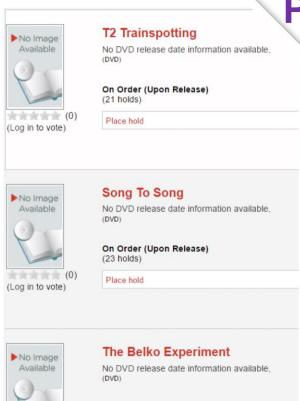
Published: ** Title entered in the catalog on February 14, 2017** ** If a DVD is not released in the United States within 18 months, this title will be removed from the library catalog, and all reserves will be canceled. ***

Inquage: English

Related Searches:
Coming attractions, 20172

Additional Credits:
Peele, Jordan, 1979-





On Order (Upon Release)

(20 holds)

FICTION
MYSTERIES
NONFICTION
BIOGRAPHIES
SCIENCE FICTION
COMING SOON
DVDS
BLU-RAYS
BOOKS



Before I Fall

27 holds on first day





Get Out



> 58 holds in first 10 days



Pre-Pub: For Books





Pre-Pub: For Books

AUTHOR
TITLE
PUBLISHER
SUBJECT

Ng, Celeste

Little fires everywhere

Projected publication: Sept 2017

Popular prepubs



Heading added to adult Fiction with multiple copies on order; and to Fiction with holds



Pre-Pub: For Books

Showing results 21 to 40 of 297



Showing results 61 to 80 of 297

Brighter Than The Sun

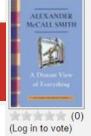
Banks, Maya

On Order (6 holds)

Place hold | Reviews | Tag | Lists

Show: 20 | 60 | 120

Sort by: Just Added



A Distant View Of Everything

McCall Smith, Alexander (Book)

On Order (1 hold)

Place hold | Reviews | Tag | Lists



Exposed

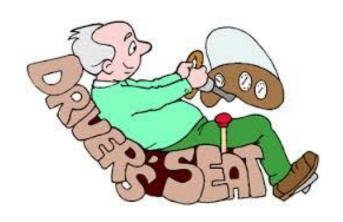
Scottoline, Lisa

On Order (22 holds)

Place hold | Reviews | Tag | Lists



Pre-Pub: Customer-driven acquisitions



Selectors use B&T carts as starting point:

- MVP carts;
- Romantic Times lists;
- Forecasts lists; and
- Booking Ahead lists.

If we don't order a title that appears in one of those carts, the selector puts it in a CDA cart. Acquisitions loads that cart with distinctive codes.



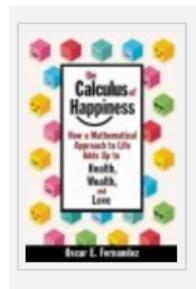
Customer-driven record in Sierra

Clues to the pre-pub status:

ACQ TYPE	PUDCHASE	CODE4		RDATE	
LOCATION	XXXXX XXX	E PRICE	\$24.95	RLOC	a ACQUISITIONS
CDA		FORM	D BOOK	BLOC	a ACOUISITIONS
CLAIM		FUND	xacq Customer driven acq	OSTATUS	1 TO BE ORDERED
COPIES	1	ODATE	OPETEON	TLOC	·
SELECTOR	Selector	ORD NOTE		VENDOR	8b&tr Baker & Taylor / Adult main
CODE2		ORD TYPE	f FIRM ORDER	LANG	eng English
CODE3		RACTION		VOLUMES	0
NOTE	2017/104/16 Haruss				
INT. NOTE	Customer Choice, see Jon				
SOURCE	Doctoronioda				



Customer-driven record in the catalog



The Calculus Of Happiness: How A Mathematical Approach To Life Adds Up To Health, Wealth, And Love (2017)

Fernandez, Oscar E. (Oscar Edward)
(Book)

Place Hold To Trigger Order

Place noto





Customer-driven: outcomes

- 200-250 titles added to the catalog per month; fiction and nonfiction
- About 1/3 of the titles ultimately get ordered (due to a hold being placed)
- These DO typically circulate more than once....



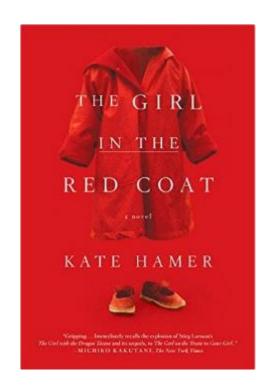
Customer-driven: outcomes

• 39 titles with 0 checkouts (4%)

• 112 titles with 1 checkout (11%)

• 865 titles with 2+ checkouts (85%)

1 title with 24 checkouts!





