

# Merchandising the Collection: Trading Spaces Demonstration Project



September 2003  
Staff Update 2

## The Merchandising Project Team: Who are these people ...

We've assembled a representative team from all departments and staff levels of our library. Our small working team members include: Joan Bernstein (Director), Kathy Schalk-Greene (Assistant Director/Head of Adult Services), Lisa Whitley (Head of Youth Services), Becky Boydston (Automation Department Head), Angel Kuntz (Head of Circulation), C.L. Quillen (Reference Librarian), Eileen Gallagher (Circulation) and Kathy Kasprzyk (Technical Services).

## ...and what are they doing meeting behind closed doors?

The team has met frequently since our consultant, Dave Genesy from the San Jose Public Library came in July. We're working through the enormous number of details and decisions this project involves. This is what the team has accomplished to date:

- **Finalized the general floor plan** based on drawings from our consultant Dave Genesy. Kathy Kasprzyk did a scale floor plan with moveable furniture.
- **Ordered** the gondolas (free standing book shelves) and CD Browsers.
- **Decided on Adult Nonfiction collections** to be displayed on separate gondolas (free standing book shelves). These are identified with transparent colored labels applied over the existing call number label. Most of the labeling is already finished.

The collections were selected based on are circulation *and* bringing different Dewey ranges together. ***These collections are detailed in the box at right.*** → Collection codes in the online catalog will be changed when the new shelves arrive and the move is made.

- **Decided to circulate adult magazines** starting January 1. Our decision making process: A sub-team consisting of Becky, Angel, Eileen and Kelly met to hash out the technical, circulation and services issues this presented. They made recommendations to the Merchandising Team, which were discussed and accepted.

Some exceptions... current issues, newspapers, and certain titles won't circulate: *American Heritage, Time, U.S. News & World Report* and *National Geographic*. Adult Services staff has suggested adding *Consumer Reports* to this list.

- **Met with Karen Milano** for interior design suggestions (paint/slat wall colors for Family Place, Juv and YA areas, lighting/furniture suggestions for Internet Café). Lisa, Joan & Kathy will meet with Karen in 1-2 weeks to finalize decisions.
- **Exploring corporate partnerships.** The Library will approach Home Dept., Lowes, Ikea and Target for funding/merchandise for the project.

**"Surprisingly good!"**

**"I predict that you'll get very positive comments from the community."**

-- Staff comments from the Walk-Throughs showing the new arrangement.

- **Took 32 staff and volunteers through a second round of Walk-Throughs** explaining Dave Genesy's suggested changes. Everyone's overall reactions, what excited/concerned them about the project was noted. A summary of all comments are being distributed to all staff ... and posted in the staff room.

## "Gondola" Collections

*These subjects will be pulled from the Adult Stacks range and put on separate freestanding "gondola" shelving.*

### COMPUTERS

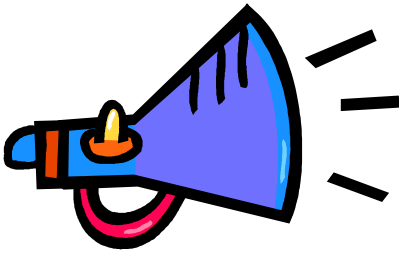
004-006  
Computer science, programming, programs  
025.04 - 025.06  
Information storage & retrieval (Searching the internet)  
621.3916  
Building & repairing computers  
652.5536  
Word processing  
303.4833  
Social change related to information technology  
TOTAL ITEMS: 494

### COLLEGES/CAREERS

331.124 - 331.128  
Job vacancies, job placement  
331.7  
Vocational guidance  
373 -378  
College including test prep  
650.14+  
Obtaining jobs, resumes, interviewing  
AND...  
Miscellaneous exam prep (GMAT, GR-E, MCAT, LSAT, civil service) & vocational guidance  
TOTAL ITEMS: 524

### HOME & GARDEN

630 -635  
Gardening  
640  
Home economics  
643  
Housing & household equipment  
645  
Household furnishings  
621.319  
Electrical wiring  
684  
Furnishings and home workshops (woodworking)  
690 -699  
Buildings  
712.6,715-717  
Landscaping  
747  
Interior decoration  
745  
Decorative arts - some things related to home decoration  
TOTAL ITEMS: 975



## Key messages or Why we're doing this...

**#1: People have asked us for this.**

At last summer's Focus Groups, residents wanted...more! More computers, more popular and current materials, more copies of best sellers, more current videos/DVDs

**#2 It's part of an overall plan.**

We completed our Strategic Plan in May 2003, involving over 100 community and staff. This project directly supports ideas found in our Strategic Plan.

**#3 It makes the best use of our tax dollars, our collection, our space, and our staff.**

And that's a good thing.

**#4 We'll make adjustments as we go along based on feedback from staff and community.**

To make this work we'll stay in contact with each other and be sensitive to staff and public feedback.

**#5 It's a makeover. We're still a library.**

Are we turning into a bookstore? Of course not! But we *are* taking the best part of display techniques usually found in retail store in order to give our library customers the convenience and comfort they want.

### Uh ... What's the Merchandising Project again?

The Mount Laurel Library has been selected as a statewide demonstration site to show how to use visual merchandising techniques in a library setting. Among the things we'll use this funding for is consulting, training, slat wall with shelves and accessories, book magazine, and multimedia shelves or display fixtures, comfortable seating, lighting and signage.

This is a joint project of the New Jersey State Library, the South Jersey Regional Library Cooperative and Mount Laurel Library.

### From Mount Laurel Library's Strategic Plan

<b>Our Vision:</b>	<i>The Mount Laurel Library will be the community's "Main Street."</i>
<b>Our Mission:</b>	<i>The Mount Laurel Library provides a real and virtual center where residents gather as a community for learning, for leisure, for life.</i>
<b>Our Values:</b>	<i>We believe that learning and leisure are central to a meaningful life. We always go the extra mile to provide superb service to our customers. We make sure that every visit to the library is enjoyable.</i>

## **MOUNT LAUREL LIBRARY**

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