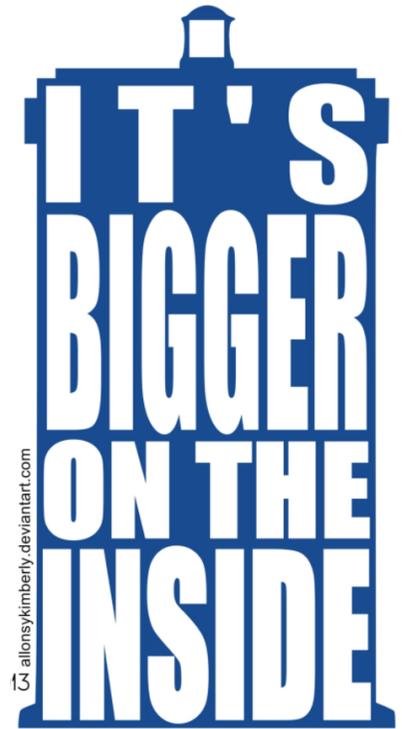


Presentation double header!
This presentation is sooo big it had to have two titles.

Make your library bigger on the inside.



Cut costs to use your library.



Chris Rippel, Retired
May 11, 2017

Promote your library as the center of Kansas libraries. Not doing so is gypping your community.

Every spot on the surface of the earth has equal claim to being the center of the earth surface. Every library in NorCat, every library on the Kansas Library Catalog, has equal claim to being the center of the North Central Kansas Libraries System and all Kansas libraries.



The online catalog suggests your library's collection is so big it's shelved in 320 branch libraries scattered across Kansas. In other words, other libraries are branches of your library.

Plus there are resources at your system headquarters and librarians around Kansas to help you.

If you are not thinking this way and talking this way, your patrons/community are/is being gypped.

Give everyone a library card and services list.

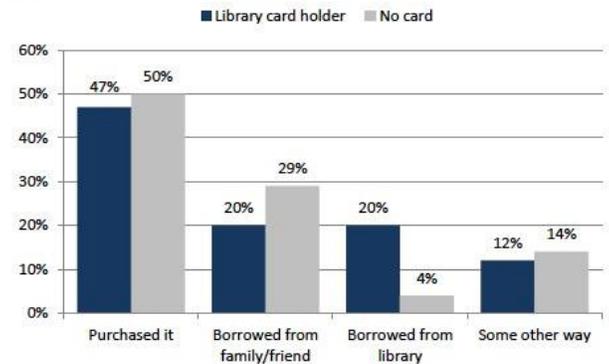
- Be assertive in giving out library cards. Give library cards to the mayor and all members of the city council.
- Give library cards to all the school kids.
- Give out library cards at community events.
- Give out library cards at churches.

And with each card give a list of ALL library services.

- When people walk around your library, how many services can they NOT see because they are hidden?
- Create a list of all services starting with the hidden services at the top.
 - Did you know your library provides: Presentations at civic clubs
 - Proxies tests
 - Faxing (\$.10 a page)
 - WiFi connection for mobile devices inside and outside the library
 - Computers with word processing, spreadsheets, and Internet
 - Online resources for genealogy, auto repair, computer training, etc.
 - 100 cake-pans for checkout
 - Access to 7 million print books and 1 million DVDs
 - 300 large print books
 - 500 audiobooks
 - 10,000 eBooks
 - Four-week checkout with no fines for adult, teen, and children print books
 - Two-week checkout with \$.25-a-day fine for all **new** print books
 - One-week checkout with \$.25-a-day fine for all DVDs
- In addition to giving it out with new cards, post this list:
 - on the front door,
 - at the circulation desk,
 - in bathroom stalls and over the urinal,
 - where people stand or sit for a period of time.

Library card holders have different book-acquiring strategies

Among Americans ages 16+ who read a book in the past 12 months, the percentage who got their most recent book from each source



Source: Pew Research Center's Internet & American Life Reading Habits Survey of 2,986 people ages 16 and older conducted November 16-December 21, 2011. The survey was conducted in English and Spanish and on landline and cell phones. N for people who read a book in any format in the past 12 months=2,474.

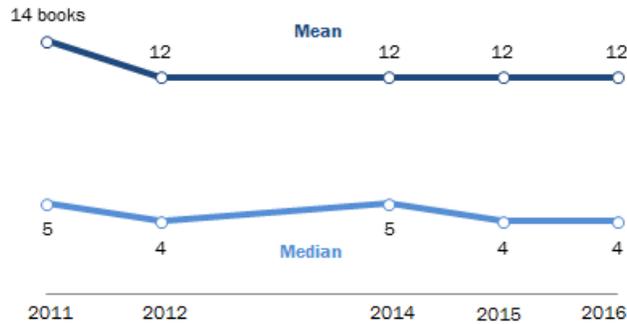


40% of people who come to the library, claim not to know all the public library's services. - Pew Research, 2014.

Total circ = circulation of books, DVDs, audio, etc.
 Circ per capita = should be at least 12 to match the mean number of books read per year. 2016

Mean and median number of books read per year, 2011-2015

Among U.S. adults ages 18+ (including non-readers), the mean and median number of books read in whole or in part in the last year



Source: Survey conducted March 7-April 4, 2016.
"Book Reading 2016"

PEW RESEARCH CENTER

Book use and library use

Location	Population	Total Circ	Circ per capita
ABILENE PUBLIC LIBRARY	6,558	78,754	12
AMERICUS TOWNSHIP	1,489	11,136	7
AXTELL PUBLIC LIBRARY	403	1,748	4
BEATTIE PUBLIC LIBRARY	195	849	4
BLUE RAPIDS PUBLIC LIBRARY	983	4,025	4
BURNS PUBLIC LIBRARY	220	3,276	15
CHAPMAN PUBLIC LIBRARY	1,376	6,770	5
CLAY CENTER CARNEGIE LIBRARY	4,173	31,197	7
CLIFTON PUBLIC LIBRARY	537	3,229	6
COTTONWOOD FALLS PUBLIC LIBRARY	1,086	3,683	3
COUNCIL GROVE PUBLIC LIBRARY	2,086	25,370	12
DOROTHY BRAMLAGE PUBLIC LIBRARY	37,030	124,322	3
DWIGHT PUBLIC LIBRARY	261	1,204	5
ELM CREEK TOWNSHIP	294	667	2
EMPORIA PUBLIC LIBRARY	32,189	149,772	5
ENTERPRISE PUBLIC LIBRARY	820	3,069	4
FLORENCE PUBLIC LIBRARY	439	2,503	6
FRANKFORT CITY LIBRARY	701	10,367	15
GOESSEL PUBLIC LIBRARY	510	10,943	21
HANOVER PUBLIC LIBRARY	668	9,437	14
HARTFORD/ELMENDALE LIBRARY	783	12,164	16
HERINGTON PUBLIC LIBRARY	2,396	17,479	7
HILLSBORO PUBLIC LIBRARY	2,869	46,930	16
HOPE COMMUNITY LIBRARY	344	2,022	6
LEONARDVILLE CITY LIBRARY	453	1,163	3
LYON COUNTY LIBRARY	814	2,140	3
MANHATTAN PUBLIC LIBRARY	56,308	781,514	14
MARION CITY LIBRARY	1,842	32,084	17
MARYSVILLE PUBLIC LIBRARY	3,323	38,692	12
PEABODY TOWNSHIP	1,333	2,206	2
POTTAWATOMIE WARREN LIBRARY	25,462	60,658	2
RILEY CITY LIBRARY	994	1,448	1
SOLOMON PUBLIC LIBRARY	1,054	3,493	3
TALMAGE PUBLIC LIBRARY	428		0
VERMILLION PUBLIC LIBRARY	109	1,891	17
WAKEFIELD PUBLIC LIBRARY	974	6,395	7
WAMEGO PUBLIC LIBRARY	4,627	59,694	13
WASHINGTON LIBRARY	1,085	8,221	8
WATERVILLE PUBLIC LIBRARY	651	4,872	7
WHITE CITY PUBLIC LIBRARY	581	3,159	5

