



Adding WOW to your Library:

Trading Spaces in School Libraries

Joan Bernstein, Mount Laurel Library Director, jeb@mtlaurel.lib.nj.us

Kathy Schalk-Greene, Assistant Director, kathy@mtlaurel.lib.nj.us

Ann Hill, Washington Township High School IMC, ahill@wtps.org


Patrick Polimeni, Pitman High School Media Center, ppolimeni@pitman.k12.nj.us

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New Jersey Association of School Librarians

Once upon a time...

- New Jersey Library Association Preconference: Merchant Librarian April 2003
- Dave Genesy, Director Redwood City Library



Reinvent library environments



- Create exciting and fun destinations
- Adopt retail strategies
- Food and drink in the library

Trading Spaces Project

- Applied a variety of retail techniques
- Different cost levels
- Ideas that could help transform libraries immediately
- \$45,000 budget
- 9 month timeline

Slat wall



Fun

Transform your existing space



- Variety of low-cost techniques
- Market your library's collections and services
- Change how the library is perceived

Fast Facts about Mount Laurel

- Population: 42,000
- Building: 33,000 square feet
- Collection: 128,021 items (2006)
- Circulation: 574,493 (2006)
- Budget: \$1,865,000 (2006)
\$323,000 materials (2006)
- Staff: 22 full time equivalents
- Open: 67 hours per week
- Location: 14 miles east of Philadelphia

Library

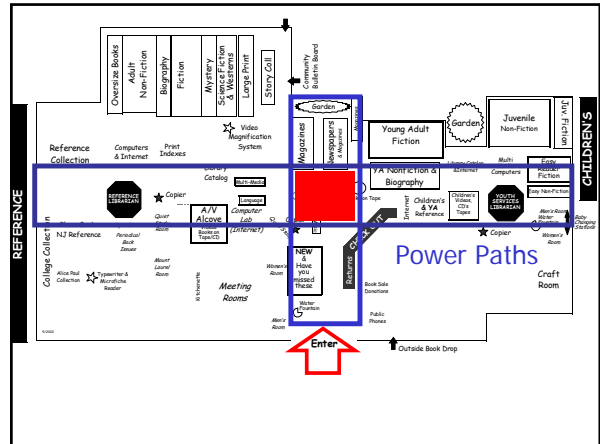
Built in 1975
11,000 square ft.



Expanded in 1991
33,000 square ft.

From strategic plan focus groups:

"Think of the library as Mount Laurel's Main Street. A place for community meetings, music, books, computers, events, etc..."



Adding WOW: New zones

- Movies & Music
- Marketplace
- Internet Café
- Juvenile
- Family Room
- Audiobook Avenue
- Popular Nonfiction
- Slatwall Shelf Ends
- Living Room
- Young Adults

Adding WOW: Excitement

A photograph showing a man in a white shirt and blue jeans standing next to a large, multi-tiered display rack filled with books. He is looking at a book on the rack. The rack has signs that say 'More Inside'.

Adding WOW: Inviting

Two photographs illustrating an inviting library space. The left photo shows a large brown teddy bear sitting on a dark blue chair. The right photo shows a colorful circular rug on the floor with several armchairs (red, purple, and blue) arranged around it in a bright room with large windows.

Adding WOW: Comfort

A photograph of a library interior. It features tall wooden bookshelves on either side of a central aisle. A large window in the background lets in natural light. A person is sitting on a white armchair, reading a book.

