Data Driven Collections: Right-Sizing Library Collections

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• 1 Central library, 22 branches
• Floating collection -- 1.8 million items
• Adding 2 new locations and upgrading 5 more

![Graph showing Total Circulation and Total e-Circulation from 2013 to 2015]
## Indianapolis Public Library

### Circulation by Format

- **Books** – 62%
- **DVDs** – 19%
- **Electronic materials** – 8%
- **CDs** – 7%
- **Audiobooks** – 4%
2013 Collection Analysis Grant

Purpose

• Evaluate floating concept
• Evaluate floating distribution

Results

• collectionHQ for weeding, distribution
• Collection analysis for right-sizing
What is right-sizing?

Evaluating and adjusting the sub-collections that make up your library collection at individual locations (single or multi-branch).
Why Right Size?

• Target the collection to meet patron demand "Give 'Em What they Want", LJ 1981
• Adapt to a changing environment (demand for AV & E)
• More informed selection purchases (better return on collection dollars spent)
• Guide weeding in a bigger & stronger way

aka INCREASE CIRCULATION!
What does it look like?

### 2014

<table>
<thead>
<tr>
<th>Category</th>
<th>Fiction</th>
<th>Non-Fiction</th>
<th>AV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budget</td>
<td>-5%</td>
<td></td>
<td>+5%</td>
</tr>
<tr>
<td>Shelves</td>
<td>-10%</td>
<td></td>
<td>+10%</td>
</tr>
<tr>
<td>Circ</td>
<td></td>
<td></td>
<td>+10%</td>
</tr>
</tbody>
</table>
Where to start?

Gather statistics

1. Annual circulation for each sub-collection for each location, from ILS
2. Collection count by sub-collection for each location
3. Annual e-circ by location
4. For multi-branch systems -- location comparisons
Where to start?

2 Measure Shelves

- Measure the linear feet for each sub-collection by branch to start
- Keep updating as shelving changes!
Where to start?

Practice Change Management

- Talk about it frequently & often
- Build ownership
- Involve every level
- Build the formal case
Let’s look at the Data

- Relative use (space % vs. circ %)
- Multi-branch comparisons
- Turnover rate by library
- Turnover rate by collection

Other reports:
- New items received
- e-Circ by branch
Relative Use: shelf % vs. circ % | - Adult

Relative Use: shelf % vs. circ % - Juvenile & Teen

Circulation includes in-branch renewals. Graphic Novels counted in Nonfiction. Data labels for 2015 Space and Circulation.
3 Branch Comparison Measures

Available Shelf Space by Location in Linear Feet

Collection Count by Location (12/2014)

2014 Annual Renewal Figures
IndyPL System-wide: Turnover Rate by Location

Turnover Rate = 2015 Circulation divided by 12/2015 Coll Count.

- Regional Library
- Community Library
- Neighborhood Library
- Central Library
Turnover Rate by Collection: Central vs. IndyPL Branches

**Turnover Rate** = 2015 Circulation divided by 12/2015 Collection Count

IndyPL Branches excludes Circulation & Collection Counts for Central & Outreach. Circulation numbers include in-branch renewals.
Central: Initial Distribution from CMSA
[# of New Items Received by Collection 8/2015 - 1/2016]

Portion above the dark line is the # that went to the shelf.
Portion below the dark line is the # that filled a hold.

Data from Horizon report.
Blu-ray titles combined with DVDs.
IndyPL System-wide OverDrive Checkouts
[1/1/14 - 12/31/15]

Sorted by 2015 eBook usage.
Relative Use Summary by Format & Audience

2015 Circulation numbers include renewals. Graphic Novels are counted in Nonfiction. Audiobooks are counted in Fiction & Nonfiction. Indianapolis Collection counted in Adult Reference.

Space Allocation (12/2015)

“Other” represents shelving for new material, rotating displays, holds, and shelves empty at time of measure.