BEHIND THE SCENES - Speeding things-up

- Paperless receiving
- Flags
- Fast-track carts
- Daily 'morning hunt'
- Shelf-ready services



BEHIND THE SCENES: Speeding things-up - Paperless

OLD WAY: not paperless





BEHIND THE SCENES: Speeding things-up- Paperless

NEW WAY:

Acquisitions affixes 1 barcode; scans it into Order record

	INT. NO	TE	E J/GN/ARCHIE								
	SOURC	SOURCE BOLD		William							
ITEM INFO		31184025155032									
	PAID	DAT	E	INVD	INV#	AMT	VOUCHER	COPIES			
		11-1	8-2015	11-17-2015	2031367823	\$17.93	128230	002			

Cataloging scans barcode to bring up Order record for cataloging instructions



BEHIND THE SCENES: Speeding things-up - Flags



Green



There's a hold!





BEHIND THE SCENES: Speeding things-up Carts

Red-hot! Keep it moving!



BEHIND THE SCENES: Speeding things-up

The "Morning Hunt" – to find items in Tech Services that had a hold placed on them since they came to us



- Utilizes a Sierra saved search
- Need to hunt down 5-10 titles per day
- Flag it! Add to fast-track cart





BEHIND THE SCENES: Speeding things-up, Shelf-ready

About half of our books come shelf-ready from Baker & Taylor

- Staff reduced; moved to public services
- Materials skip Cataloging and Processing
- Timely messages in the catalog





(0 (Log in to vote)

The Tea Girl Of Hummingbird Lane (2017)

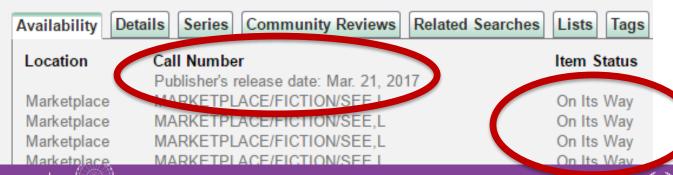
See, Lisa (Book)

Call Number Publisher's release date: Mar. 21, 2017 MARKETPLACE/FICTION/SEE,L

On Its Way (25 holds on 13 copies)

Place hold | Check Partner Libraries

SCENES:
Speeding
things up,
Shelf-ready



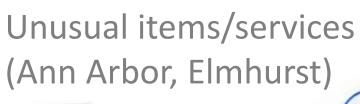
CREATING NEW DEMAND







MORE DEMAND TO COME?

















eFormats in the catalog

Old way:

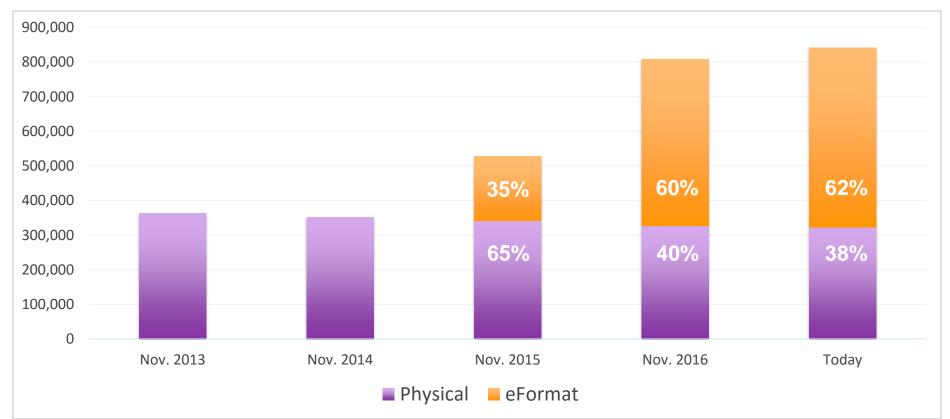
- Limited number of eTitles in the catalog
- Log in on Hoopla, Overdrive, etc. to search

New way:

- All eTitles uploaded into catalog
- Direct link to Hoopla, Overdrive, etc. for easy downloading









523,000 eTitles and growing

Hoopla

Gale

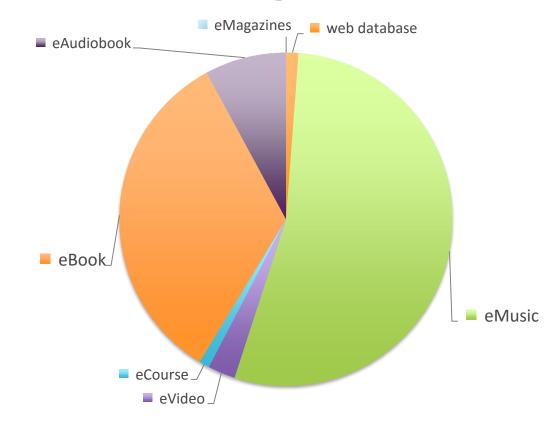
Cloud Library (3M)

