Collection Analysis
July 2014

"Connecting you to big ideas wherever you are!"

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INTRODUCTION

The Library's first collection analysis, done in 2010, stated that its aim was "to serve as a very useful tool when working with selectors and branch managers. . .[and for] setting up the materials budget"[i]. Four years later I would say that the analysis is not as much a tool as it is a sort of litmus test, for it lets us know where we stand in the goals we have assigned ourselves. Though the analysis is eventually reviewed by the Director and posted online for the staff, it is a working document for Collection Services to help the Library improve the collection. I frame this analysis with the questions: What are the objectives for the Library's collection, and what does the data show us in regard to these objectives? Every decision we make for the collection, no matter how small it may seem, should be with an eye for achieving our mission in the community.

In this 2014 analysis I attempt to flesh out the raw data somewhat more than was done in the first two versions, to help show how the collection reflects, and is changed by, the community we serve. I try to focus the numbers in light of the Library's goals for the collection as reflected in the mission and vision and as determined by long-range planning. The analysis shows our successes, and it presents challenges –those we took on willingly and some presented to us from external factors. I believe these influences- in particular the internal ones- reveal our commitment to how we approach collection development, and help to explain the data.

A major objective since the last analysis was continued refinement of the Library's weeding. Oversight of weeding had already improved when the collection was last analyzed, and these last two years have shown even more improvement with regard to sheer numbers. We'll explore the results of this success.

Collection usage is a major indicator of how valuable the community perceives its library to be. With the objective of improving the collection's usage, the Library began using a data analysis tool-CollectionHQ-to identify strong and weak areas of the collection. In addition to circulation statistics commonly reported, this analysis will show usage data in ways presented by CollectionHQ. CollectionHQ will also be a primary tool over the coming years as we begin our strong focus on replenishing the collection with updated materials in high-demand areas.

I also present some of the statistics differently. One example is where I present the age of some specific parts of the collection. I think this better shows some of the issues we face in our daily selection and weeding work, still major challenges to us. The hope is that every staff member can read this to see the collection in very large

terms, and to understand how the data show whether we are achieving our aims or pointing out areas where we are behind our goals. Ideally this analysis should help everyone to become more fully engaged in the work they do within the collection.

Keyth Sokol, Collection Services Coordinator

INFLUENCES ON COLLECTION

Internal

Vision and Mission

These are the strongest influences on the Library's collection. Our vision: "Connecting you to big ideas wherever you are!"; and our mission: "…enhance[ing] lifelong learning by providing popular materials, programs, and services to our community", both require that we select materials for our collection that are interesting, provocative, educational and entertaining

Goals, Service Roles, & Objectives

COLLECTION GOAL
 "The Library always seeks to improve the quality and quantity of the overall collection." This is stated in the Library's recently adopted 2014 Long Range Plan. Defining "quality" and "quantity," however is a moving target. Raw numbers alone mean little without the context of what we mean by these two terms. The recent acquisition of the collection analysis tool CollectionHQ will help us to clarify what we mean by *quantity* and *quality*, and challenge us to reconsider our assumptions about what actually circulates in our community and how much we truly need.

SERVICE ROLES
The following three service roles are also taken from the 2014 Long Range Plan. Everything we select for the collection should help us fill at least one of these roles in the community.

Popular materials library- "The Library features current, high demand, high-interest materials in a variety of formats for persons of all ages. The collection includes current and popular materials in a variety of formats, with sufficient duplication to meet demand. A substantial percentage of the collection has been published within the last five years."

Public libraries strive to offer materials in great demand and interest, and so this service role is undoubtedly the one to which we devote most of our time and energy. We have been increasingly successful over the past two years with increasing quantity to meet demand.
One way we focused on this service role was to increase quantities of expected high-demand books, movies and audiobooks at the point of initial order. Increasing quantities had multiple benefits. It reduced the amount of time spent repeatedly ordering one or two copies weekly in response to the holds ratios. It also reduced the number of times we encountered availability problems from the vendors when

increased demand made items go on backorder. Most importantly, the up-front copies filled holds more quickly. Although statistical data on reductions in hold times is not readily available from Polaris in a very clear way (we are beginning to quantify this reduction), it is clear that more copies up-front reduced the wait time for the patrons on a long wait list. Further, we received no negative impact from increasing our quantities. In the past when the Library would have multiple quantities of items after their demand had faded, staff would sometimes comment on the waste of resources and shelf space. Yet this complaint was made whether we ordered the additional copies based solely on the holds ratios or we ordered them up-front in expectation of demand. I believe the Library staff now sees the benefit to shelving multiple copies. It not only meets current demand more quickly; it actually generates demand by allowing patrons to stumble across these titles while browsing.

