



Adding **WOW** to the Mount Laurel Library:

*The Nuts
and Bolts of
Putting it Together*

Mount Laurel Library Merchandising Team

March 2004

Importance of being ready

- ◆ Strategic Plan
- ◆ Seize Opportunities
- ◆ Have a budget
- ◆ Build support

Importance of being ready

- ◆ Expect some initial resistance both from staff and customers
- ◆ Create excitement
- ◆ Develop key talking points for staff
- ◆ Admit to the uncertainty

Managing change with the staff

- ◆ Strategic Plan signaled “Change is coming”
- ◆ Walk-through library with staff before beginning
 - What makes it hard/easy to find your way?
 - What’s on your Wish List?
 - What changes would you like to see?
- ◆ Allow everyone to have a voice

Managing change with the staff

- ◆ Communicate multiple ways/multiple times
- ◆ Team building
- ◆ Include a variety of staff members on planning team and sub teams
- ◆ Create an opportunity to mourn the way “it used to be”

Managing change with the staff

- ◆ Work on the concept of consensus
- ◆ Staff need to present a united front
- ◆ Hold staff meetings in new areas
- ◆ Remember: It's easy to buy furniture. It's hard to change behavior.
- ◆ Everybody will keep their jobs, but their jobs will change

Managing change with the public

- ◆ Identify key messages to communicate to the public
- ◆ Display large map showing all changes
- ◆ Post positive newspaper articles about the changes
- ◆ “Look for Changes” signs

Managing change with the public

- ◆ Ask for feedback from the public
- ◆ Use positive quotes that people write on their response forms
- ◆ Give the public time to come around
- ◆ Remember you can't please everyone

What got done ... A lot!

- ◆ Created new spaces and more display areas
- ◆ Created new collections
- ◆ Showed community we would act on their suggestions
- ◆ Self Checkout
- ◆ Established Greeter role

What's left to do (or continue doing)

- ◆ Create more spaces
- ◆ Enhance displays, signage and lighting
- ◆ Create/refine collections
- ◆ Culture change

What things cost and where we got them

◆ Gondolas & CD Browsers

Franklin Fixtures

www.franklinfixtures.com

What things cost

**Tapered double sided
case, 2 slatwall ends**

60"(h),48"(w), 40" (d)

12 @ \$784 each

60"(h),48"(w), 30" (d)

14 @ \$771 each



What things cost

CD Browser

45"(h), 44"(w), 26"(d)

4 @ \$689 each



What things cost

Slatwall End Panels

89"(h), 21"(w), 1.5"(d)

16 @ \$129.81 each

66"(h), 21"(w), 1.5"(d)

7 @ \$128.24 each



What things cost and where we got them

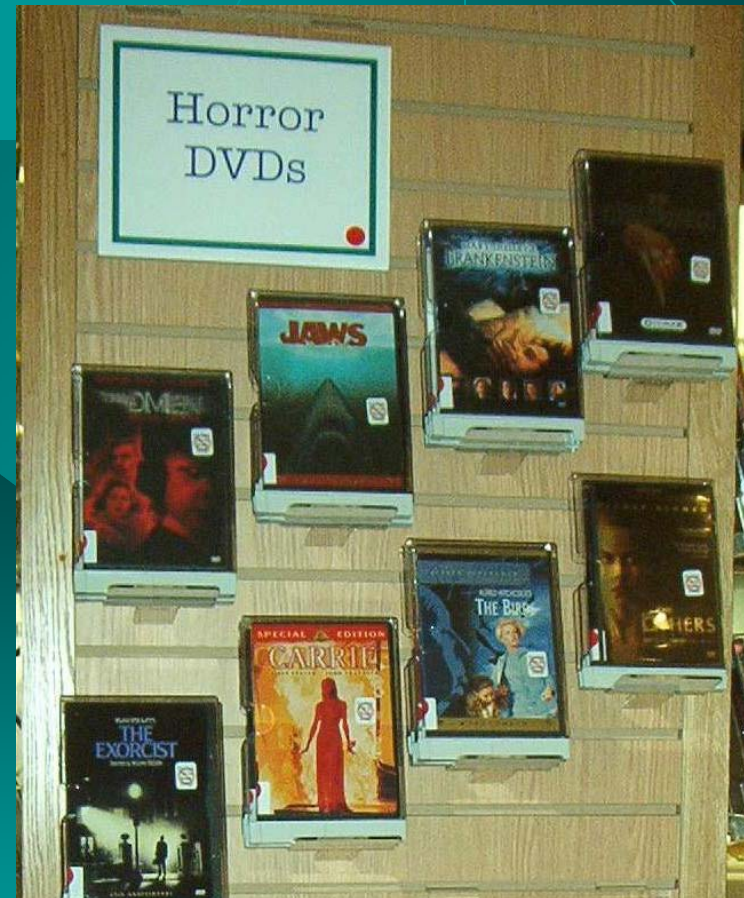
◆ Slatwall accessories

Clear Solutions
www.cleardisplays.com

What things cost

8.5 x 11 Sign Holders
135 @ \$6.00 each

6" Book Shelves
without lip
750 @ \$4.75 each



What things cost

24" Book Shelf
with ends

140 @ \$17.50 ea.



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What things cost

Magazine Ladders
6 @ \$79.50 ea.



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What things cost and where we got them

Slatwall

What things cost and where we got them

Area Rug

Lakeshore Learning Materials

www.lakeshorelearning.com

What things cost



\$375

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Essentials

- ◆ Know your community's priorities
- ◆ Front Entrance
- ◆ Slatwall
- ◆ Acrylic holders to fill the slatwall
- ◆ Gondolas

Essentials

- ◆ Signage
- ◆ Paint
- ◆ Comfortable furniture
- ◆ Colorful accessories
- ◆ Repurpose, reuse, recycle

Pluses

- ◆ People like the new areas
- ◆ Easy browsing
- ◆ Puts collections up front
- ◆ Circulation has increased

Pluses

- ◆ Working together across departments
- ◆ Cross training
- ◆ Greeter allows everyone to work with the public
- ◆ Image as a groundbreaking library

Challenges

- ◆ Confusion
- ◆ More ideas than money
- ◆ Surprises
- ◆ Resistance to change

What's Next

- ◆ Celebrate!
- ◆ Keep the momentum going

What's Next

- ◆ Phase II
- ◆ Integrating nonfiction
- ◆ Moving service points
- ◆ Learn how to do it better

Time for Questions

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