

Stop Treading Water: Using Data to Drive Collection Maintenance

OhioNET's Dive into Data
Columbus, Ohio
July 17, 2015

Presenters

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Agenda

- * Creating a budget
- * Selection
- * Distribution and re-distribution
- * Right-sizing and De-selection
- * Add new formats and discontinue others

I say Maintenance, You say Development

- * Collection maintenance (also known as collection development, collection management, materials management, or information resources management) involves the identification, selection, acquisition, and evaluation of library resources (e.g., print materials, audiovisual materials, and electronic resources) for a community of users.



Data

: factual information (as measurements or statistics) used as a basis for reasoning, discussion, or calculation



Trends

- * Customer Focused
- * Data Driven
- * Centralized Decision Making
- * Just in Time
- * Less Shelf Space
- * Less Money
- * More Formats
- * More Sharing

Creating a budget

- * Check-out stats for various formats
- * Previous years' budget in each line item
- * What was actually spent in previous years' budget
- * Anticipated % increase in prices for each format

Check-outs of Physical Items

	2012	2013	2014
Print (incl magazines)	2,301,157	2,177,648	1,969,295
Video	1,234,716	1,228,796	1,269,093
Music CD	251,796	233,760	191,586
Book on CD	107,246	101,603	91,722
Misc (kits, sheet music, etc)	3,701	3,236	4,544

eMaterials Check-outs

	2012	2013	2014
eBooks (OverDrive)	167,043	244,840	333,713
eAudio (OD + hoopla start 2013)	47,051	68,459	98,219
eMusic (OD + hoopla)	994	9,853	19,672
eVideo (OD + hoopla)	629	9,609	22,251

Price Comparison

		Print	eBook	eAudio
David Baldacci	Memory Man	\$15.68	\$84.00	\$59.99
Sandra Brown	Mean Streak	\$14.54	\$78.00	\$41.99
Lee Child	Personal	\$15.68	\$29.97	\$95.00
Sue Monk Kidd	The Invention of Wings	\$15.20	\$16.99 12 months	\$109.00
Toni Morrison	God Help the Child	\$14.00	\$74.85	\$57.00
James Patterson	14 th Deadly Sin	\$15.68	\$84.00	\$59.99

Material Budget

	2013	2014	2015 proposal	2015 allocation
Adult books	\$ 1,429,000	\$ 1,050,000	\$ 830,000	\$ 717,000
Teen books	\$ 156,000	\$ 100,000	\$ 75,000	\$ 50,000
Juv books	\$ 540,000	\$ 450,000	\$ 375,000	\$ 290,000
BOOK TOTAL	\$ 2,125,000	\$ 1,600,000	\$ 1,280,000	\$ 1,057,100
Periodicals	\$ 195,000	\$ 180,000	\$ 192,000	\$ 192,000
AV	\$ 1,210,000	\$ 900,000	\$ 1,153,000	\$ 1,000,000
eMaterials	\$ 1,440,000	\$ 1,000,000	\$ 1,450,000	\$ 1,440,000
Grand Total	\$ 4,970,000	\$ 3,680,000	\$ 4,075,000	\$ 3,689,100

Selection

- * Philosophy
- * Trends
- * Suggestions
- * Holds ratio
- * ILL requests
- * Vendors

Philosophy

- * Floating collection or purchasing for individual agencies
- * Popular materials/in depth collection
- * Community demographics
 - * Age of population
 - * Economy of area
 - * Educational level
 - * Transportation options

Trends

- * How did previous works by this author circulate
- * Is this part of a series
- * Is this part of the hot/new trend; e.g. zombies or teen dystopia fiction
- * What is the press run
- * What kind of publicity is planned
- * How much inventory do vendors have – and which warehouse

eidelweiss



Big Magic: Creative Living Beyond Fear by Elizabeth Gilbert

On Sale Date:
September 22, 2015

9781594634710,
1594634718
\$24.95 USD, \$29.95 CAD
Discount Code: A01
Hardcover
Self-Help \ Motivational & Inspirational
(expand)
Ages 18 And Up, Grades 13 And Up

