



GROUP3PLANNERS LLC

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3 more tidbits....

- G3P will be giving the workshop "Library Makeover in 4 Easy Steps" for CLiC , spring of 2008. Attendees will learn how to focus and proportion their collection and then how to "market" and produce an effective layout to support that focus. Check the CLiC site for more information: <http://www.clicweb.org/>
- G3P is participating in a test of a new Libris DESIGN version to work with Microsoft Office Access 2007 and Vista. It's in the works!
- "...the future business of businesses that have a future will be...about turning people on, not "packaging" them; and perhaps above all, about building convivial communities and knowledge ecologies..." - by Christopher Locke, [The Cluetrain Manifesto: The End of Business As Usual](#)

How to Subscribe

Visit www.group3planners.com to subscribe.



just 3 things...



1— Don't Wait! 1-2-3 GO!

Sometimes all you need is another viewpoint...someone who isn't as close to it as you are, someone who can look at the collection, the layout and the design with fresh eyes and just give you some ideas. G3P has developed "1-2-3 GO!" to do just that. We come onsite for a few hours, survey your space, make suggestions about initiatives that might enhance your library, focus on priority items and provide a report along with some references to enable you and your staff to take the next steps. Sometimes that is all you need, and it is as easy as 1-2-3!



The on-site survey of 4-6 hours covers 3 areas:

- 1—Facility and Space Layout
- 2—Design and Effectiveness
- 3—Collection

The report is delivered electronically within a week after the survey. It will contain

- Background: Mission, Vision, Short History of Facility
- Strategic Keys: Key Tactics, Key Goals, Key Current Concerns
- Plan (notated)
- Survey Results with successes and opportunities for each of the 3 areas
- 3 Thought –Starters
- Detailed Survey Data

"1-2-3-GO!" is a valuable tool that won't "break the bank". Please contact G3P if you are interested in more details.

Note that since G3P will be giving CLiC Workshops in Grand Junction, Greeley and Pueblo, **greatly reduced travel expenses** will apply to those areas if "1-2-3 Go!" is booked adjacent to one of those workshop sessions

- Sharon Rowlen, Principal

About Group3 Planners, LLC

We are a network of professionals

working together on library projects as our skill sets and experience are needed.

We collaborate on projects

to bring each library the best services possible customized to project community needs.

We create programming and design solutions

to provide spaces for changing library and patron needs.



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Talk to Us!

Please let us know of any topics you are especially interested in, or if you would like to contribute an article.

We hope that you will view this newsletter as another way to share information with the library community.

Your comments are always welcome and appreciated!

Libris DESIGN Training

If you are interested in obtaining Libris DESIGN software, please e-mail Sharon Rowlen at rowlen@group3planners.com. A 2-day training class (required to receive software) will be held if we can reach the minimum class size of 6.

More information about Libris DESIGN is available at www.group3planners.com.

The Libris DESIGN project is supported by the US Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

2—Collection Analysis Musings

It happens often - a call for help from a librarian who is running out of space. "I need more space for patrons." "Where can we put these additional computers?" "The collection is expanding so we need more shelves."

Growth happens, and in most cases that is good. With growth, comes a need to reassess why expansion is needed and how to target the budget to meet those needs. Sometimes it's because the library is doing such a good job that more and more people are coming to the library. At other times it may be because the population around the library keeps increasing. Perhaps it is because the library continues to add new services requiring more space or because definitive service roles have not been established to guide the direction for service growth. And just maybe, it happens because the library collections are growing beyond how the patrons are actually using the collections.



In my many years of consulting with librarians in overcrowded small and medium-sized libraries, at least 75% of the time the reason for overcrowding stems from a collection that is housing materials that take up space, but do not circulate more than once per year or even per every three years. Yet, the librarians explain that they have weeded the nonfiction collection and cannot withdraw any more materials for fear of creating an imbalance in the collection. "Imbalance" in this situation refers to having enough materials in each of the Dewey areas based on recommended titles for public libraries and/or assumed rules that the library should have a certain amount of materials for each set of Dewey numbers.

I have just been rereading an article sent to me by Pam Nissler, Associate Director for Patron Services at Douglas County (CO) Libraries. The article from *Public Libraries* November/December 2005 by Tony Greiner is titled "Collection Development and Shelf Space: A Proposal for Nonfiction Collections." Mr. Greiner's premise is that patrons tell us what they want by the way they borrow materials, and that we need to measure nonfiction in terms of "how the amount of shelf space allocated to different parts of the collection affects use." By following the method of weeding collections according to Joseph Segal's book *Evaluating and Weeding Collections in Small and Medium-Sized Public Libraries: The CREW Method*, patron use of the collection is a significant factor. But, according to Greiner, it does not take into account using a shelf space factor to balance with what patrons are saying they want.

This is an interesting theory that questions how we acquire our collections as well as how we weed those collections. This theory complements my interest in developing library collections based on the community that these collections serve, rather than by generic formulas or recommended book lists designed to fit all public libraries. Due in part to the rise of collection consortiums, Internet sources of information as well as researched information data bases, and excellent interlibrary loan systems, libraries do not all need to have depth in each Dewey area. What they do need is to have books available on the shelves for those topics that patrons have determined are the topics they want.

If you are currently moving your library to a new location, or if you are faced with an overcrowded library and are unable to expand or move your library in the near future, I strongly suggest that you read this article. If you analyze your nonfiction collection using Greiner's method of considering shelf space as a major factor, you will have shelf space for materials that circulate. According to Greiner, "... greater availability of desirable titles should lead to a significant increase in circulation." You will also find that you have more space for programs and other services, and not need to spend major dollars for additional shelving.

- Beth Hager, G3P Network Member



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CLiC is Coming!

Grand Junction
February 25-27

Greeley
April 3-4

Pueblo
April 24, 25

Don't miss
G3P
in a workshop entitled:
*"Library Makeover
in 4 Easy Steps!"*

Visit us on the web:
www.group3planners.com

3—3 Rules for Displays

3 Rules for Displays

1. Reduce Clutter
2. Cross Sell
3. Set a pleasing display



Reduce clutter by giving each display visual and physical room. Displays need to be simple, to the point and easily seen and understood. In the first picture, it is hard to see the display from the background. The second picture shows a display pulled away from the rest of the stacks, so the eye can see and focus on the display.

Cross selling is a way to expand the subject, giving the patrons more opportunity to use the library resources. Examples might be:

- Pair movies with books
- Celebrate a Holiday with history books, cook books, travel, costumes, novels based on the holiday
- Promote an activity with "how-to" books, history, location of origin and local connections

Set a pleasing display by following these 3 simple rules:

1. Use one object: Focus on one object or types of objects to keep the message simple. This may not be practical for books, but makes a dramatic display. People may not want to take the book—but it will get noticed.



2. Use symmetry: Even number of objects, simply displayed and balanced. Nothing fancy here, but the display is easy to understand, easy to group like items and to cross sell, easy to maintain, and the patrons understand that they can take the book.

3. Use asymmetry: Think about Papa Bear, Mama Bear, and Baby Bear. Asymmetry uses an odd number of objects in a variety of sizes and shapes. This is the most difficult arrangement to do. To keep it easier, think 3 objects of 3 sizes; small, medium and large.



This clothing display is a good example of 3 major objects in 3 different sizes. The book display is a good start, but needs the clutter removed to make an effective display that the eye can easily read.



Oh, the 4th rule: **maintain the display!** A good display will be well-used, meaning that it will need to be restocked often. That is a sign of success!

- Mary Gulash, G3P Network Member