Having enough copies to allow browsing segues into the second way we addressed this service role. In September 2013, the Library began using CollectionHQ, a collection analysis tool. CollectionHQ emphasizes having enough quality and high-demand items on a shelf to allow browsing. This idea is nothing new to the retail sector, which encourages shoppers to buy on impulse by having a store that is, among other things, full of products they want in enough quantities to make them feel comfortable taking them. Research has shown that a customer will less likely browse shelves whose products do not jump out at them; and they frequently will not purchase the last remaining item on a shelf. CollectionHQ offers many reports and tools that cover everything from removal of low-demand items to selection of new items. We have had it in place less than a year, but I will refer to data obtained from CollectionHQ in some areas of this report. The use of this product was a step forward to meeting an ideal quantity of items to have in our collection to meet the rate of circulation and to offer selections for browsing.

Thirdly, we adjusted some of our holds ratios midway through the 2013 fiscal year to improve response. Music and audiobooks are now considered for additional copies when here are more than two holds for each copy. Music is probably the collection which was most dramatically improved by this adjustment, as music selectors would rarely if ever order more than one copy of a CD as we regularly do for books and movies. The wait time and the loss rate for music prompted this adjustment, and while it increased Collection Services' spending of the music budgets, it showed a pro-active rather than a reactive response to our patrons.

Lastly, patron requests continued to increase, those sent from staff on behalf of patrons and, over the last several months, those sent from the patrons themselves using the online form available to them. This past May we had over 30 direct requests from patrons, more than we've had in any month since implementing the service. More on direct requests follows, but I mention it here since requests from patrons are a clear way of knowing what materials are in high demand and high interest: they allow us to respond to this service role in a direct way.

Preschooler's door to learning- "The collection has a variety of materials and formats for preschoolers and for adults working with young children. Library programs engage children's interests in reading as a pleasure and educational activity at the youngest age possible."

The response to this service role has mainly been our regular selection activities which actually can be better seen as a response to the first service role of "popular materials library". There is currently no formal methodology in place for this service role other than purchasing items of high-interest in the formats associated with preschoolers: board books, picture books, and beginning readers. Children's librarians have taken great effort to review and select quality fiction and nonfiction, although nonfiction has usually been of lesser focus in de-selection (more on this later).

One way we have addressed this service role is by emphasizing weeding. The children's collections are well-used and weeding must be done as much if not more frequently than for the adult collections in order to keep them appealing and current. The children's collections have often not received the same attention to weeding as have the adult collections for some reason, but dedicated efforts at tracking our monthly withdrawals and formalizing our processes has improved weeding particularly at Fort Thomas, where the children's librarian herself is assigned the task of weeding that collection in partnership with her branch manager.

Another way we worked toward this role was by creating the position of Children's Collection Services Librarian in June 2013.   Before, selection was assigned to children's librarians or those who assisted them. Over the past year, however, the Children's Collection Services Librarian has focused on acquiring award-winning books, answering requests, completing popular series, and increasing quantities in orders sent to her for titles she saw as noteworthy. The degree to which she has played in acquiring materials has been more minimal than initially expected, hampered somewhat by an overly careful approach to ordering from the juvenile book budgets. Recently though it was decided that children's print selection would be centralized within Collection Services and thus become the role of the person in this position. The new role will challenge us but we are well poised to begin the selection of children's print materials.

We may develop guidelines for what preschoolers and their caregivers actually need. The curriculum of Common Core is one obvious area we can focus our efforts in order to acquire materials that meet the needs of preschoolers and early learners. Like I've said, CollectionHQ should be helpful in selecting appropriate materials.

Formal education support center- "The Library assists students, preschool through high school, in meeting their educational objectives. Resources include reference materials, periodicals, abstracting and indexing services, online databases, and access to materials in other libraries through interlibrary loan. The Library may make a special effort to

acquire materials listed as supplemental sources in textbooks used by local K-12 education providers."

