

LIBR 580

Collection Management

Unit 8

Laurie Prange (Prange-Martin)



Agenda

- Focusing Activity
- Housekeeping – PDF to help with Selection
- Taking attendance
- Lecture –
 1. Maintenance
 2. Staffing
 3. Marketing
- Learning Consolidation – Quick Marketing Strategy
- Next Steps

Focusing Activity



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PDF to help with Selection

The screenshot displays a Blackboard LMS interface. On the left is a dark blue navigation sidebar with icons and labels for: UBC, Account, Dashboard, Courses, Calendar, Inbox, Commons, and Help. The main content area shows a breadcrumb trail: **LIBR 580 942** > **Discussions** > Resources for Cumulative Project. Below the breadcrumb is a vertical list of course navigation options: Home, Announcements, Modules, Assignments, **Discussions** (highlighted), Files, Grades, Quizzes, People, Syllabus, Pages, and Outcomes. The main discussion post is titled "Resources for Cumulative Project" by Laurie Prange, dated Jul 25 at 8:16pm. The post content includes a link: [Selection_TakeHomeReferenceSheet_LIBR580_Summer2018.pdf](#). Above the post title are buttons for "Published", "Edit", and a menu icon. Below the post title is a search bar with the text "Search entries or author", buttons for "Unread", "Eye" (visibility), "Up" (share), and "Down" (download), and a "Subscribed" button. At the bottom of the post is a "Reply" button.

Taking attendance



- Lecture =
1. Maintenance
 2. Staffing
 3. Marketing

Collection Maintenance



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Collection maintenance is a form of collections care that consists of the day-to-day hands on care of collections and cultural heritage.

Collections maintenance
is closely linked to
collections *care* and
collections *management*.

There are four main environmental agents of deterioration which should be monitored on a regular basis as part of maintenance.

These are temperature,
relative humidity, light,
and dust.

At the extremes, temperature can cause structural damage to some materials; paint may become brittle in excessive heat and some plastics may soften or melt in the heat.

Considerable thought and planning, by Managers, then must go into storage and upkeep.

The system may be grounded in relations to size, material, cultural or historical grouping as it makes sense to the collection.

Tasks that fall under this purview include routine inspection and dusting of work areas and objects, and general cleaning of work areas.

As a general rule, work areas should be cleaned frequently, storage areas and furniture less so, and objects dusted occasionally and only after consulting a conservator.

Staffing



Professional constraints	35-40 hours a week, weekends, holidays, vacation
Collection duties	A wall of publications every week (new vs. retrieval), foreign language ordering, weeding, moving, storage, circulation, damaged materials, preservation, binding, unique formats, rare materials, marketing, equipment, facility, exhibitions, and more...
Other duties	Reference (desk, roaming in building and online, in person, grads, faculty, demanding night and day), teach, liaise (faculty, students, staff), mentor, community engagement, attend (lectures, presentations, performances, conferences), committee work (hiring, reorganization, etc.), meetings (faculty, staff), research & writing, professional collaborations (Development Office, Communications Office), donors, events, tours, tenure & performance, and more...

But Maintenance Requires De-Selection...

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Memorial University to cancel thousands of journal subscriptions

Professors say cuts will damage MUN's reputation, hurt student recruitment

By Laura Howells, CBC News Posted: Dec 08, 2015 8:01 AM NT | Last Updated: Dec 08, 2015 4:09 PM NT



Memorial University Libraries will cancel their subscriptions to roughly 2,500 academic journals in January, while maintaining 1,500 subscriptions. (Laura Howells/CBC)

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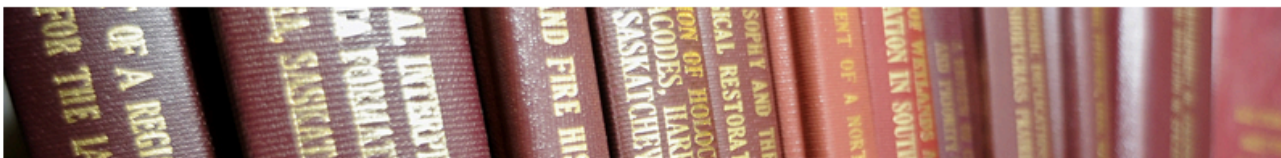


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2015

Library Resources - Cancellations

Over the past 10 years, the Library acquisitions budget has remained stagnant while facing annual publisher price increases of on average 6-8% per year. Over the past year, the situation has become unsustainable due to the rapid fall of the Canadian dollar. Approximately 82% of the acquisitions budget is allocated to purchases from US vendors and publishers. There was a shortfall in 2014/2015 of approximately \$230,000. The Library was able to cover this deficit through one-time fall in from staff retirements.