Overdrive

Lynda.com

Zinio

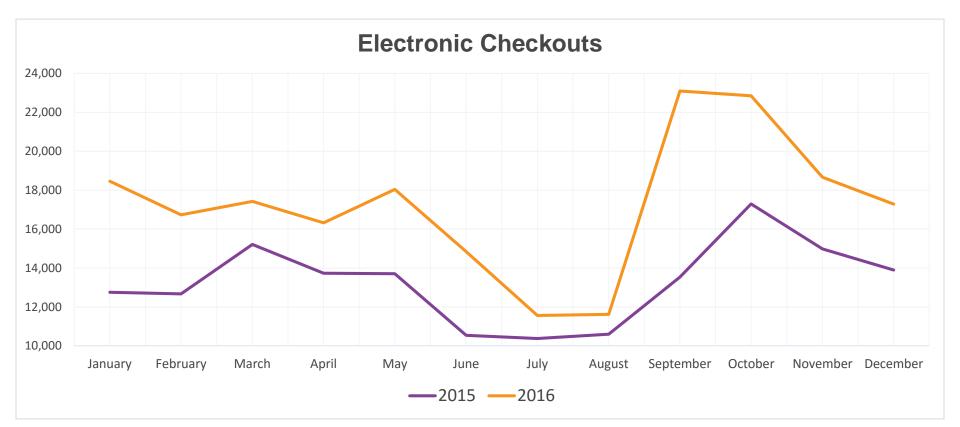
Flipster













Speeding Access to Materials





Speeding Access – Music Scores

- Collection consists of 700+ titles
- Old Way:
 - Items cataloged by Dewey, all starting 782....
 - Difficult to browse and shelve



New Way:

- Items cataloged by genre, then by artist or title
- Easy to browse and shelve

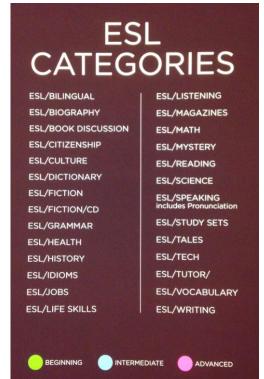




Speeding Access – ESL Collection

- Collection features 2,000+ items
- Old Way:
 - Items cataloged by Dewey, many starting 428....
 - Difficult to browse

- New Way:
 - Items cataloged by category, then by author or title
 - Easy to browse similar types of items









Speeding Access – Teen Test Prep Books

- Large selection of test prep books located in Adult section, including test books for Teens (ACT, SAT, etc.)
- Old Way:
 - Items cataloged by Dewey
 - Interfiled with Adult test books
 - Not a lot of exposure



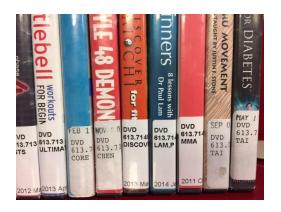
New Way:

- 200 books pulled from Adult test books
- Removed Dewey, cataloged by test
- Moved near other Teen books





Speeding Access – Exercise DVDs



613.7 FITNESS SHAPE

- Exercise DVDs are one of our most popular Nonfiction DVD categories with 700+ items
- Old way:
 - All beginning 613.7.... and beyond
- New way:
 - Nine categories, including: Fitness, Pilates, Yoga
 - All 613.7, no additional decimals
 - 613.7/Category/Instructor or Title



Speeding Access – Adult AV

- 24,000 DVDs and blu-rays across 14 different genres
- Old Way:
 - Movies labeled by genre and first letter of title
 - Difficult to find specific titles



New Way:

- All movies relabeled with first three letters of title
- Items found MUCH faster

Sunset Song

- » 700 Drama "S" movies
 - 17 Drama "Sun" movies



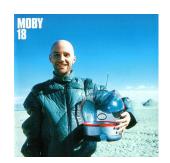


Speeding Access – Music CDs

- A well-used collection, featuring over 16,000 CDs
- Previously, Pop/Rock included:
 - Dean Martin
 - Metallica
 - Moby

- New way:
 - Dean Martin » Easy Listening
 - Metallica » Metal
 - Moby » Electronic