Use retail fixtures



Gondola CD Browser

Source: www.franklinfixtures.com

Use retail techniques



- Slat wall
- Display holders
- Signs
- Posters

Source for display holders: www.cleardisplays.com

Create a WOW environment



Before: August 2003



Marketplace gondolas

- Adult Fiction
- Adult Nonfiction
- Biography
- Children's
- Juvenile
- Large Print
- Mysteries
- Young Adult




Create a WOW experience: Let them eat, let them drink

- Internet Cafe




Create a WOW experience



Create unique environments for unique customer needs


- Living Room

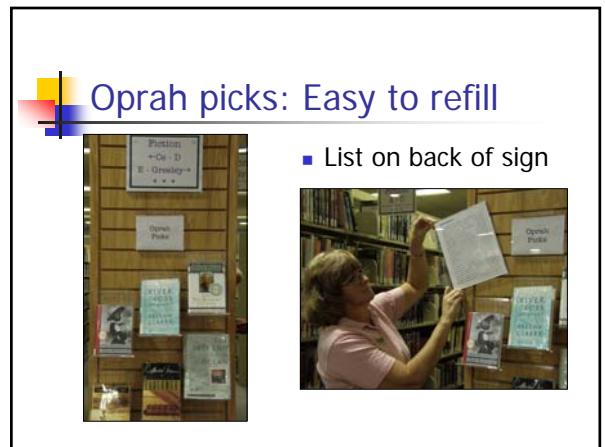
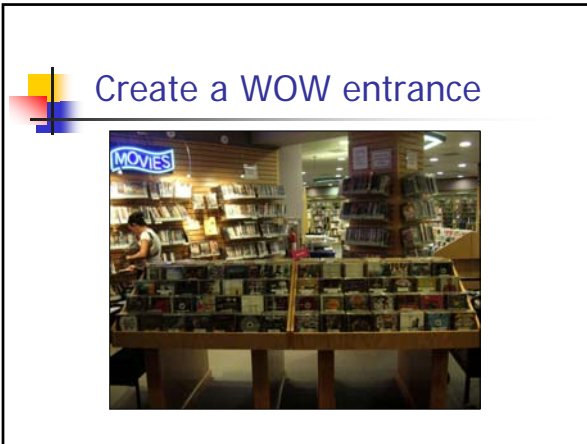




Create unique environments
for unique customer needs

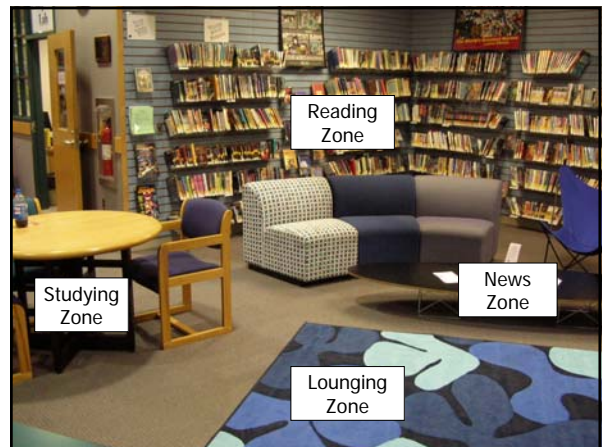
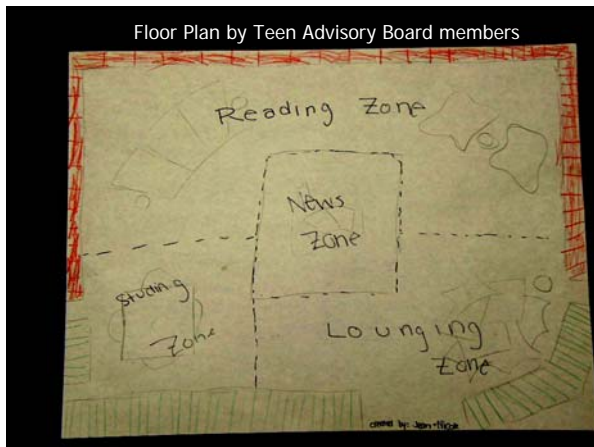
- Family Room






The fine art of "Tweaking"

- You don't get everything right at first
- Slat wall is easy to change
- Enlarge areas with shelving "walls"
- Customers tell us what they want



Our circulation zoomed



DVDs on slat wall

- First year: 39% rise
 - 17% DVDs
 - 2% Magazines
 - 20% Increase from Merchandising
- Doubled circulation over past 5 years

Customers say:

I just love the displays of the books and tapes

It's nice to know we are evolving with new ideas, creativity and decorative ideas to invite more visitors and readership

I think this is the coolest library ever!