In 2015/16 Acquisitions is facing a deficit of approximately \$500,000. This budget year, monograph and other one-time purchases have been reduced by approximately \$150,000. Funds were also realized through negotiating a new licence with Access Copyright (\$96,000). Despite these efficiencies, the Library cannot cover the Acquisitions shortfall and must look to other means to balance the budget.

The Library Collections and Assessment Team (CAT) reviews the purchase of all resources on an ongoing basis. In order to respond to the current budget crunch, CAT has done a thorough review of current subscriptions, based on the following criteria:

- Usage statistics/cost per download
- Accreditation
- Comments from faculty
- Cost of acquiring material via other means
- Impact factor
- Overlap in content/comparable resources

As a result, the following resources have been discontinued (total \$336,446.00):

- Canadian Literary Center
- Books 24x7
- Books in Print
- Springer Journals

Collection Management: Staffing

- Evaluate the library as 'collections container'
- Describe responsibilities, required skills, and competencies of collections management staff

Library as Collection Containers

Reading:

- Identity
- Arrangement
- Policy
- Services

Library Maintenance Concerns & Facilities

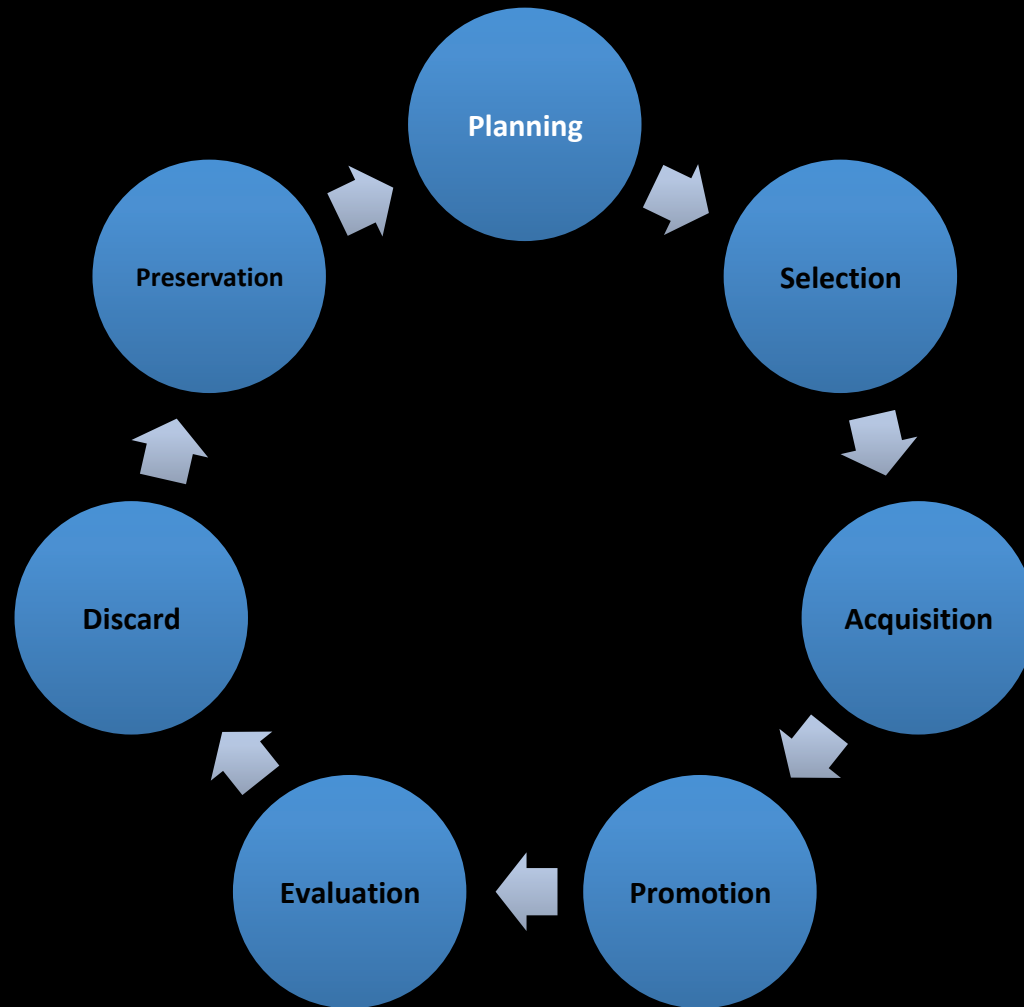
- a) Subject
- b) Format
- c) Size
- d) Binding
- e) Rare/special
- f) High use/low use
- g) Reserve/reference
- h) Print/e
- i) Circulating/non-circulating
- j) Materials whose usability requires technology

