

Merchandising the Collection: Trading Spaces Demonstration Project



October 2003
Staff Update 3

The Gondolas arrived on October 24! (The CD Browsers, too.)

Well, they are hard to miss, aren't they?

- What if I don't like where they're placed right now?

Remember one of our "Key Messages" is: We'll make adjustments as we go along based on feedback from staff and community. If you have any concerns, please talk to a Merchandising Team Member (Joan B, Kathy SG, Angel, Becky, Lisa, C.L., Eileen, Kathy K) or leave a suggestion in the feedback box in the staff lounge. We want to hear from you! We'll keep "tweaking" the location of the new furniture in the Library until we get it just where we want it.

- When will the shelves be filled?

The music CDs and audio books will be filled by October 26, the New Books area and the "Gondola Collections" will be filled by October 31. A group of empty new shelves near the current Young Adult books will gradually be moved into place as spaces open when we finish the Young Adult and "Family Place" areas. We expect these may all be in place by the beginning of 2004.

- What about signage?

It's coming! It's coming! We will be using some temporary signage until we decide on a more permanent approach. Please be patient.

A Special THANK YOU to our shelvers.

We especially want to thank all of our staff and volunteer shelvers. We know the next few months will be challenging as we move things around. Thanks as well to Kelly Davenport for coordinating the massive Reference Collection move (every book moved twice!) and to Kate Dougherty for moving the music CDs.

Staff Breakfast a Success

Thanks to Lisa Whitley, Head of Youth Services, Angel Kuntz, Head of Circulation and C.L. Quillen, Reference Librarian, for pulling together a delicious Staff Breakfast on Tuesday, October 24. The main focus of the event was the unveiling of map detailing the new layout when the entire Merchandising Project is done by next March.

We had a good turnout of staff and volunteers. Merchandising Team member Angel Kuntz did a great job explaining the new layout map of the library that Kathy Kasprzyk did. People who attended said that they felt comfortable asking questions about the changes that are coming.

Eileen Gallagher of Circulation got a call from a man who saw the article about our Merchandising Project in the Camden Courier Post on October 9, 2003. He wanted to find out how much a card at our library costs.

"There's such exciting things going on at your library, I want to buy a card so I can use your library," he said.

MOUNT LAUREL LIBRARY

100 Walt Whitman Avenue

Mount Laurel, NJ 08054

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www.mtlaurel.lib.nj.us

Going Public with "The Map".

At the suggestion of staff who attended the Staff Breakfast, we're going to put the new layout map (currently in the Staff Lounge) on public display. The map will go on public display on Saturday, November 1.

At our general Staff Meeting on October 23, staff brainstormed about what material would be good to have in a print piece for the public.

We'll produce two pieces

- A bookmark with the key points about the Merchandising Project, why we're doing it and who is paying. This will be ready by October 26 ... a working draft is below (front and back).
- A map of the new layout, combined with a suggestion form for naming areas and public feedback. This will be ready by November 1.

What's coming by Spring 2004

- ◆ New popular DVD collection
- ◆ Music CDs front and center
- ◆ Internet Café (drink/snack vending)
- ◆ More public internet computers
- ◆ A wireless network

- ◆ Expanded new books area
- ◆ Separate Computer, Home & Garden and College/Career sections
- ◆ New quiet study room
- ◆ Expanded magazine reading area
- ◆ "Find It Here" library catalog stations

- ◆ Expanded space for young readers and their families
- ◆ Expanded mid-schoolers section
- ◆ Exciting new teen area



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*Our Vision:
The Mount Laurel Library
will be the community's "Main Street."*

What's going on at Mount Laurel Library?

Mount Laurel Library was selected as the **statewide demonstration site** for visual merchandising techniques in a library.

Why are you doing this?

◆ **People asked us for this.**
In Summer 2002 Focus Groups residents wanted more... computers, popular/current materials, and entertainment DVDs.

◆ **It's part of an overall plan.**
We completed our Strategic Plan in May 2003. This project directly supports ideas found in our Strategic Plan.

◆ **It makes the best use of tax dollars, collection, space and staff.**

For every local dollar yields two regional/state dollars for the project.

◆ **We'll make adjustments as we go along based on feedback from our community.**

We want public feedback to improve as we go along.

◆ **It's a makeover.
We're still a library.**

Are we turning into a bookstore? No, but we are taking the best display techniques to give our customers the convenience, materials and comfort they've asked for.

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