Print books continue to be more popular than eBooks.

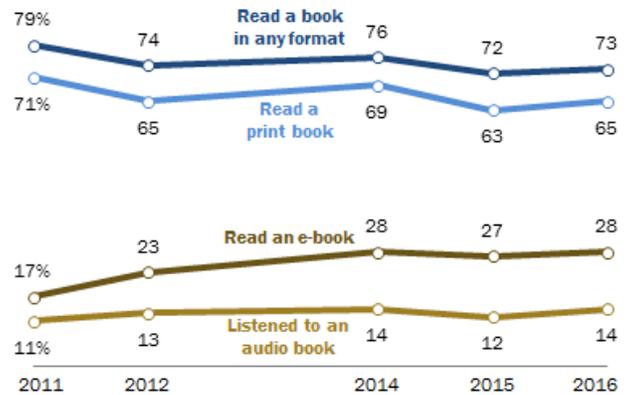
“Sorry ebooks. These ... studies show why print books are better.”

<http://tinyurl.com/naosxje>

1. Younger people are more likely to believe there is valuable information available offline.
2. Teens prefer print books over ebooks, even when ebooks are free.
3. Students don't connect emotionally with on-screen texts.
4. Students comprehend less on ebooks.
5. Parents and kids prefer to read print books together.
6. Ebooks negatively effect sleep.
7. It's hard to avoid multitasking when reading ebooks.

Print books continue to be more popular than e-books or audio books

% of U.S. adults who say they have ____ in the previous 12 months



Source: Survey conducted March 7-April 4, 2016.
"Book Reading 2016"

PEW RESEARCH CENTER

The preference for print books is good for libraries.

- Print books respect “first sale doctrine.” <<http://tinyurl.com/p33349v>> First sale doctrine means libraries can buy a book and lend it over and over. Other countries have “public lending rights” requiring libraries to pay authors for lending their books. <<http://tinyurl.com/lfbvqh6>>
- Ebooks don't respect “first sale rights.” Software controls whether ebooks can be lent.

Nevertheless, eBooks should be part of regular library service.

Using eBooks to improve library service

In March 2017, a Bison Library patron asked for the latest Dean Koontz books. Dean Koontz's 2016 publications were two novellas only available in the Overdrive ebook collections of several Kansas libraries. Bison Library asked Central Kansas Library System to purchase these novellas for CKLS' Overdrive collection.

The Bison patron downloaded the ebooks onto her Kindle and read them. The Bison librarian, Kathy Rippel, could also have downloaded the ebooks onto Bison's eBook ereaders and lent the ereaders to the patron. When head of CKLS' Interlibrary Loan Department, Kathy Rippel frequently purchased eBooks and loaded them onto ereaders lent to patrons.



Kansas Public Library Standards require libraries to purchase ebooks. So libraries should have a budget for buying ebooks when they are requested. This builds expectation that the library has what patrons want.

ALA Trend: Short reading <http://tinyurl.com/lr67fcn>

Books may have increased 25% since 1999.

- 1999: 320 pages

- 2014: 400 pages

Since larger books require more investment, authors and publishers now test readers' tastes with "shorts."

- In 2016, James Patterson introduced **Bookshots** <<https://bookshots.com/>>, less than 150 pages of plot-driven, movie-like stories meant to be read in one-sitting for less than \$5.
- Amazon **Kindle Singles**, **Singles Classics**, and **Amazon Rapids**.
- Simon & Schuster's **Crave** delivers previews of upcoming romances by favorite authors.
- Penguin Random House's **Subway Reads** delivers 10-page selections for 10-minute subway rides, 20-page selection for 20-minute rides, etc.
- iTunes has **Hooked – Chat stories**.
- Apps not associated with a specific publishers include **Rooster**, **The PigeonHole**, and **Serial Reader**.

- Source: "Short reading," ALA's *Library of the Future*, <https://tinyurl.com/lr67fcn>

Library use is not free.

- Disrupting patrons' lifestyles to force people to read books before the due date is a cost.
- Patrons having to remember to call to renew a book is a cost.
- Remembering to return items before a due date so as not to pay a fine is a cost.
- Paying fines is a cost.
- Returning books to the library is a cost.
- Finding books on library shelves is a cost



As you read the above sentences,

I bet you were thinking I was talking about costs to patrons.

I was also thinking about costs to libraries in lost business as patrons choose alternatives. Remember the 47% of library card holders bought their most recent book.

We need to make libraries easier to use.

Give readers more than a two-week checkout.