Speeding Access – Displays

Displays throughout the library with high-interest items in a

place where they are easy to find

- Coming to Chicago
- Monthly themed movie displays
- Trending displays
- Staff Picks







Speeding Access – Displays

Old Way:

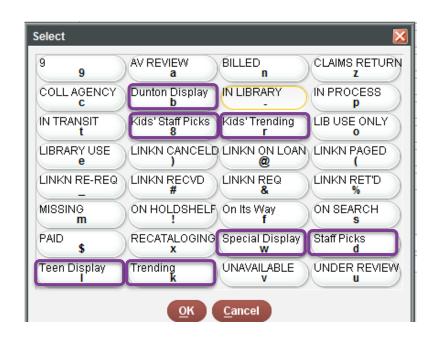
- Items on display all said "in library" in the public catalog
- If not on regular shelf, A LOT of time was spent checking all displays to locate materials

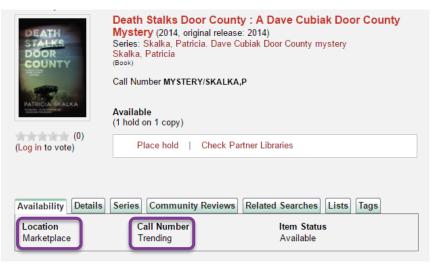
New way:

- Displays throughout the library have a special status in Sierra
- Helps customers and staff easily locate items



Speeding Access – Displays







Speeding Access – New Materials

- New materials located in our Adult Marketplace
- Set up like a bookstore for easy browsing
 - 24 categories, including: Fiction, Suspense, Cooking, History, Travel







Speeding Access – New Materials

- All items are labeled with the category
- Nonfiction includes Dewey
- Old Way:
 - Only categories, no author information unless Nonfiction
 - In certain sections, it was difficult to maintain order

New Way:

- After customer and staff feedback, author information added to: Fiction, Mystery, Suspense, Science Fiction, Biographies and Memoirs
- Easier to find specific authors







Improving Processes

- Shelving Materials
- A New Department
- Customer Requests
- Managing Holds



Improving Processes – Shelving Materials

- Old way:
 - Check in ⇒ Cart ⇒ "Just Returned" shelves ⇒ Cart ⇒ Final shelf location
 - Up to 48 hours before materials made it to their final shelf location

- Customer and staff frustration
- Double-handling materials







Improving Processes – Shelving Materials

- New way:
 - "Just Returned" shelves removed
 - Check in ⇒ Cart ⇒ Shelf

- Fewer touches
- "Just returned" status in catalog dropped from 48 to 24 hours
- HUGE customer benefit





Improving Processes – A New Department

- Studied workflows to determine new ways to be efficient
- Merged four units from two departments
 - Shelvers
 - Collection Assistants
 - Reserves
 - Check-in staff

MaterialsHandling



Materials Handling

- Staff of 45 is cross-trained in all areas
- Increasing efficiency led to reallocating hours to other departments





Improving Processes – Customer Requests

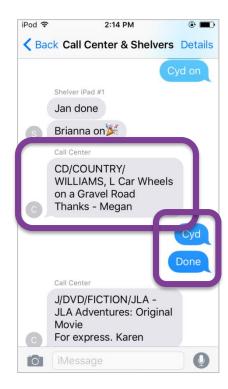
Old way:

- Customers call to request specific items that show "in library" in our catalog
- Staff places hold for customer
- Item appears on next printing of paging lists
- Customers can wait 12+ hours until item is pulled





Improving Processes – Customer Requests



New way:

Customers call and request an item for pick-up

- ✓ Call Center staff communicates directly with staff on the floor via iPad/iPods
- ✓ Staff on floor immediately searches for "in library" item(s)
- ✓ Hold is triggered and sent to pick-up location.
- ✓ Items are at most pick-up locations within minutes



Improving Processes – Managing Holds

Popular Materials Priority: minimal waiting for even the most in-demand items.