This role is also one which is deceptively obvious. We do provide reference and other materials for all our patrons. The paragraph continues to say that the "Library *may* make a special effort to acquire materials listed as supplemental sources...," and I cannot say with certainty that in fact we make *any* effort to acquire materials listed as supplemental resources in textbooks used by local K-12 education providers. Collection Services has not done this, so we must begin doing so in some methodical way presumably in conjunction with the Juvenile Outreach Librarian and perhaps even area educators.

OBJECTIVES

The following objectives (again from the Long Range Plan) pertain specifically to the collection with results expected by 2016. Some of the objectives are also addressed more fully in other sections of this analysis. Some require no comment below.

Objective 1: Increase circulation by 5% overall.

Circulation statistics for the past two years are addressed in the section *Circulation*. By the time of the 2016 analysis we should be able to see where we stand on meeting this objective.

Effective marketing can help improve circulation, and we are already making strides in this regard (more on this later). In short, everyone on staff can serve as the collection's salespeople, and with creativity we can come up with ways to cross-promote materials to captive patrons at the point they are ready to acquire them.

Objective 2: Expand the digital holdings of the Library sufficiently to meet the same delivery/responsiveness standards as the physical collection.

We made aggressive steps toward increasing the size of our digital collection by putting money into our own local collection, the "Advantage" collection. The creation of this collection has allowed us to respond to demands of our own cardholders instead of all the cardholders using the consortium, and thus to align our ordering and holds processes to more closely mirror our physical collection.

The Collection Services Librarian also now reviews holds for the e-collection on a weekly basis, as we do for the physical collection. E-holds are being maintained at a 5:1 or better ratio when possible. Overall, hold wait time now averages just over 19 days, a decrease of slightly over 3 days since the inception of the Advantage collection.

Comparatively, the average hold wait time at Boone and Grant County libraries is just over 22 days.

Also, we recently activated the module in CollectionHQ that will allow us to analyze our digital collection. This module only examines the consortium as a whole at this point, but it may give us another layer of data to assess the genres and topics which circulate from our digital collection.

Objective 3: Begin placing shelf talkers on the shelves at each branch to highlight topics and authors of interest.

Objective 4: Standardize range labels at all branches in format and physical display.

Objective 5: Decrease average time on hold for patrons in terms of new items, existing items, and interlibrary loan requests by three days.

If we look merely at the results of the Polaris report called *Request Time to Fill*, a very basic report with almost no room for customization or added filters, we see that we have increased the number of holds we filled within a 30-day period every year since July 2010. This number reflects the work Collection Services has done toward reducing and addressing the "problem" holds which plagued the Library in 2011 and 2012 by the thousands. This statistic is also deceptive, for a great many of our holds are for items which have simply not been published or released and may not be for some time. The wait time for these items can be up to one year, and the farther in advance we offer items to our patrons, the greater the number of holds there will be which exceed the 30-day time frame. The 30-day time frame itself was actually created with a mind to solving problem holds in the first place and was not supposed to be a factor for items that are still simply on order. In fact, as long as patrons are aware of the fact that an item will not be published or released for some time, early holds are a sign of success. To help inform patrons when an item in the catalog will be available, we began placing the expected publication or release date immediately beside the item's title so that it shows not only in the catalog but also in reports we regularly run.

To meet this objective, Collection Services and Technical Services will have to work together to know what exactly can be tracked with the data we have available to us. Aside from the actual data, we can be sure we are working in every way possible to reduce wait times for everything within our control to do so.

Objective 6: Integrate access of the e-collection with online catalog.

All available MARC records for our e-collection are regularly added to the online catalog, allowing discoverability of virtually all e-titles through the online catalog. The catalog

also displays a direct link taking the patron from the entry in our PAC to the relevant entry at Kentucky Libraries Unbound. Going forward, greater integration should be possible after an upgrade with Polaris, at which point our understanding is that we can enable features such as real-time availability, and direct check out and holds of e-materials through the online catalog.

Objective 7: Provide an integrated solution for providing popular, current movies and music through streaming or downloading.