Riverhead Books
288 pages
5.5 in W | 8.3 in H | 1 lb Wt
Status: Forthcoming
Announced 1st Print: 500K
Sales Rights: View
Honors: ★
♥ Much Love from 3 Peers
Goodreads: 

Your Shelf ▼

Your Review:
Note:

Tags:

Print Email Add Share  

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▼ **Summary** 

Coming in September

Baker & Taylor



Big Magic: Creative Living Beyond Fear

(Hardcover) » [Alternate Formats](#)
by Gilbert, Elizabeth

\$24.95 (USD)
Est Disc \$ 13.50



General Title Info

ISBN: 9781594634710
ISBN-10: 1594634718
UPC:
Publisher: **Riverhead Books**
Edition/Vol:
Audience: General Adult

Publish Status: NOT YET PUBLISHED
Publish Date: 2015/09/22
Street Date: 2015/09/22
Dewey: 153.3/5
L.C. Class: BF408

Inventory » Real-time

	On Hand	On Order	Demand
B&T Midwest / YBP	Available to B.O.	3300	253
B&T South	Available to B.O.	1900	26

[Detail](#)

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[Reviews](#)

[Demand](#)

Ordering Info

[ISBN Lookup](#) | [ISBN-10 Lookup](#) | [Duplicate Check](#)

Peer Libraries



Big Magic : Creative Living Beyond Fear 

by Gilbert, Elizabeth (2015)

Be the first to rate: ☆☆☆☆☆ (0)

Adult Nonfiction Book (On Order)

From the worldwide bestselling author of Eat Pray Love : the path to the vibrant, fulfilling life you've dreamed of . Readers of all ages and walks of life have drawn inspiration and empowerment from Elizabeth Gilbert's books for years. Now this beloved author digs deep into her own generative proce ... [see more](#)

[enlarge cover](#)

[Request](#)

[Add to list](#)

Not available

0 copies

73 requests

41 copies on order

Staff Suggestions

Title/Subject *	<input type="text"/>
Performer/Author	<input type="text"/>
Age Level *	Juvenile <input type="button" value="v"/>
Format *	<input type="text"/> <input type="button" value="v"/>
Patron Name & Barcode	<input type="text"/>
Pickup Agency	<input type="text"/> <input type="button" value="v"/>
Fiction/NonFiction	<input type="text"/> <input type="button" value="v"/>
Notes	<input type="text"/>
Staff Name *	<input type="text"/>
Date Submitted *	6/18/2015 <input type="button" value="calendar"/>
Link to Item (i.e. Amazon, BN, etc.)	<input type="text"/>
Request Type *	<input type="text"/> <input type="button" value="v"/>
ISBN (UPC if there is no ISBN)	<input type="text"/>
Home Agency of Staff *	<input type="text"/> <input type="button" value="v"/>

Customer Suggestions

As a library card holder, we welcome your suggestions regarding items you would like to see included in the Toledo-Lucas County Public Library's collection. Due to the large volume of requests we receive, we ask that you please limit your suggestions to **3 per week**.

If your suggested title is more than a year old, please request an interlibrary loan from [Search Ohio](#) or [OhioLink](#).

Interested in a bestselling author or a top box office movie? Most popular materials are ordered 6-8 weeks before publication, and we are unable to accept requests before that time. Once the item is added to our catalog, you are free to place a request.

Please provide the following information.

* indicates a required field.

Hold Ratio

Format	Ratio (# of holds/# of copies)
High demand print	3:1
Low demand print	5:1
Large print	5:1
Bks on CD & Music CD	5:1
eBooks and eAudio	5:1
High demand DVD	5:1
Low demand DVD	10:1
Blu-ray	10:1
TV shows & multi-disc sets	10:1

Inter-library Loans

	OhioLINK	OhioLINK media	SearchOhio	SearchOhio media	TOTAL
Dec. 2014	384	50	3,348	3,179	6,961
Feb. 2015	430	42	3,775	3,108	7,355
Mar. 2015	447	62	4,147	3,261	7,917
April 2015	315	77	4,307	3,188	7,887
May 2015	503	64	4,146	3,307	8,020
TOTAL	2,079	295	19,723	16,073	38,140

Distribution in a Floating Collection

Dedicated

- * Selectors look at subject use numbers and “start” books in the places they will most-likely circulate.
- * Subject/Genre distribution profiles based on data

Random (?)