Col. 0	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8	Col. 9
Circulation policies	minutes of reading per day	# of words read per week @ 250 per minute	Genres			Long Books			
			Young Adult: Median words	Romances, Mysteries, Thrillers, Horror, Westerns, Science Fiction, Fantasy: Range of words	Lord of the Rings series: longest book	Twilight series: longest book	Harry Potter series: longest book	War and Peace or Atlas Shrugged	
Checkout period in week	2								
1st renewal	1								
Additional allowed renewals	0								
Not covered by policies	##								
Number of words in books ----->			65,000	55,000	120,000	177,227	192,196	198,227	561,000
All people 15+	20	34,200	1.9	1.6	3.5	5.2	5.6	5.8	16.4
Men	15	26,850	2.4	2.0	4.5	6.6	7.2	7.4	20.9
Women	23	39,750	1.6	1.4	3.0	4.5	4.8	5.0	14.1
Ages									
15 to 19	8	13,350	4.9	4.1	9.0	13.3	14.4	14.8	42.0
20 to 24	11	20,100	3.2	2.7	6.0	8.8	9.6	9.9	27.9
25 to 34	7	11,400	5.7	4.8	10.5	15.5	16.9	17.4	49.2
35 to 44	9	16,200	4.0	3.4	7.4	10.9	11.9	12.2	34.6
45 to 54	13	22,500	2.9	2.4	5.3	7.9	8.5	8.8	24.9
55 to 64	25	43,950	1.5	1.3	2.7	4.0	4.4	4.5	12.8
65 to 74	44	77,400	0.8	0.7	1.6	2.3	2.5	2.6	
75+	58	100,650	0.6	0.5	1.2	1.8	1.9	2.0	
Race/Ethnic									
White	21	37,350	1.7	1.5	3.2	4.7	5.1	5.3	
Black	9	15,150	4.3	3.6	7.9	11.7	12.7	13.1	
Hispanic	7	12,900	5.0	4.3	9.3	13.7	14.9	15.4	
Employed									
Full-time	11	19,650	3.3	2.8	6.1	9.0	9.8	10.1	
Part-time	17	28,950	2.2	1.9	4.1	6.1	6.6	6.8	
Not employed	30	51,900	1.3	1.1	2.3	3.4	3.7	3.8	
Household, children under 18									
Household, children under 6	6	10,050	6.5	5.5	11.9	17.6	19.1	19.7	
Household, children 6 to 12	10	17,550	3.7	3.1	6.8	10.1	11.0	11.3	
Household, children 13 to 17	11	19,500	3.3	2.8	6.2	9.1	9.9	10.2	
Household, no children under 18	26	45,000	1.4	1.2	2.7	3.9	4.3	4.4	
Education									
Less than HS	12	20,400	3.2	2.7	5.9	8.7	9.4	9.7	
HS diploma	17	30,600	2.1	1.8	3.9	5.8	6.3	6.5	
Some college	19	33,600	1.9	1.6	3.6	5.3	5.7	5.9	
Bachelors degree+	28	49,200	1.3	1.1	2.4	3.6	3.9	4.0	
Income (weekly earnings)									
\$0-\$520	12	21,450	3.0	2.6	5.6	8.3	9.0	9.2	
\$521 - \$850	9	15,150	4.3	3.6	7.9	11.7	12.7	13.1	37.0
\$851 - \$1,340	10	18,300	3.6	3.0	6.6	9.7	10.5	10.8	30.7
\$1,341+	15	26,400	2.5	2.1	4.5	6.7	7.3	7.5	21.3

A 2 week checkout with 1 renewal provides enough reading time for people over 65, not employed, with bachelors degrees, but not enough reading time for anyone else, especially those under 55.

Four-week checkout with two renewals provides better service.

Col. 0	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8	Col. 9
Circulation policies	Minutes of reading per day	# of words read per week @ 250 per minute	Genres			Long Books			
			Young Adult: Median words	Romances, Mysteries, Thrillers, Horror, Westerns, Science Fiction, Fantasy: Range of words	Lord of the Rings series: longest book	Twilight series: longest book	Harry Potter series: longest book	War and Peace or Atlas Shrugged	
Checkout period in weeks	4								
1st renewal	1								
Additional allowed renewals	1								
Not covered by policies	##								
Number of words in books ----->			65,000	55,000	120,000	177,227	192,196	198,227	561,000
All people 15+	20	34,200	1.9	1.6	3.5	5.2	5.6	5.8	16.4
Men	15	26,850	2.4	2.0	4.5	6.6	7.2	7.4	20.9
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Ages									
15 to 19	8	13,350	4.9	4.1	9.0	13.3	14.4	14.8	42.0
20 to 24	11	20,100	3.2	2.7	6.0	8.8	9.6	9.9	27.9
25 to 34	7	11,400	5.7	4.8	10.5	15.5	16.9	17.4	49.2
35 to 44	9	16,200	4.0	3.4	7.4	10.9	11.9	12.2	34.6
45 to 54	13	22,500	2.9	2.4	5.3	7.9	8.5	8.8	24.9
55 to 64	25	43,950	1.5	1.3	2.7	4.0	4.4	4.5	12.8
65 to 74	44	77,400	0.8	0.7	1.6	2.3	2.5	2.6	7.2
75+	58	100,650	0.6	0.5	1.2	1.8	1.9	2.0	5.6
Race/Ethnic									
White	21	37,350	1.7	1.5	3.2	4.7	5.1	5.3	15.0
Black	9	15,150	4.3	3.6	7.9	11.7	12.7	13.1	37.0
Hispanic	7	12,900	5.0	4.3	9.3	13.7	14.9	15.4	43.5
Employed									
Full-time	11	19,650	3.3	2.8	6.1	9.0	9.8	10.1	28.5
Part-time	17	28,950	2.2	1.9	4.1	6.1	6.6	6.8	19.4
Not employed	30	51,900	1.3	1.1	2.3	3.4	3.7	3.8	10.8
Household, children under 18									
Household, children under 6	6	10,050	6.5	5.5	11.9	17.6	19.1	19.7	55.8
Household, children 6 to 12	10	17,550	3.7	3.1	6.8	10.1	11.0	11.3	32.0
Household, children 13 to 17	11	19,500	3.3	2.8	6.2	9.1	9.9	10.2	28.8
Household, no children under 18	26	45,000	1.4	1.2	2.7	3.9	4.3	4.4	12.5
Education									
Less than HS	12	20,400	3.2	2.7	5.9	8.7	9.4	9.7	27.5
HS diploma	17	30,600	2.1	1.8	3.9	5.8	6.3	6.5	18.3
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Bachelors degree+	28	49,200	1.3	1.1	2.4	3.6	3.9	4.0	11.4
Income (weekly earnings)									
\$0-\$520	12	21,450	3.0	2.6	5.6	8.3	9.0	9.2	26.2
\$521 - \$850	9	15,150	4.3	3.6	7.9	11.7	12.7	13.1	37.0
\$851 - \$1,340	10	18,300	3.6	3.0	6.6	9.7	10.5	10.8	30.7
\$1,341+	15	26,400	2.5	2.1	4.5	6.7	7.3	7.5	21.3

But what about getting titles back for the next reader?

Four-week checkout with two renewals provides better service. But what about getting titles back for the next reader?

Many librarians have two-week checkout to get books back for the next reader.

OK ... let's compromise:

- New books have high demand leaving readers left waiting for the next book. Give new books a two-week checkout to get books to the next reader.
- Older books sit on shelves for weeks, months, years without checking out. Why must older books come back in two-weeks just to sit on the shelves again? Give older books four-week checkout to enough reading time.