While other products continue to be marketed to us, it is promising that OverDrive is now offers streaming video through our existing Kentucky Libraries Unbound service. Development of this collection was initially hampered somewhat by the inability to prevent checkouts of adult rated movies to juvenile cards, and the still limited variety of material available for purchase. It should be noted however that video circulation has tripled, on average, since the introduction of streaming video. OverDrive has stated their intent to add streaming audiobook and music formats, which may lead to increased usage in those areas as well. Current music offerings through OverDrive are limited in their appeal due to poor availability of popular titles, and restrictions on their usage and transfer imposed by the copyright holders makes them less appealing to patrons. While other music services have been discussed a number of factors, including price, selection, and the already extant popularity of competing retail services cast doubt upon their viability.

Objective 8: Aggressively weed the physical collection to bring the percentage of materials that have not circulated in the past two years to 2% or less.

Meeting such a strong objective means that selection efforts will have to be monitored to ensure we are replacing weeded items in a timely and effective way. We are already looking at strategic selection for the upcoming fiscal year, utilizing CollectionHQ for much of our information, such as adjusting the targets set up for de-selection.

Staffing

As stated above, in June 2013 the Library added the part-time position of Children's Collection Services Librarian to Collection Services. The position was created to help develop the selection of the juvenile and young adult print materials. That selection has been limited mainly to award-winning books and books in series. We saw these as two areas which Collection Services could take over on behalf of the selectors to begin freeing up some of their time while this new position became accustomed to taking on more. The position now oversees the juvenile and young adult components of the

reports in CollectionHQ which Collection Services oversees. Most dramatically, though, the position is now responsible for centralized selection of these collections.

The new position of Digital Marketing Manager has created increased visibility of our collection. Advertising book lists via the website's front page was already well under way by the time this position was created, and we had already seen increases in the amount of traffic to these reader's advisory lists. By promoting our BookLetters service even more aggressively, and by using social media posts in addition to the front page "banners" already in place, the Digital Marketing Manager immediately increased traffic even more to these lists. In the first month she was here, she increased page views over 200% from the previous month. In the first six months of 2014 we exceeded the number of page views from the entire previous calendar year. I do not have recent statistics, but statistics from early website promotions with the former Digital Branch Manager showed many circulations of featured books. This increased awareness of what is new to our collection will continue to generate interest and so we can assume circulation. A subscription by patrons to certain lists also indicates repeat customers who presumably check out some of these or similar genres. I may attempt to devise a more efficient way of tracking circulations to report on them.

The selection of music and videogames was also centralized with one selector. This will help us achieve a more well-rounded music collection across the entire system.

Selection

The Library does not have complete centralized selection but instead delegates selection to various people on staff. Presently almost all selectors are full-time staff with a variety of other responsibilities. Individual ordering habits greatly affect not only what goes into the collection but how quickly. In addition to erratic spending noted above, notable upcoming titles have sometimes not been on order soon enough to have them shelf-ready on their release date. Erratic ordering has been particularly true for juvenile and young adult books and all collections of audiobooks. Critical assessment of staffing and time allotment is critical. It is a challenge to ensure good selection and consistent spending among the selectors the direct management of whom is the responsibility of the branch managers. The recent assignment of children's selection to Collection Services will undoubtedly reduce or eliminate the problems with inconsistent ordering and budget expenditures.

The Library's collection development policy contains guidelines for selection but we might consider more clearly defining these guidelines for specific collections that

support our service role for education as well as for entertainment. An example would be the acquisition of items which support the Common Core Curriculum standards.

We made changes to standing orders over the last two years. First, we eliminated Junior Library Guild altogether. Our Children's Collection Services Librarian learned the titles they selected were ones she herself could select and acquire more quickly than waiting on Junior Library Guild to fill them.

Secondly, we stopped automatically receiving shipments from Baker & Taylor for including the adult nonfiction (Continuations) and adult fiction (AYAT). We still acquire popular fiction authors and nonfiction books, but instead of receiving them automatically, we are now able to preview the titles first. It allows us to monitor the ever-popular titles but it now gives us the flexibility we did not have with automatic shipments. We can to adjust quantities based on perceived demand, especially as we go forward with utilizing CollectionHQ's advice on quantity and popularity. Changing the plans this way had the added benefit of eliminating a process in Technical Services in which they had to handle these orders somewhat differently from other orders.