Local Media:



Library/Mt. Laurel residents praise changes

Mount Laurel library to get Internet cafe


Mount Laurel sets new standard for libraries

Mt. Laurel Library getting new look

Library/Mt. Laurel facility will get new look

Transforming your space = Transforming your behavior

- Can't change everything and act in the same ways
- Practice pro-active customer service
- Centralize service points



Transforming your space = Transforming your behavior

- Create mobile staff roles, the Greeter
- It's easy to buy furniture
It's harder to change behavior




Simple things you can start now

Use your front door to enter



Simple things you can start now

De-clutter your library




Simple things you can start now

Do a walk-through and ask

- What would make my library more comfortable and convenient?
- What would I like to change?
- What's on my wish list?

Simple things you can start now

Take a field trip to Target, Staples, book and grocery stores




Adapt good retail ideas and attitudes

Simple things you can start now

Create WOW using

- Paint
- Accessories
- Area Rugs
- Furniture



Simple things you can start now


Remember:

Willingness is more valuable than money

Make an impact: Take your pick

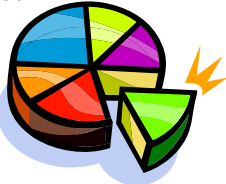
- "You can't leap the chasm taking baby steps. Baby steps will kill you."

--Dave Genesey



Make an impact: Take your pick

If you can't do it all at once
take it one piece
at a time,
do that really well,
and then keep going ...



Two Good Books to Read

- Underhill, Paco.
Why we buy: the science of shopping.
New York : Simon & Schuster, 1999.
- Brand, Stewart.
How buildings learn: what happens
after they're built.
New York : Viking, 1994.

www.sjrlc.org/tradingspaces



Credit where credit's due...

- Trading Spaces Merchandising Team
- Mount Laurel Library Board of Trustees
- Dave Genesy, consultant
- South Jersey Regional Library Cooperative
Karen Hyman, Executive Director
Peter Bromberg, Program Coordinator
- New Jersey State Library
Norma Blake, State Librarian

Trading Spaces Planning Team



Our Wonderful Staff



**TRADING SPACES
GOES TO SCHOOL**



Imitation is the Key



Trading Spaces the School Way



**Take a Tip From Barnes & Noble...
Add Wow to Your Library**



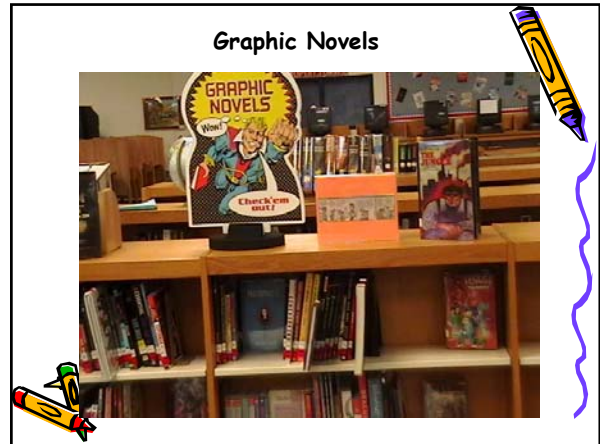
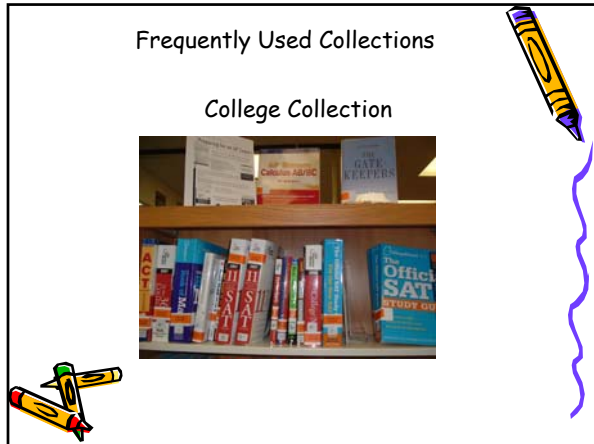
Create a Market Place
Merchandise Your Collection