Four-week checkout:

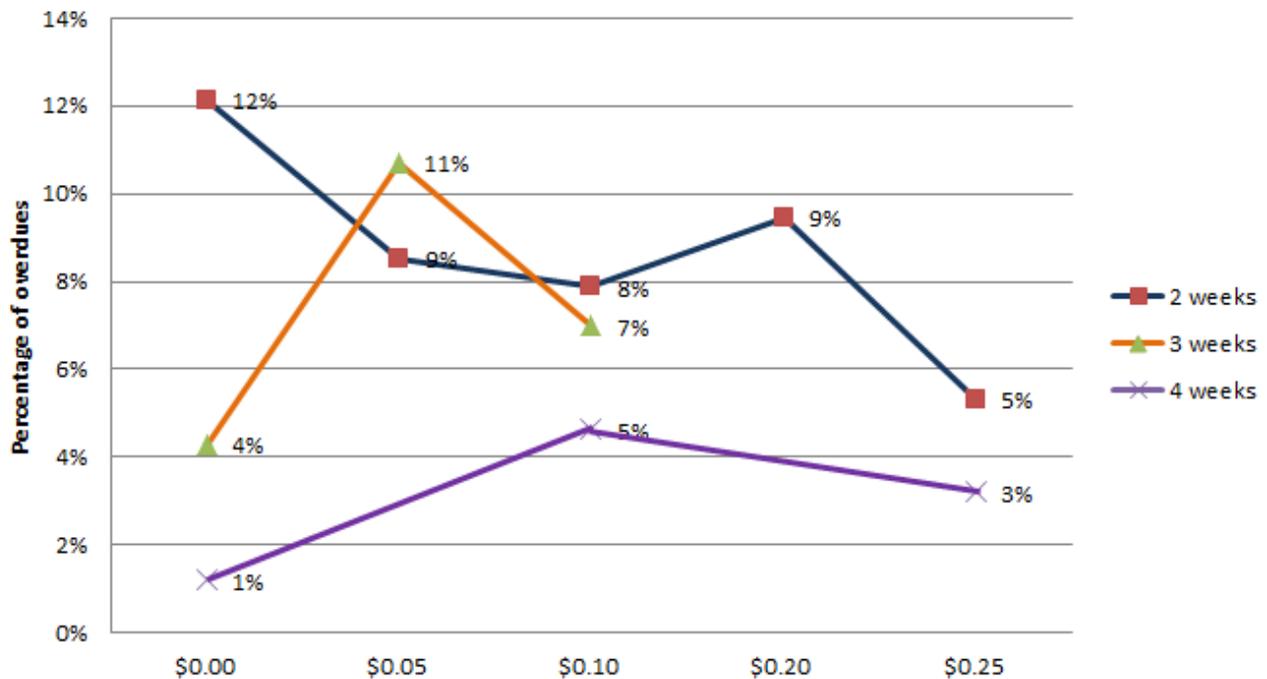
- Reduces pressure to read books faster.
- Reduces the number calls for renewing books.
- Motivates browsers to checkout older books.



Increasing checkout periods also reduces overdues

1. Two-week checkout period is not enough time for most average readers, especially those with jobs and children under 18. Not giving people enough reading time encourages overdues. Fines are needed to reduce overdues as shown in the blue horizontal line in the graph below.
2. Increasing checkout periods to three and four weeks gives enough time to read for more readers. When given enough time, books are returned on time without fines.

Average percentage of overdues by checkout period and fines



But how should we get titles back in two weeks for the next reader?

OK, let's compromise:

-
- Give new titles on new shelves two-week checkout with \$.25 per day fines to more motivating people to bring titles back with less reading time. Give lower-demand titles on regular shelves longer checkout periods with no fines.

Longer checkout with no fines reduces worry and conflicts about fines and motivates readers to checkout older items.



Promote older books with genre shelves.

In 1909, Librarian William Borden noticed patrons browsing only the new book shelves. Borden moved detective stories and historical fiction off the regular fiction shelves onto separate shelves. Patrons began browsing these shelves. Some eventually stopped browsing the new book shelves to browse these genre shelves.

But many librarians find genre shelving confusing and frustrating.

- Many titles belong to several genres.
- Many authors write in several genres.
- Some series have titles belonging in different genres.

So how can librarians break collections into genres?

OK ... let's compromise:

- Leave titles on regular shelves by author.
- Near the new book display, create new section of shelves for displaying small collections of genre. Label each shelf with a genre name.
- Each month, pull titles from the regular shelves for each genre and put them on the genre shelves. Since the placement of a title on the genre shelves is temporary, don't fret about which genre to shelve a title. Shelving in either genre is fine. And shelve the title in one genre this time and the other genre next time.
- Place signs on the new book and genre shelves explaining differences in circulation policies. Longer checkout with no fines is like a "sale price" encouraging patrons to "buy" older titles.



<p>Circulation rules - 2-week checkout - Overdue fine: \$.25 per day</p>	<p>Circulation rules - 4-week checkout - Overdue fine: None</p>	
<p>Books pulled from collection</p>		
		<p>Romances</p>
		<p>Mysteries</p>
		<p>Westerns</p>
		<p>Fantasy</p>
		<p>Non-fiction</p>

Recommending books

Goodreads post: Message 9:

I love my library, and the fact that it and two other cities share their inventory of books.

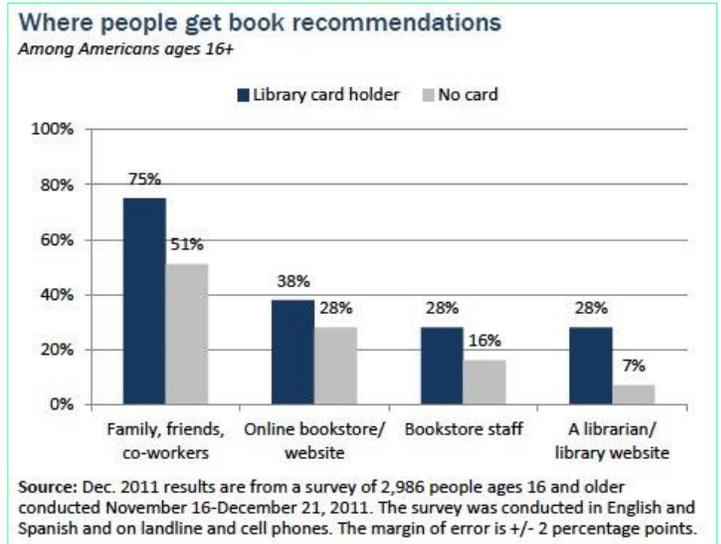
I don't love that **a lot of the librarians** I deal with now, as an adult, **don't seem to share my enthusiasm for reading**. They punch in and out, and that's it.

They don't seem to know any writers except for bestselling authors.

If you name an author you love, they can't seem to name an author who is similar in style.

Thank goodness for the internet and sites like GoodReads and Literature Map.
(See below.)

And thank goodness that at least libraries are still "in business".



What are the “Internet and sites” that recommend books?

Kansas subscription to Novelist

Authors

Literature map

<http://www.literature-map.com/>

Gnod author search tool

<http://www.gnooks.com/faves.php>

Titles/authors

What should I read next?