Hold ratios:

- Books: 3 holds/copy
- Audiobooks: 2 holds/copy
- DVDs/Blu-rays: 8 holds/copy
- TV shows: 6 holds/copy
- Music CDs: 4 holds/copy
- Video games: 8 holds/copy

High Demand Holds report

How many copies to order

Mar 2 2017				С	URRENT		TARGET	BUY
Bib Record #	Title	Material Type	System Holds	Eligible Items	# items on order	Holds Ratio	n of n:1 ratio	# to order to get the desired
~	_	_	▼	*	*	_	Ŀ	ratio 🔻
b26193619	The book of joy [Audiobook	Audiobook CD	5	1	0	5	4	1
b26356478	The girl before [Audiobook C	Audiobook CD	8	1	0	8	4	1
b26919953	The dry [Audiobook CD] : a r	Audiobook CD	5	1	0	5	4	1
b26602027	Lincoln in the bardo [Audiob	Audiobook CD	13	3	0	4	4	1
b25642224	A gentleman in Moscow [Aud	Audiobook CD	9	2	0	5	4	1
b21340961	Turbo Kid [Blu-ray + DVD co	Blu-ray	56	0	0	no items owned	8	7
b26600304	Moana [Blu-ray]	Blu-ray	177	0	19	9	8	4
100000000	or I not fel 1/6	n1			^	_	•	





Improving Processes – Managing Holds

- Setting up different display statuses left holds (inadvertently!)
 falling through the cracks
- Solution: Use of create lists to find troubled holds
 - Run list twice a week
 - 10-15 items each time

1	erm	Operator		Type	Field	Condition	Value A	Value B		
3 OR ITEM STATUS equal to b 4 OR ITEM STATUS equal to r 5 OR ITEM STATUS equal to I 6 OR ITEM STATUS equal to k 7 OR ITEM STATUS equal to w 9 ON AND DIDLINGED HOLD Exist AND BIBLIOGRAPHIC HOLD exist AND BIBLIOGRAPHIC HOld Frozen equal to "false" AND ITEM OPACMSG not	1		(ITEM	STATUS	equal to	8			^
4 OR ITEM STATUS equal to r 5 OR ITEM STATUS equal to I 6 OR ITEM STATUS equal to k 7 OR ITEM STATUS equal to w 9 ON AND DIDLOGRA HOLD Oviet TEM STATUS equal to "8" OR ITEM STATUS equal to "d" OR ITEM STATUS equal to "b" OR ITEM STATUS equal to "r" OR ITEM STATUS equal to "I" OR ITEM STATUS equal to "k" OR ITEM STATUS equal to "w") AND BIBLIOGRAPHIC HOLD exist AND BIBLIOGRAPHIC Hold Frozen equal to "false" AND ITEM OPACMSG not	2)(OR		ITEM	STATUS	equal to	d			
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Improving Processes – Managing Holds

- Other lists to catch "troubled" holds
 - Odd Statuses
 - ~70 items/week

- Missing
 - ~130 items/week

Term	Operator	Type	Field	Condition	Value A	Value B	
1	(ITEM	STATUS	equal to	\$		^
200	OR	ITEM	STATUS	equal to	a		
300	OR	ITEM	STATUS	equal to	С		
400	OR	ITEM	STATUS	equal to	0		
_5 C	OR	ITEM	STATUS	equal to	n		
6 C	OR	ITEM	STATUS	equal to	S		
700	OR	ITEM	STATUS	equal to	t		
0 00	סר	ITEM	CTATHE	onual to		1	~
(ITEM S	TATUS equal to	"\$" OR ITEM ST	ATUS equal to	"a" OR ITEM	STATUS equal to "c"	ORITEM STATUS equa	l to ^
"o" OI	RITEM STATUS	equal to "n" OR	ITEM STATUS	equal to "s" (ORITEM STATUS equa	al to "t" OR ITEM STAT	US
equal to	o "u") AND BIE	BLIOGRAPHIC HOLD	exist AND E	BIBLIOGRAPHIC	Hold Frozen equal to	"false" AND BIBLIOGRA	APH
IC Hold	Placed less tha	n "03-13-2017"			•		
IC HOIG	Placeu less tila	III U3-13-2017					

Term	Operator		Type	Field	Condition	Value A	Value B		
1		(BIBLIOGRAPH	HOLD	exist				^
2	OR		ITEM	HOLD	exist)	
3	AND	(BIBLIOGRAPH	Hold Frozen	equal to	false			
4	AND		BIBLIOGRAPH	Hold Placed	less than	03-09-2017)	
5	AND		ITEM	STATUS	equal to	m			
									~
	BIBLIOGRAPHIC HOLD exist OR ITEM HOLD exist) AND (BIBLIOGRAPHIC Hold Frozen equal to "false" AND BIBLIOGRAPHI C Hold Placed less than "03-09-2017") AND ITEM STATUS equal to "m"								





A Look Ahead

- Whatisahitems/services
- Call number fixes







- Extended hours & extending into community
- Underserved North and South

THANK YOU!

Susan Beckman sbeckman@ahml.info

Margaret Jasinski mjasinsk@ahml.info