Lastly, in early 2013/14, I augmented our Center Point large type standing orders with two additional plans. I also added a large type standing order from Thorndike to be able to stay on track with popular materials for this format. This increased our spending at Cold Spring because we would also assign the bulk of our other large type books to Cold Spring simply out of habit. The Outreach Librarian, whose work accounts for much of the large type circulation as we will see below, was stationed at the Cold Spring branch for years, and so Cold Spring became known as the "large type" branch. While statistics such as those shown below somewhat support this reasoning, we will be more careful to evenly spread large type titles across the system and where CollectionHQ advises us they circulate. Circulation is good for large print, at just over 5 circulations a copy and the titles received on standing order account for much of it. Of the 389 large type items received on standing order in fiscal year 13/14, we had 2,040 circulations.

Outreach patrons circulate much of the large type collection, and while the Outreach Librarian was stationed at Cold Spring, the large type collection there was the one she predominantly used for selecting materials. That has also changed. She now browses the Newport collection more than she does the other two, and the data shows the marked increase.

Large Type Circulated by Outreach Librarian*

	2012/13	2013/14 (through May 31)
CS LT Fiction	3,383	2,742
CS LT Nonfiction	139	120
FT LT Fiction	n/a	n/a
FT LT Nonfiction	n/a	n/a
NW LT Fiction	n/a	510
NW LT Nonfiction	n/a	26

*(table data obtained from Simply Reports and assumes the majority of this large type circulation was checked out by her for Outreach patrons and not for herself. "N/A" indicates that no data resulted for this category though it could mean that the Outreach Librarian did not use her own log-in credentials at her non-home branch and instead used the generic CIRC or REF log-in available to her at the time. In short, the number of circulations could be even higher and not lower.)

Because of the above factors, we have shifted two of the popular large type standing orders to Newport from Cold Spring. We also added a popular title series in large type to Newport at the request of the Branch Manager, who is responsible for selecting large type for the branch.

We currently have more Outreach patrons registered at Newport, but the rate of circulation has changed dramatically. As shown below, we have seen a 141% increase in Newport's circulation on Adult Outreach cardholders' accounts. Polaris tracks an item's circulation by its assigned branch, not the branch where the item was checked out, so we should keep in mind that any increases in Newport's overall circulation should be attributed at least in part to the fact that the Outreach Librarian is now housed there.

Circulation by Adult Outreach cardholders (or, by Outreach Librarian checking it out on their behalf)

	2012/13	2013/2014	% change
CS	11,439	9,964	-12.8%
FT	463	484	4.0%
NW	360	869	141.0%

(Table data obtained from Polaris Reports)

Budgets & Spending

We seek to spend 100% of our collection budgets annually, but whether or not we spend all of our collection budget is only a part of the spending picture. Spending originates both from individual selectors and Collection Services. Over the last two years Collection Services has increased its use of the collection budgets to more aggressively respond to missing and overdue holds and to accommodate patron requests which continue to remain strong. In fact, success in spending all of our allotted collection budgets consistently throughout the year can be attributed in part to this spending by Collection Services (we spent over 25% of the collection budget during the 2013/14 fiscal year). Ordering habits by selectors vary and greatly affect not only what goes into the collection but how quickly. Getting new items into the collection on a regular basis promotes browsing and creates a more appealing collection. Erratic or infrequent spending is antithetical to our collection goals. The recent centralization of selection for children's print, and for music and videogames will continue to improve our collection's freshness and offer our patrons new items whenever they visit, thus increasing the potential for circulation.

CollectionHQ

In September 2013 the Library began using CollectionHQ. This product has opened our eyes to an enormous amount of data about the collection and ways to monitor it. It forces us to re-examine our assumptions about the collection (what circulates, and where, what is worthy of retaining and what merits weeding). Weeding had already become more consistent since 2012 (2011 in fact), but with CollectionHQ we now find ourselves accounting for items which have not circulated in various time frames, from 90 days to 4 years, and removing those least-used items.