<http://whatshouldireadnext.com/>

Your next read

<http://www.yournextread.com/>

Which book

<http://www.openingthebook.com/whichbook/>

Series

Fantastic fiction

<https://www.fantasticfiction.com/>

Juvenile series and sequels

<http://www.mymcpl.org/books-movies-music/juvenile-series>

Mysteries

Stop you're killing me

<http://www.stopyourekillingme.com/>

Use book teas and pot lucks for sharing reading recommendations between patrons.

- 1.
2. Invite people to an event. Give everyone something to write with and write on.
3. Ask people to tell about the book they are reading now or the best book they read lately.
4. Then go around the room.
5. People will write down others' recommendations.



Use pizza parties for people to select books to make the library's collection their collection.

- 1.
2. Invite everyone to a pizza party. Give them a list of the authors you already order. Tell them that recommending these authors is wasting time because the library already orders their books. Give them book ordering catalogs and access to Amazon.
3. Ask them to write down on paper three authors they would like to read.
4. They could also check a box if they want the library to contact them when the title comes in.



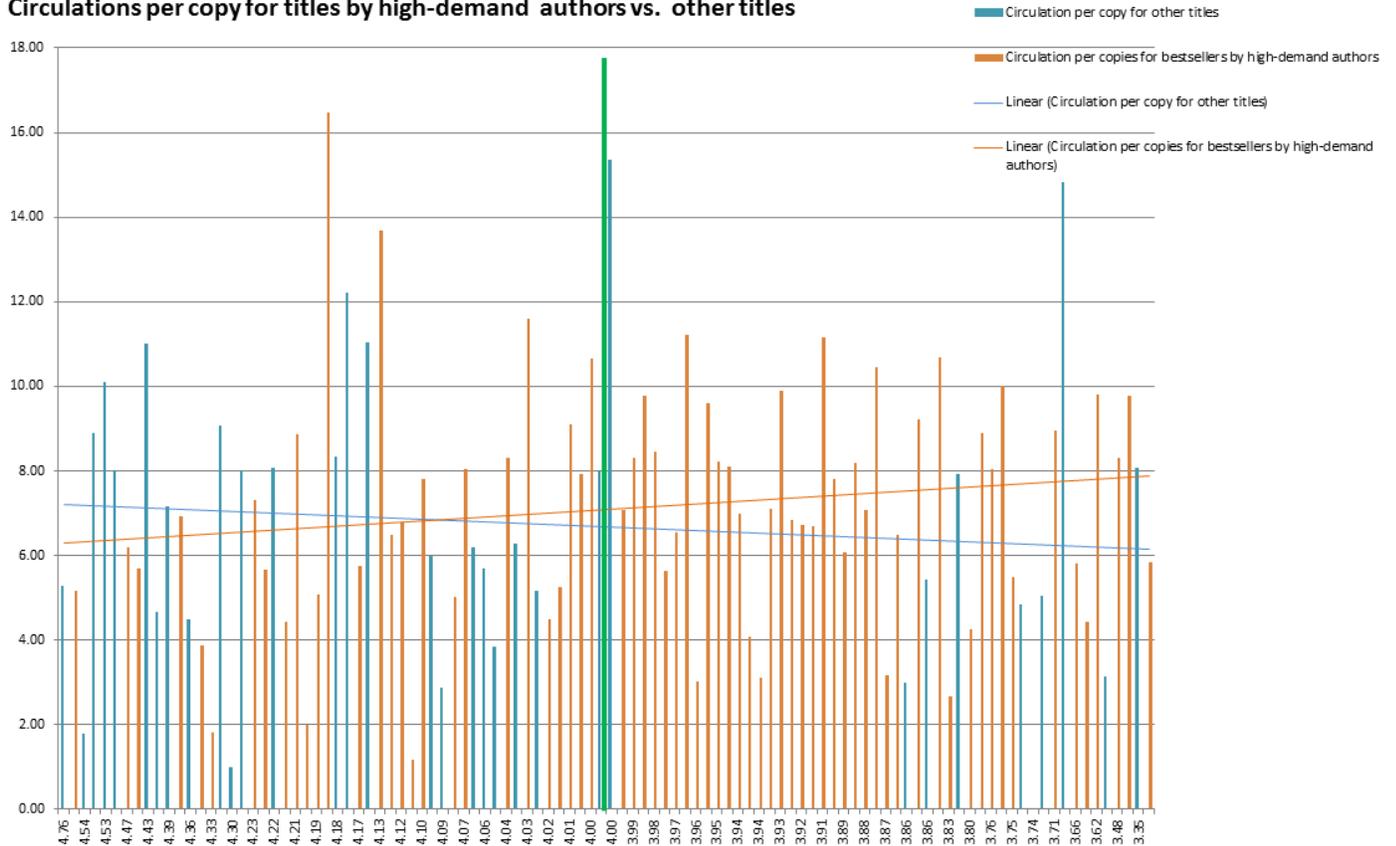
Optional: Show them your regional catalog and Kansas Library Catalog and let them order books from other libraries to be sent to your library.

Selection: Award winners circulate better than New York Times bestsellers.

105 New York Times top-of-chart bestsellers from 2013 to May 2016.

- Orange bars is circulation by high-demand top-bestselling authors.
- Blue bars is circulation by other authors.

Circulations per copy for titles by high-demand authors vs. other titles



	Left-side, higher-rated titles (Median circulation per copy)	Right-side, lower-rated titles (Median circulation per copy)
Titles by high-demand authors	6.35	7.10
Titles selected for other reasons	6.72	5.43
All titles	6.39	7.07

Award-winners circulate better than NYT top-selling, high-demand authors.

- 41 Rita Romance winners, 2010 to 2015: **7.40** median circ per copy.
- 89 Mystery winners, 2010 to 2016: **8.00** median circ per copy
- 104 Christian fiction winners, 2010 to 2015: **7.50** median circ per copy
- Authors' award winning titles circulate better than their other books.

Swap with other libraries to increase new titles

Barb Langston is director of two one-room libraries in Formoso and Courtland. The collections are small. Patrons could browse the collection in a couple of days and read the collection in a couple of years. To bring more variety into each library, Barb has a shelf marked “visiting books.” She brings books from one library and puts them on the “visiting books” shelf at the other library. These books circulate well and both libraries get credit for a checkout. The Central Kansas Library System has a group of librarians who swap DVDs. The librarians established a courier route for shipping boxes of DVDs to the next library on the route. At the beginning of a cycle, each librarian puts 20 DVDs in a courier box. The box is couriered to the next library on the route. At the beginning of the next month, librarians forward the box to the next library. This continues until each library’s box returns to its originating library. Patrons learn when the next box arrives in their local library and come in to browse the new DVDs. These DVDs circulate well.



Swapping can be done for any media or genre you feel short of, e.g., Westerns. Find a librarian who you trust and will swap Westerns with you.