“Special” Distribution

NEW African-American Books & Books-on-CD should follow the distribution list below:

- | | |
|---------|-----------|
| 1. KENT | 9. LOCKE |
| 2. MOTT | 10. SOUTH |
| 3. LAGR | 11. BIRM |
| 4. REYC | 12. OUTR |
| 5. SANG | 13. HOLL |
| 6. HED | 14. WASH |
| 7. TOLH | 15. PTPL |
| 8. WTOI | |

PLAYAWAY VIEW

Waterville
Washington
West Toledo
Reynolds Corners
Point Place
Outreach
Toledo Heights
Kent
Lagrange
Locke
Mott
South
Birmingham

Re-distribution

- * How many is enough?
- * Learning to love the duplicates

- * Paging priority
- * Net-gainers vs net-losers



Right Sizing the Collection

Weeding

Using Statistics to Analyze the Collection

Numbers that you need:

Total Number of Holdings (items)

Number of Holdings for segments of collection

Total Circulation for particular year

Annual Circulation for segments of collection

Formulas

Turnover = circulation / holdings

% of Holdings = (portion of holdings / total holdings) X 100

% of Circulation = (portion of circulation / total circulation) X 100

Relative Use = % of circulation / % of holdings

-RU = 1: Meets demand

-RU > 1: Needs expansion

-RU < 1: Needs weeding

Turnover

- * Average use per title
- * Shows typical use
- * $\text{Turnover} = \text{circulation} / \text{holdings}$
- * Best used to see how a part of the collection has performed during a set time period

Decision Center Turnover Report

MATERIAL TYPE PRINT MATL • LOCATION West Toledo

Display

- Turnover
- Turnover
- Items
- Circulation

Item Shelf	14	Feb 2014	Jan 2014	FY 2013	FY 2012	FY 2011	FY 2010
All Shelves		0.031	0.024	4.009	3.575	3.12	1.574
West Toledo		0	0	4.5	5	0.333	0.5
West Toledo Board Book		0	0	4.062	5.306	6.165	0
West Toledo Branch Adult		0.013	0.022	4.448	3.57	3.888	1.904
West Toledo Branch Juv		0.01	0.011	3.112	4.378	4.117	1.992

Relative Use

- * = % of circulation divided by % of holdings
- * This statistic quickly shows the relationship between circulation/use and holdings
- * You can pinpoint areas in need of weeding and/or expansion.
- * This shows how many items should be in each part of the collection based on use.

Age of Collection

- * Number of items in the collection falling into various age ranges
- * Example: 0-5 years; 6-10 years; 11-20 years; +21 years
- * Uses item's publication or copyright date

What Age of Collection numbers do you need?

- * Age ranges are best (number of items with publication dates 0-3 years)
- * Or take an exact count of items for each given year and add them up
- * Don't settle for an Average Age of Collection
- * Each part of the collection has it's own acceptable Age of Collection number.