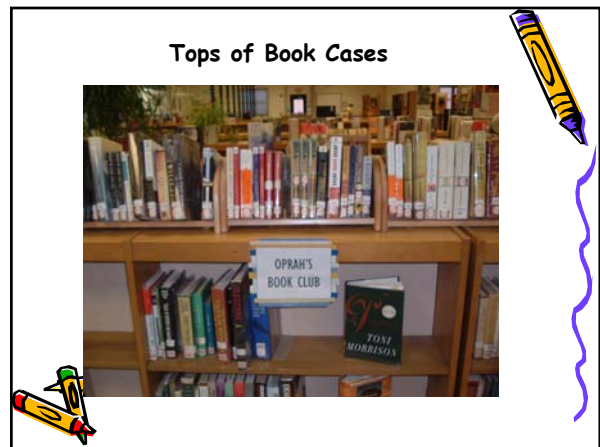
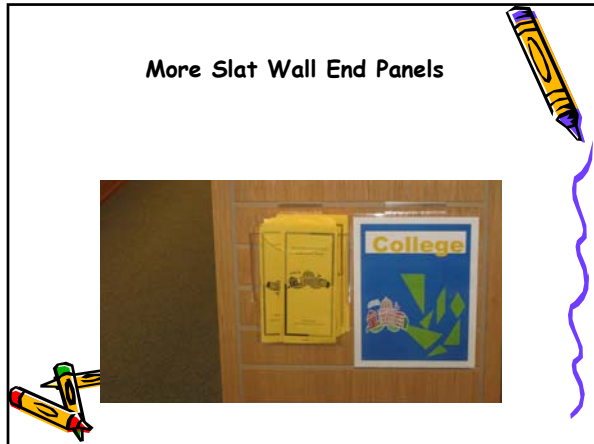


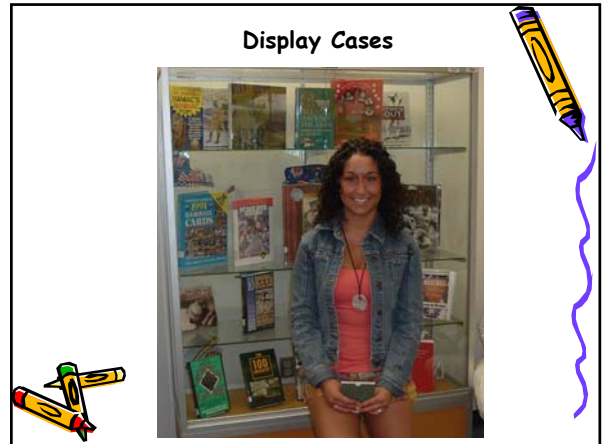
**Create a Market Place
Location, Location, Location**