ALA Trend: Shared economy <http://tinyurl.com/kj9712h>

A 2014 Nielson survey of 30,000 internet users revealed 68% are willing to share and 66% willing to borrow or rent. Younger generations are more willing to share than older folks: Millennials (born 1980 to 2000) 35%, Generation X (born 1965 to 1980) 17%, Boomers (1946 to 1964) 7%. Stuff willing to share.



- electronic devices (28%),
- camping gear (28%),
- power tools (23%),
- bicycles (22%),
- clothing (22%),
- household items (22%),
- sports equipment (22%),
- furniture (17%)
- homes (15%)

These articles <<http://tinyurl.com/hy64ulu> and <http://tinyurl.com/n3gpxo4> > list unusual items libraries lend. Many Kansas libraries lend cakepans. Kanopolis Library lends balls for a nearby playground. Libraries lend fishing poles for nearby lakes. Does your town have a Frisbee golf course? Lend golfing Frisbee. Ask the course owner to put up a sign announcing golfing Frisbee are available for loan at the public library, give the address and telephone. Sponsor an annual Frisbee golf tournament fundraiser.

Weed to keep the collection useful.

Kamikaze weeding an entire collection in one day creates piles of weeded books. These piles draw public’s attention to removing books, potentially creating controversy among patrons and, maybe even the town, the town. I have participated in one-day



weeds that lead to a town meeting bringing bad publicity to the public library.

Using “Collection Manager” (shown on the next page) can identify those parts of the collection needing weeding this year. This reduces the burden of weeding for the year.

“Slow weeding” is a ten-minute process each day or week that removes a few books each day or week. Weeding a collection over the entire year is less noticeable and, thereby, less controversial. Below are my instructions.

- A. At the beginning of each day or week, go to a shelf to be weeded.
- B. Remove the number of titles that need weeding each day. (See “How to calculate how many items to weed” below.) Criteria for weeding books are:
 - Looks dirty, ragged, worn out, smells bad.
 - Outdated, inaccurate information
 - Unneeded duplication.
 - Has not circulated in 10 years.
 - A more thorough weeding process includes identifying books needing repair or replacement. More detailed instructions are provided in the free *CREW Manual* at <http://tinyurl.com/cnln28e>
- C. Good looking items can be displayed at the front of the library. This gives them one more chance to be checked out.
 - If a displayed item is checked out, then when the item is returned it goes back on the shelf, saving it from weeding.
 - When items are displayed for 14 days without checkout, move them to step D.
- D. Remove weeded items from the catalog.
- E. Place items in storage area for book sale or get rid of the item.
 - Before starting to weed, decide where weeded books are going to go.
 - “Green Weeding: Promoting ecofriendly options for library discards” at <http://tinyurl.com/lxzymbv> Green Weeding Wiki at <http://tinyurl.com/lclqsbh>

How to calculate how many items to weed each day/week.

1. Write the **size of the collection** or the portion of the collection to weed: _____ 10,000
2. Decide what **percentage of the collection to weed**. X _____ .20
3. Multiply collections X percent to weed to calculate **total titles to weed**. _____ 500
4. **Number of work days** you will be weeding. / _____ 150
5. Step 3 divided by Step 4 = **Number of titles to weed each work day**. _____ 3

Example 3										
Type numbers in columns 1, 2, and 3;			Automatic calculations in columns 4, 5, and 6;			Analysis and suggestions in columns 7, 8, and 9.				
Col. 0	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8	Col. 9	Col. 10
	Collection size (Now)	Circulation (Past 2 years)	Added to collection (Past 2 years)	Percent of total collection	Percent of total circulation	Percent of total added	Circulation percent - Collection percent (Col. 4)	Circulation percent (Col. 5) - Additions percent (Col. 6)	Turnover rate = (Col. 2 / Col. 1)	Recommend # of titles to buy this coming year
							Green = Popular collection. Red = weed this %	Green = buy more Red = buy fewer	Green = buy. Red = weed.	
AUDIOBOOKS	81	400	47	0.54%	1.64%	2.75%	1.09%	-1.11%	4.9	28
BBM		13					0.05%			1
EBOOKS	11		11				-0.07%			
ESPAÑOL										
FICTION	5,526	8,457	633	37.11%	34.64%	37.00%	-2.47%	-2.35%	1.5	593
KIDSBOOKS	5,712	6,305	397	38.36%	25.83%	23.20%	-12.53%	2.63%	1.1	442
LARGEPRINT		389			1.59%		1.59%	1.59%		27
MAGAZA										
MOVIES	894	5,733	270	6.00%	23.49%	15.78%	17.48%	7.71%	6.4	402
MUSIC		12			0.05%		0.05%	0.05%		1
NONFICTION	2,636	1,605	328	17.70%	6.57%	19.17%	-11.13%	-12.60%	0.6	112
ONLINE	2		1	0.01%		0.06%	-0.01%	-0.06%		
REFERENCE	2	1	1	0.01%	0.00%	0.06%	-0.01%	-0.05%		0
REGIONAL		5			0.02%		0.02%	0.02%		0
SOFTWARE										
SPECIAL*										
VERTMAP	24	6	23	0.16%	0.02%	1.34%	-0.14%	-1.32%		0
VIDEO GAME										
XXX										
YOUNG ADULT		228			0.93%		0.93%	0.93%		16
YOUTH										
NULL	2	1,257		0.01%	5.15%		5.14%	5.15%	628.5	88
TOTAL	14,890	24,411	1,711	100.00%	100.00%	100.00%			1.6	1711

Good circulation, but conflict with buy less, buy more. Buying at same level and swap with other libraries.

Decreasing fiction collection size by a small weeding should increase circulation in line with percent of titles added.

Kids book collection size exceeds circulation need.

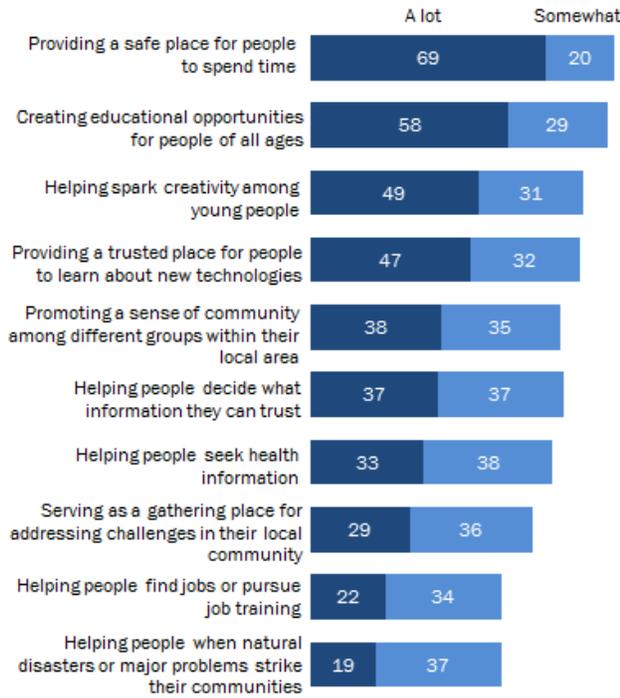
Get a grant for more movies and move some nonfiction expenditures to movies and kids

Weeding will increase circulation. Nonfiction funds may be needed to support additional circulation.