The figures below reflect items which have not circulated in 4 or more years. CollectionHQ mandates this portion of the collection be no more than ten percent. In fact, this component of CollectionHQ is intended to be used as a sort of quick inventory to allow branches to make sure these items are even still on the shelves and have not gone missing. The report is intended to be run only a few times throughout the year, and with each running the number of items should be increasingly smaller until they at reach a leveling off point (as items may continually hit the 4 year mark over time despite our best efforts).

This report will be changed to three years and then eventually to two in order to accommodate our long-range objective of having no more than two percent of our collection without circulations in two years.

We see that all of our branches now meet the target maximums for items which have not circulated in 4 or more years (though only one collection exceeded the target when we first implemented CollectionHQ).

| Branch | % of Items Not Circulated in 4 or More Years | | | | | |
| | Fiction | | Nonfiction | | Nonbooks | |
	SEPT 2013	JUNE 2014	SEPT 2013	JUNE 2014	SEPT 2013	JUNE 2014
Cold Spring	3.2 %	1.4 %	2.0 %	1.9 %	.5 %	.3 %
Fort Thomas	2.5 %	.2 %	7 %	.9 %	.7 %	.2 %
Newport	6.5 %	2.9 %	12.2 %	7 %	1.4 %	.9 %

For reviewing fiction and nonbook collections, CollectionHQ looks at a maximum percentage of items in fiction and nonbook collections which have not had circulations. For nonfiction, however, CollectionHQ maintains an ideal range of available (on the shelf) items (that range being no less than 30% and no more than 80%). Nonfiction is considered by CollectionHQ as a more just-in-case type of collection and so availability of books in popular subject areas is deemed critical when patrons search for books on those subjects. We may want to adjust our targets in the coming year for the various collections. For example, we might wish to increase the percentage of low-circulating fiction titles that are considered Kentucky fiction. We might also consider narrowing our available percentage of items for less used nonfiction areas such as the 800s.

We see progress in reducing the number of non-circulating fiction books (keep in mind the goal is 10% or less). Each branch also made improvement in the percentage of what is known as "dead" non-book material ("dead" refers to an item which has not circulated in a certain amount of time, in this particular case within one year). It appears that Cold Spring weeded fewer non-circulating nonfiction books and so actually showed a slight rise. Alternately, Fort Thomas shows that they are just a bit understocked in nonfiction after significant weeding, showing the need for increased acquisition.

The figures below are from late June 2014 and represent how CollectionHQ can point out successes and failures in both weeding and selection. The figures are for the entire three collections (fiction, nonfiction, and non-books) as designated in CollectionHQ). So, for example, while Fort Thomas shows being under the 30% minimum availability of items for nonfiction as whole, we would have to run specific reports to know which specific collections are actually under or over stocked.

Branch	% of Items Not Circulated in 1 Year or More					
	Fiction		Nonfiction		Nonbooks	
	SEPT 2013	JUNE 2014	SEPT 2013	JUNE 2014	SEPT 2013	JUNE 2014
Cold Spring	21.5 %	19.3 %	30 %	33.2 %	8.3 %	6 %
Fort Thomas	22.6 %	10.9 %	40 %	26.2 %	13.1 %	.4 %
Newport	31 %	29.2 %	45.9 %	44.6 %	17 %	16 %

As part of our monthly weeding procedures we are identifying items which get little to no circulation at one branch but which might very well circulate at another. This information allows us to "shop" from within our own collection. It has a double advantage: we can try to squeeze any circulation out of those items prior to removing them completely from the collection; and we can save money by shifting needed items around before spending money on completely new materials. Soon CollectionHQ will provide us a monetary value of these items to show us the value we already possess in potentially circulating items.

Lastly, we are beginning to use CollectionHQ to inform our selection, developing methods for acquiring appropriate new materials on a schedule that resembles that for weeding; and questioning what we truly want out of our collections. The tools in place to do this are much less straightforward than the removal tools, but in time we will be able to say that we are consciously developing our collection with input from the product.