Putting it all together

1	Collection	Total Items	2012 Total Circulation	2012 Turnover	% of Holdings	% of Circulation	Relative Use	Number of holdings to reach RU=1	Items to be weeded:	% of Collection to be	# of Books added in 2012	<=5 yrs	% <=5 yrs	6-10 yrs	% 6-10 yrs	11-20 yrs	%11-20 yrs
2	Adult Fiction	14,699	32,582	2.2	9.7%	4.9%	0.5	7,336	7,363	50%	2,369		0%		0%		
3	Adult Mystery	5,305	13,104	2.5	3.5%	2.0%	0.6	2,950	2,355	44%	705		0%		0%		
4	Large Print	1,119	3,403	3.0	0.7%	0.5%	0.7	766	353	32%	120		0%		0%		
5	Science Fiction	1,347	1,853	1.4	0.9%	0.3%	0.3	417	930	69%	250		0%		0%		
6	Westerns	378	307	0.8	0.2%	0.05%	0.2	69	309	82%	38		0%		0%		
7	Teen	5,199	11,837	2.3	3.4%	1.76%	0.5	2,665	2,534	49%	937		0%		0%		
8	Juvenile Fiction	7,247	17,074	2.4	4.8%	2.54%	0.5	3,844	3,403	47%	970		0%		0%		
9	Picture Books	9,326	25,193	2.7	6.2%	3.75%	0.6	5,672	3,654	39%	1,153		0%		0%		
10	j398s	841	1,109	1.32	0.56%	0.17%	0.3	250	591	70%	50		0%		0%		
11	Readers	3,637	9,693	2.7	2.4%	1.4%	0.6	2,182	1,455	40%	231		0%		0%		
12	Juvenile Holiday	2,546	3,530	1.39	1.7%	0.53%	0.3	795	1,751	69%	104		0%		0%		
13	Juvenile Learning	569	1,398	2.46	0.4%	0.21%	0.6	315	254	45%	55	171	30%	110	19%	162	
14	Career and Test	686	890	1.30	0.5%	0.1%	0.3	200	486	71%	53	398	58%	194	28%	57	
15	Teaching	389	312	0.80	0.3%	0.05%	0.2	70	319	82%	51	112	29%	108	28%	135	
16	000-099	607	1,105	1.82	0.4%	0.2%	0.4	249	358	59%	86	418	69%	131	22%	40	
17	100-199	1,234	1,687	1.37	0.8%	0.3%	0.3	380	854	69%	130	676	55%	348	28%	174	
18	200-299	1,441	1,745	1.21	1.0%	0.3%	0.3	393	1,048	73%	114	580	40%	443	31%	230	
19	300-399	6,147	5,835	0.95	4.1%	0.9%	0.2	1,314	4,833	79%	612	3176	52%	1556	25%	1055	
20	400-499	483	489	1.01	0.3%	0.1%	0.2	110	373	77%	36	157	33%	165	34%	110	
21	500-599	7,352	8,235	1.12	4.9%	1.2%	0.3	1,854	5,498	75%	356	2059	28%	1981	27%	2593	
22	600-699	9,298	13,389	1.44	6.1%	2.0%	0.3	3,015	6,283	68%	848	4701	51%	2548	27%	1651	
23	700-799	4,992	8,055	1.61	3.3%	1.2%	0.4	1,814	3,178	64%	647	2794	56%	952	19%	891	
24	800-899	3,072	2,726	0.89	2.0%	0.4%	0.2	614	2,458	80%	194	970	32%	640	21%	814	
25	900-999	7,810	8,250	1.06	5.2%	1.2%	0.2	1,857	5,953	76%	614	2446	31%	1905	24%	2282	
26	92s	5,133	6,074	1.18	3.4%	0.9%	0.3	1,368	3,765	73%	398	1973	38%	1286	25%	1281	
27	Totals:	100,857						40,499	60,358	60%	11,121						
	Total Holdings																

Good-bye and Hello

Decisions to eliminate formats

CD ROM CIRCULATION			
<u>Year</u>	<u>Total</u>	<u>% of Change</u>	<u>Comparison With Last Year</u>
2011	0		withdrew the few circulating CD Rom's that remained in the collection
2010	1,421	-314%	
2009	4,464	-67%	
2008	7,448	-30%	
2007	9,711	-22%	
2006	11,860	-32%	2 yr. change
2005	NA	NA	Migration year. NA comparable statistics.
2004	15,654	-38%	
2003	21,543	-44%	



Hello and Good-bye Adding new Formats

Does the new format fit our mission/strategic plan?

Who is the audience?

What is the cost?

Select agencies or everywhere?

Some Other Things to Consider

- * **Benchmarking** – evaluate or check (something) by comparison with a standard.
- * **Best Practice** – technique or methodology that, through experience and research, has been proven to reliably lead to a desired result.

Comparison Information Sources

- * Library Journal - Star Index
- * IMLS Public Library Data Website
- * PLAmetrics

Collection analysis tools

- * collectionHQ (Baker & Taylor)
<http://www.collectionhq.com/>
- * Decision Center (Innovative Interfaces Inc)
<http://www.iii.com/products/sierra/decisioncenter>
- * edelweiss (bookstore product with “library” edition coming from Ingram)
- * WorldShare Collection Evaluation (OCLC)
<https://www.oclc.org/collection-evaluation.en.html>

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