2015 Annual Circulation
Results

• Shows out-of-balance collections
• Gives justifications for branch manager
• Guides purchasing

Example
Swap juvenile fiction vs. non-fiction shelving space at this library
Identify challenging collections to measure

• Challenges Addressed
  – Holiday books in July?
  – Graphic Novels
  – TV Series

• Current Change
  – jFIC --> jZ, jE, jP, jFIC

• Future Challenges
  – Music CD call numbers

Data Tip!
Make collection changes at the start of the year.
Right-sizing Non-fiction

- Can be applied to Dewey ranges
- Targeting 85% on shelf/15% checkout average
- Guides library staff and training

<table>
<thead>
<tr>
<th>Librarian</th>
<th>Responsible for</th>
<th>Subjects</th>
<th>snapshot</th>
<th>avg. creation</th>
<th>rebalance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Librarian 2</td>
<td>920 - 929, B</td>
<td>Biography</td>
<td>7.3%</td>
<td>6/30/2003</td>
<td>-5329</td>
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<tr>
<td>Librarian 1</td>
<td>800 - 899</td>
<td>Literature</td>
<td>7.8%</td>
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<td>-8354</td>
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<tr>
<td>Librarian 3</td>
<td>930 - 999</td>
<td>History</td>
<td>8.6%</td>
<td>5/18/2004</td>
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<tr>
<td>Librarian 6</td>
<td>320 - 359</td>
<td>Poli Sci, Economics, Law</td>
<td>9.6%</td>
<td>12/26/2005</td>
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<tr>
<td>Librarian 7</td>
<td>380 - 389, 630 - 639</td>
<td>Transportation, Agriculture</td>
<td>11.3%</td>
<td>12/9/2005</td>
<td>-864</td>
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<tr>
<td>Librarian 12</td>
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<td>Architecture, Sculpture, Crafts</td>
<td>12.1%</td>
<td>6/17/2005</td>
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<tr>
<td>Librarian 10</td>
<td>300 - 319, 360 - 369</td>
<td>Statistics, Social Problems</td>
<td>12.2%</td>
<td>1/10/2006</td>
<td>-277</td>
</tr>
<tr>
<td>Librarian 9</td>
<td>330 - 339</td>
<td>Economics</td>
<td>13.5%</td>
<td>8/13/2006</td>
<td>-348</td>
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<tr>
<td>Librarian 19</td>
<td>200 - 299, 750 - 769</td>
<td>Religion, Painting</td>
<td>17.7%</td>
<td>11/15/2005</td>
<td>5536</td>
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<tr>
<td>Librarian 20</td>
<td>390 - 399, 640 - 649</td>
<td>Customs, Etiquette, Cookbooks</td>
<td>18.0%</td>
<td>1/21/2007</td>
<td>6381</td>
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<tr>
<td>Librarian 17</td>
<td>100 - 199</td>
<td>Philosophy, Psychology</td>
<td>18.5%</td>
<td>12/2/2005</td>
<td>3944</td>
</tr>
<tr>
<td>Librarian 18</td>
<td>600 - 619</td>
<td>Medicine, Health</td>
<td>22.5%</td>
<td>4/16/2008</td>
<td>4833</td>
</tr>
</tbody>
</table>

 ---> New size recommendation based on have an average of 85% on shelf and 15% checked out <<<

The Indianapolis Public Library
Reanalyze and Adjust

December 2014 Goals Set:
Adult Fiction - reduce by 6%
DVD Adult - increase by 2%

November 2015 Results

Adult Fiction
4% decrease in shelves
1% decrease in circ
(remember e-circ factor)

Adult DVD
0.5% increase in DVDs
3% increase in circ
Right Size Actions

• Set goals for adjustment

• Weed collections to reduce

• Shift shelves, build collections to increase

• Remeasure after change

• Monitor

SAMPLE GOALS
reduce JNF 19%
increase jFIC 8%
increase jDVD 2%
Reevaluate collection policies, procedures and practices

• Budget / purchasing decisions
• Weeding and collection maintenance, i.e. Establish multiple copy DVD weeding policy (like AFIC)
• Consider “Lucky Day” policies
• Redistribution procedures
• Merchandising
Balanced system-wide collection

Analyze collection use (x 23)

Adjust budget by collection

Reassess – monitor circulation

Weed

Adjust shelving
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