New Libraries – Facilities

Working with architects/designers/library administrators

- a) Light
- b) Functionality/Access
- c) Growth
- d) Flexibility/Re-purposing
- e) Staffing/Services

Here's a Collections Cycle



Staffing Roles & Responsibilities

	Academic	Public	Special
Administrators			
Librarians			
Managers (M&P)			
Paraprofessionals			
Clerical			
Students			
Volunteers			

Librarian's Collection Competencies (1)

Development

- Planning (sustaining, re-visioning)
- Liaising (TRL support, community outreach, etc.)
- Research (evaluation, assessment)
- Selection (firm, continuations)
- Collecting (approval, subscriptions)
- Do you support or influence TRL?
- Individual or team collection development

Librarian's Collection Competencies (2)

Management

- Resources (moving, weeding, replacing missing items, refreshing, format transference, etc.)
- Policy (circulation, fines, ILL, binding, preservation, etc.)
- Operational (equipment, storage, cleanliness, etc.)
- Budgeting
- Communication (marketing, leading & directing change)

Career Tips

Most libraries will not provide you with much collection management process/systems training. Ask for it once in the job.

- ✓ Organizational practices and culture (keep your eyes and ears sharp!)
- ✓ Policies and procedures (e.g., how to order an online journal)
- ✓ Systems (e.g., ILS, Tableau, accounting)
- ✓ Resources (go through any documentation left by previous selector)
- ✓ Selection tools (vendors, your Tech Services dept, outgoing librarian, remaining paraprofessional, FIND A MENTOR!)
- ✓ Commit to meeting people as soon as possible
- ✓ Participate early on as part of committees (English Language RFP, e-Book Review, Collections Committee, etc.)

Marketing



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What is Marketing

“At its basic level, marketing is about determining the value of your product or service and communicating that information to customers”

Canadian Business Network:

<http://www.canadabusiness.ca/eng/page/2723/>

“a customer-oriented strategic management process, which combines both a theoretical framework as well as a practical set of methods and techniques”

(Garoufallou et al., 2013)

[...]marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires.”

(Kotler Marketing Group, 2012)



Language of Marketing

- **Needs:** state of felt deprivation
- **Wants:** desires for specific satisfiers of these deeper needs
- **Demands:** wants for specific products or services
– e.g., e-journals not print
- **“Need States”** (Mathews, p. 30):
 - ✓ Psychological (knowledge) or functional (“doing”) conditions
 - ✓ Always in transitive state (why figuring out needs is so hard!)

Challenges to Marketing

Getting the word out!

- Aversion to marketing
- Budget
- The juggling act!
- Staffing and other resources
- No systematic plan in place (inability to coordinate with institutional mandate, strategic plan, etc.)

What will happen if you don't: loss of relevance!

Steps to Building a Marketing Plan

- Conducting a Situation Analysis
 - “an assessment of the environment in which the organization operates [external] and of the organization itself [internal]”
- Conducting a Target Market Analysis
 - Market research, market intelligence, market positioning
- Employing the 5 Marketing Strategy Components

Situation/Target Analyses

- Employs data-collecting methods
 - **evidence-based decision-making**
- Focuses on gaining insights about the people (“target populations”) being studied
- Produces valuable data for other projects

User Analysis

- Geographic, organizational
- Work roles, general interests, education, information and communication behavior, values, related characteristics
- User types:
 - Heavy users: core market
 - Fringe users: interested in library offerings but often/always obtain these elsewhere
 - Hard-core non users: little or no interest in using libraries
 - **What about 'strategic' users?**

Behavioral Awareness

- What predicts library use?
 - When “motivation *plus* incentives outweighs inhibitors (costs)”
- What dissuades use?
 - Service errors, troubled personalities, poor environments, response times
- Are all potential clients the same?
 - Motivations are highly variable among different patrons:
 - We can try to bring in non-users but must remember...
 - Any benefits we pitch must have meaning for an individual
 - The cost of “converting” non-users

User Needs Assessment

- Historical Data
- Geographic Data
- Political Information
- Demographic Data
- Economic Information
- Social and Educational Organizations
- Cultural and Recreational Organizations
- Other Community Organizations

Where is Data Collected

- Published Sources
- Informants
- Community Forum
- Focus Groups
- Social Indicators
- Survey

When to Collect Data

- Typical or normal times
- Heavy usage based on previous experience
- Combination of the above
- Shifting demographics: threat to relevance