Other activities in libraries

People see libraries as a safe place, a source of educational opportunity and trusted information, as well as a place to ignite creativity in young people

% of U.S. adults ages 16 and older who say libraries contribute 'a lot' or 'somewhat' to their communities by ...

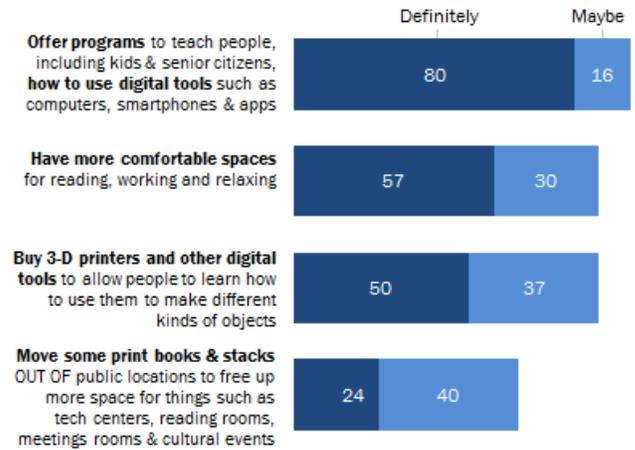


Source: Survey conducted March 7-April 4, 2016. "Libraries 2016"

PEW RESEARCH CENTER

Large majority says that libraries should have programs to teach digital skills; many hope they provide comfortable reading and working spaces

% of U.S. adults ages 16 and older who say libraries should definitely or maybe ...

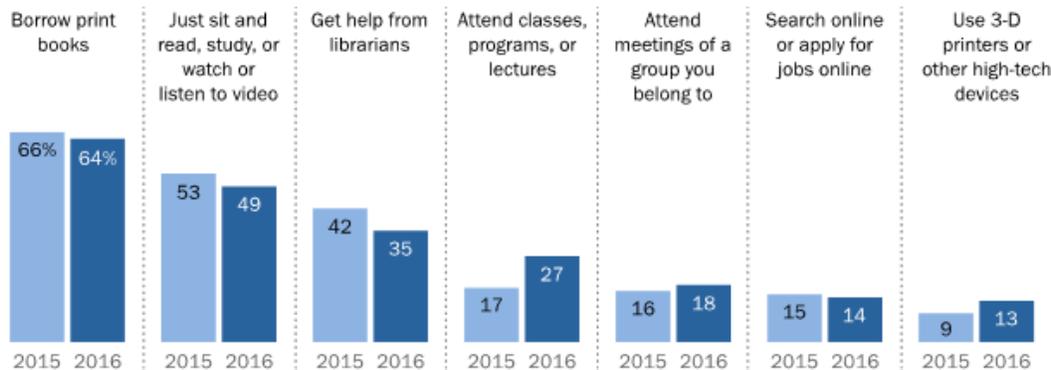


Source: Survey conducted March 7-April 4, 2016. "Libraries 2016"

PEW RESEARCH CENTER

Traditional activities – borrowing books or reading – dominate library use, but people are also attending classes or other programs

% of U.S. library users ages 16 and older who say they did the following at libraries in the past 12 months



Note: 48% of those ages 16 and older used libraries or bookmobiles in the past 12 months. Source: Survey conducted March 7-April 4, 2016. "Libraries 2016"

PEW RESEARCH CENTER

ALA Trend - Aging advances <https://tinyurl.com/kkohveh>

“Increased time in retirement could result in demand for leisure activities to fill older adults’ time, deeper pools of volunteer talent, or need for new community and gathering spaces. Large populations of older adults may shape the direction of collections (leisure reading, large print), programs (Medicaid support, technology instruction), and services (book delivery, deposit collections). Retired adults may find their way back into the workforce or campuses, potentially changing the user population for academic or special libraries.” - Source: “Aging advances,” ALA’s *Library of the Future*, <https://tinyurl.com/kkohveh>

“Aging advances” gives libraries:

- Programming ideas, e.g., speakers on retirement, care-giving to aging parents, writing wills, funeral planning, etc. and
- Volunteer opportunities.

The Stockton Public Library allowed a retired person run a lunch-time movie watching series. She thought this was her program, not the library’s program. This volunteer chose travel movies about places she wanted to visit. Participants could not choose movies.

I posted a request on ARSL for guidelines, advice, or tips for handling volunteers. The first respondent had been burned by volunteer presenters. Some came unprepared. One knitting teacher stopped coming to class. The librarian claimed the “only way ... to have a program that is up to standard guaranteed is to give it to staff, who have measurable expectations.”

I asked whether she had told volunteers her “measured expectations.” She said, “I’ve had volunteers not live up to expectations that I thought I didn’t even need to specify.”

Volunteers of *ongoing* library programs and services are library staff and should be, as much as possible, treated as such.

- Ongoing volunteer jobs should have job descriptions which include expectations, like showing up prepared on-time.
- Hire only those volunteers who agree to meet expectations.
- Volunteers need to be trained. Many CKLS libraries have volunteers running their Summer Library Program. Those volunteers come to CKLS annual Spring workshop about the coming Summer Library Program. One CKLS library had an ongoing agreement with the high school home economics teacher. Her students would get extra credit for running the library’s summer library program. Each Spring, CKLS’ Youth Services Department went to the library for a day-long workshop teaching the teenage girls how to plan and conduct a summer library program.
- Volunteers need to attend relevant staff meetings, e.g., discussions about customer service, what to do in the case of fire and tornadoes, etc.
- Volunteers need to be supervised and evaluated.
- Volunteers not meeting expectations must be moved to another job or fired. Volunteers should be fired the first time they don’t show up or show up unprepared.
- Volunteers are paid with recognition and inclusion. Volunteers should be given name tags, invited to all staff celebrations, listed on the library documents and Web pages as library volunteers. Whatever recognition staff receive for service, volunteers should also receive, e.g., employee of the month, volunteer of the month; if staff receives recognition for each five years of service, volunteers should receive the same recognition.
- Volunteers are not *free* labor. Volunteers are *non-monetary* labor.

Providing a safe place for people to spend time

- Patron behavior policies that clearly defines what behaviors are outlawed and the punishment.
- Policies are posted for all to read.
- Staff is trained how to fairly enforce each policy.