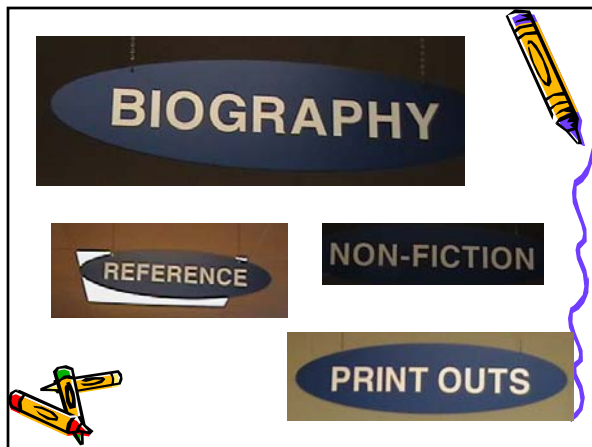
New Arrivals

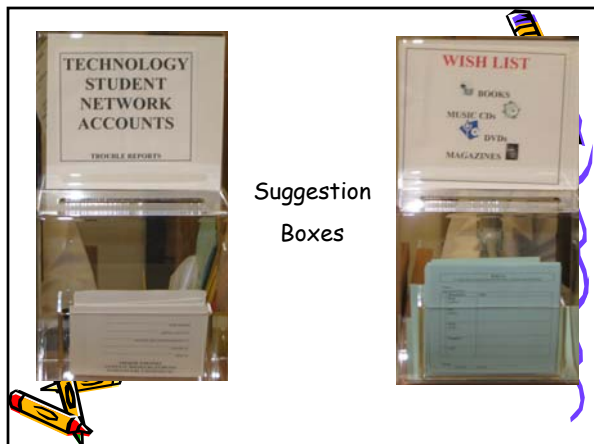
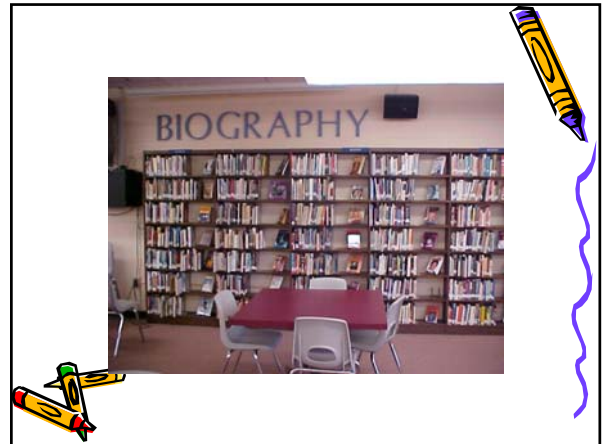

















IMPACT



Circulation Statistics

2005-2006
16,300 books were loaned

2006-2007
18,565 books were loaned
3% increase in circulation

Fiction circulation
increased by 13%
with a total of 3,773
books circulated

The Library Environment



Resources

Clear Solutions - acrylic displays
<http://www.clearsolutionsdisplays.com/>

Slat Walls - Franklin Fixtures
<http://www.franklinfixtures.com/>

CD Browsers - Gaylord
<http://www.gaylord.com/>

Demco and Brodart, which are state contractors
carry all of these items
<http://www.demco.com> <http://www.brodart.com>



Contact Us:

Ann Hill
Washington Township High School
ahill@wtps.org

Patrick Polimeni
Pitman High School
ppolimeni@pitman.k12.nj.us



More About the Trading Spaces Project

The Trading Spaces Project was an initial creation of the South Jersey Regional Library Cooperative and the New Jersey State Library. The goal of the 2003-2004 project was to reinvent a library environment through use of retail merchandising practices. The \$45,000 budget for the project was a three-way split from the State Library, SJRLC, and the Mount Laurel Library.

SJRLC used additional funds to retain the services of Dave Genesy, Director of the Redwood City (CA) Public Library and the premier library merchandising consultant in the US, as consultant to the project. In addition, the Mount Laurel Library redirected local funds for new collections and services to support the project.



More About the Trading Spaces Project

"The Mount Laurel Library has succeeded beyond our wildest dreams with the Trading Spaces Project," says Karen Hyman, Executive Director of the South Jersey Regional Library Cooperative. "We are anxious to see the full impact on use and satisfaction of their customers and transformation of more libraries in NJ."

To further the goals of the project, SJRLC Assistant Director, Peter Bromberg, developed a Trading Spaces Resource Page at www.sjrlc.org/tradingspaces.