Research Resources

- Census and community data online (constantly changing!)
 - Stats Can Resources
 - <http://www.statcan.gc.ca/start-debut-eng.html>
 - “Insights on Canadian Society” (Jan 2013)
 - <http://www.statcan.gc.ca/pub/75-006-x/75-006-x2013001-eng.htm>
 - e.g., Consumption of culture by older Canadians on the Internet
- Information gathered directly from the community
 - Focus groups, surveys, reference encounters, suggestion boxes
- Data gathered through library transactions
 - Circulation, ILL, database use

Marketing Components

1. Message
2. Medium
3. Goals
4. Objectives
5. Budget

Message

- How do we create “brand love”? (Starr, 2013)
 - ✓ intrinsic vs. extrinsic
- What message do we want to convey?
 - ✓ Great qualities
- What are message characteristics?
 - ✓ Surprising
 - ✓ Relatable
 - ✓ Tangible
 - ✓ Experiential
 - ✓ Sharable
 - ✓ Measurable

Medium

- Print materials
- Giveaways
- Events: orientations; instructional classes; games; contests; book and film clubs
- Media: newspapers, radio, television
- Digital Media: Library website; YouTube; other community websites
- Word of mouth

(Mathews, p. 100; Polger & Okamoto, 2013)

Goals – What do we want to accomplish?

- Increase people coming to the library/ library website?
- Attract new users?
- Get people using products and services on a more frequent basis?
- Shape or change community's perception of the library?

Objective – How will we accomplish it?

Location of marketing materials

- Visibility
- Contextual

Timing

- Break the marketing campaign into concrete stages
- Example:
 - ✓ Orientation period
 - ✓ Productivity period
 - ✓ Closing period

Marketing Budget

- On a shoe string
- Cost in time and labour
- Cost of not marketing
- Cost of marketing badly

Evaluating Outcomes

- Response-based advertising:
 - e.g., promotional materials directing people to a website –track website traffic
- Market share: total number of users, subscribers, or customers divided by the total population
- How did you hear about this?
- Web analytics
- **LibQUAL+**
- Recall
 - Surveys, focus groups, interviews
- Longitudinal studies

Marketing Tips

- Ask the basics: who, what, when, where, how
- Stay focused to avoid being overwhelmed
- Use more than one method
- Only ask what you can't find out from existing sources
- Seek exemplary examples:
 - https://www.sandiego.gov/sites/default/files/legacy/public-library/pdf/logan_needs.pdf
- Seek library vetted tools:
 - <https://extension.arizona.edu/evaluation/content/needs-assessment>

Library Promotional Resources

- ALA Office for Literacy and Outreach Services
 - Links to materials on serving various communities
 - Example: “Advocating in a Tough Economy” toolkit:
 - <http://www.ala.org/advocacy/advleg/advocacyuniversity/toolkit>
- Overdrive Marketing Kit for Libraries
 - <http://partners.overdrive.com/marketing-outreach/>
- Displays:
 - <https://www.flickr.com/photos/vblibrary/favorites/page2/?view=lg>

Further Reading

1. The Public Library's Successful Marketing Strategy

- <https://www.youtube.com/watch?v=pCveM33aEAo>
- George Farris examines the successful marketing strategy used by the Public Library of Youngstown & Mahoning County with Library Director Heidi Daniel.

2. Creating brand love for libraries: Can we be a kind of paradise.

- Starr, Susan. 2013. Journal of the Medical Library Association : JMLA 101 (3): 168-70.
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3738073/>

Learning Consolidation

= Time to Work on Marketing
Plan for Cumulative Project

LC: Quick Marketing Strategy

- Identify yourselves, define the collection, and set the marketing scenario.
- What do you see to be the marketing goals and objectives? Develop a strategy to accomplish your goals. Remember that goals are the “what” and objectives are the “how.”
- Things to consider:
 - What is/are your target audience/s?
 - Message attributes: what is the message you will use in the promotional materials?
 - Timeline: Describe the time frame for the marketing strategy and what activities will take place during each of its stages.
 - Building blocks –what promotional materials (e.g., physical and virtual) will be used in the campaign? At what stage in the timeline will they be introduced?
 - How will you measure and assess outcomes?

Next Steps



Next Steps

- Recommendations for Guest Judges to Community Fair?
 - This is an ideal time to network
- Keep working on...
 - Proposal Collection Consultation Report
 - DRAFT Budget
 - DRAFT Outline
 - And other parts of Cumulative report
<http://electrified.ca/83267.html>

Thank you!

See you Tuesday in the classroom!

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