Creating educational opportunities for people of all ages / Help spark creativity among young people

- NCKLS' STEM & Maker Space Resources <http://tinyurl.com/mwnrh42>
- “Sparking creativity in your child” <http://tinyurl.com/ke29tsp>
- “7 Ways to foster creativity in kids” <http://tinyurl.com/8qyz5o9>
- Teen Advisory Boards: “Ask the teens. Five resources for building a Teen Advisory Board”: <http://tinyurl.com/lb9z7r2>
- Flipped learning <http://tinyurl.com/mzrlzto> Students study on their own first, e.g., watch videos, before meeting with teachers for hands-on and applied experiences. For libraries, this could mean:
 - Libraries provide access to videos students can watch.
 - Students would need access to computers where they could watch videos with headphones for longer periods of time than the 30-minutes often allowed by public access computers.

Providing a trusted place where people can learn about new technologies

- Technology Clubs
- Badges to organize skill sets for doing activities in the real world. (see Appendix 1)
- Online training
 - Kansas State Library <http://tinyurl.com/n8mg6tn>
 - Learning Express
 - Universal Class
 - GCF Global <https://www.gcflearnfree.org/>
 - Search YouTube for computer classes

Promoting a sense of community among different groups within the local area. / Serving as a gathering place for addressing challenges in their local community

- Action potlucks (see Appendix 2)

Helping people seek health information

- Statewide health databases
- Medline – Plus (WebJunction Webinar <http://tinyurl.com/lvw4atw>)
- Best practices in providing health information
- “The Challenge of providing health information in public libraries” page 19 for list of Websites <http://tinyurl.com/kb3bvtm>

ALA Trend: Fandom <http://tinyurl.com/kt4lqfc>

Many libraries hosted Harry Potter parties to celebrate the release of Harry Potter. These events required lots of staff time and money.

Why not let local fans organize events? The library provides space, marketing, and maybe a little money for prizes, refreshments, etc.



- A dozen years ago in Hutchinson Public Library, a team of teens designed five games in the online world of Runescape, e.g., a scavenger race through the online world. On game night, the team conducted the games for the younger players at the event. All the librarian had to do was open the computer lab door and supply prizes. The teens did everything else.
- Imagine, for example, adult Diana Gabaldon fans organizing an evening or weekend celebrating and sharing their obsession. Let them decide what the events will be. The librarian would advertise the events on the library's Facebook and post a flier on Kanlib-L librarians around the state could post in their libraries.

Librarians can also make readers and watchers aware of fan fiction.

- Diana Gabaldon fan fiction, for example, is available at <https://tinyurl.com/n4afad4>. Written fan fiction for other books (and other media) is at <https://www.fanfiction.net/>
- My wife and I recently watched *Star Trek Continues* <<http://www.startrekcontinues.com/>> This recent video series has new actors playing the original Star Trek characters. Though the acting is not Hollywood quality, the acting is decent and the scripts are quite clever and interesting.
- Invite someone who writes fan fiction to talk about it. Google search results for "how to write fan fiction" at <https://tinyurl.com/19tqu9j>

Appendix 1: Badging

<http://tinyurl.com/k6zyu7d>

Many technology classes focus on one piece of software, e.g., Word, Excel, etc. Badging focuses on some activity in the real world. A badge identifies and organizes a set of skills needed to do that activity. So let's say your library offered a badge called "Library technology." Below is a list of the skills patrons must learn to earn this badge. When patrons earn this badge library staff knows these patrons know how to do the following things.

- How to sign up to use a library computer.
- How to turn on the computer.
- How plug in headphones.
- What programs are on the computer and how to open them.
- How to search the library's online catalog and create a hold.
- How to print from a library computer and how much printing costs.
- How to use the library's scanner connected to a computer.
- How to save documents on on patrons' flashdrives or in the cloud.
- What is permissible and not permissible to do on library computers.
- How to connect patrons' devices to the library's WiFi.

The Library could promote other badges. Badges often require pupils to learn several technologies well enough to do the skills required for the activity. Below are skills required for creating church and club newsletters. Instructions for the badge would also identify online or printed sources teaching each skill.

Newsletter badge for creating church and club newsletters

- In software used for creating newsletters, learn how to:
 - Create a text box.
 - Go to www.fontspace.com and download and install cool, new fonts.
 - Select font, change size, and color.
 - Take a picture with smartphone, email picture to computer, insert picture into newsletter.
 - Spellcheck.
- Save newsletter (maybe as PDF).
- Distribute newsletter: printing, emailing, saving in cloud and emailing link.
- Badges are awarded when patrons show library staff a newsletter they created.



Appendix 2: Transform your community with

Action Potlucks
Columbus (WI) Public Library
<http://tinyurl.com/zf7qh82>

Libraries Transforming Communities

1. Turn outward toward the community
2. Define community aspirations
3. Work with community partners to fulfill those aspirations

-
- Town of 5,000 Community was divided.
- Library created “Root for Columbus” Tree for collecting answers to the question, “What kind of community do you want?”
<http://tinyurl.com/pqpzhjo>
- The repeated hope for “a united community working together” led to the action potlucks.
- Library hosted “action potlucks” three times a year.
 - Participants selected areas for community improvement: beautifying the community, art in the community, children activities.
 - Attendees sit together for each area of improvement to discuss/plan projects.
 - Each groups decides on a project; plans how to achieve the project; and commits to finishing the project before the next potluck.
- Early projects completed by groups organized at action potlucks.
 - Clean up and replanting Davis Park near the Amtrak station.
 - “Gnomes Away from Home Scavenger Hunt” hid gnomes in a city park. Clues of the location of gnomes were posted online. People posted photos of where they found the locations. <http://tinyurl.com/lw6ebfs>
 - Library Lawn and Ice Cream Social kickoff of library’s summer reading program.
 - Winter and Spring Storywalks.
 - Sidewalk Chalk Art Competition.
 - “Community Reminisce” invited sharing memories associated with the Fireman’s Park Pavilion. <http://tinyurl.com/k3qhycg> <http://tinyurl.com/knmbppy>
- Participants in these projects received a yard side promoting the initiative.
- At each meeting, each group reports on the project completed since the last meeting.



Newspaper article: <http://tinyurl.com/k4uqtoq>
Announcement: <http://tinyurl.com/jwnrold>
Announcement: <http://tinyurl.com/m6hd4hg>

***** Optional Homework – watch some videos *****

Interesting stuff I found researching this speech.

Library of the future: 8 technologies we would love to see <http://tinyurl.com/ksfnv64>

Videos about books and ebooks? <http://tinyurl.com/lbun3ng> Below are samples.

- “What’s the fastest way to alphabetize your bookshelf?” (4.5 minute video) <http://tinyurl.com/13ajqe2>
- “Benefits of reading” (3 minute video) <http://tinyurl.com/mh47832>
- Kids tell us: “Why I read” (2.14 minute video) <http://tinyurl.com/mrameu2>
- “How people used the library in 1950” (10 minute video) <http://tinyurl.com/kybjnvm>