Policy and procedure

We made great strides in improving communication between Collection Services and the Circulation and Reference staff. Ultimately the goal is better customer service by empowering the Circulation and Reference staff with the information they need to answer patrons' questions about items they requested, holds they placed, and other items on order. The first process is the use of notes in patron accounts to explain how and why we contacted patrons serves two functions. First function, the notes allow front-line staff to answer questions patrons have about their requests. Circulation and Reference staff has told me that these notes allow them to better respond to patrons with such questions. Second function, the notes have allowed Collection Services to investigate its own action steps should we need to in response to a patron or to follow up on some issue. Our processes are such that we can follow up much more quickly on

purchased items than we can for items we attempted to get through interlibrary loan, so we might consider more ways to clear up the two-week time period during which the ILL Specialist is trying to obtain an item, the time frame when staff cannot answer the patron without contacting ILL directly. We have made much improvement however in staff communication by including this information and process in the Circulation Guidelines and speaking about it at In-House Training. Lastly, we began placing the expected date of publication or release immediately next to the title in the bibliographic record. This date displays in the PAC to inform the patrons right up front that the item they are considering is not immediately available. It also allows Collection Services staff to see this information when running reports such as those for long-standing holds to more quickly separate out the holds which are actual problems and simply the result of an unreleased item.

I said in the last analysis that selectors need to order more quantities of to-be popular items upfront than they did. This statement was mainly true for selectors of music, video, audiobook and children's and young adult books. Some are still hesitant to do so, leaving the multiple copies of items to Collection Services. Lack of enough up-front copies adds to the wait time we are trying to reduce, and so Collection Services began increasing copies of these items as we felt necessary. This past year in particular we were very heavy on video ordering, when we felt the original carts submitted by selectors did not contain enough to meet initial demand. Doing so up front saves additional time and resources later on.

Holds ratios were adjusted this year for audiobooks and music. Again, music was a collection in which enough copies were notoriously lacking, branches usually purchasing just a single copy at a time. The increased ratio, however, did cause more spending from the budgets by Collection Services (only 19% overall). The lower threshold to the ratio for audiobooks did not necessitate much more spending at all. CollectionHQ actually tells us that we are overstocked in audiobooks in relation to the circulation they get, so this ratio is helpful to reduce wait time. Still, we might want to eventually weigh the decreased wait time for audiobooks against having a second or third copy remaining after the popularity has diminished since CollectionHQ advises us our audiobooks get less demand than we assumed.

Purchase Requests

We've had over 2,200 requests from the staff on behalf of patrons since we began tracking the numbers in November 2012, shortly after the form was put into place and replaced the use of paper requests. Of those requests we purchased or ILLed 84%, meaning a portion of our collection is determined by our community's wants.

The patron's request form has also seen increased usage as stated previously, with our highest number of direct patron requests being 31 in May 2014.

I consider the use of request forms an important component of creating a collection that responds directly to the community's wants and needs.

Donations

We put into place donations guidelines which have helped the branches send us materials which better meet our selection criteria, and so branch staff rarely sends us anything obviously unneeded. Receiving unneeded donations from branches was a drain on time and attention in Collection Services as we filtered through the many unacceptable donations we received. The reduction in the number of items sent to us might also be due to the fact that Collection Services conveyed to the branches that considering donated items for South Branch was less critical because of the lawsuit. We added over 2,600 donations to the collection over the last two years, about 1% of the current collection size. Donations are simply not a major contributor to our collection. Being more critical about what donations we consider for the collection is an improvement as we continue to work toward a collection that is fresh and up-to-date.

Weeding

The Library has improved its weeding since 2011.   In July 2012 Collection Services added more depth to the process by changing how it created the lists branch managers used each month. We began submitting two lists to branch managers around that time. One was a list of items which met at least one criterion for weeding based on CREW guidelines. These we called the "focused" lists. The other list, called the "must weed" list, contained items which met all the weeding criteria set forth in CREW for that area. Having these lists prepared for them allowed branch managers to save time by having the selections made for them, after which they could choose to review them only if they wanted to.

Then in the fall of 2013 we made another sea change when we began using CollectionHQ.   It provided a whole new way of creating reports from which to weed. The learning curve notwithstanding, we still weeded extremely heavily just after implementing CollectionHQ, as we see below.

Fiscal Year	Approximate Number of Items Weeded	Notes
2011-12	5,556	Began tracking Oct 2011- stats n/a for July-Sept
2012-13	17,334	
2013-14	36,806	

2013/14 Fiscal Year	Total Weeded
Cold Spring	6,942
Fort Thomas	20,552
Newport	7,087

(Numbers obtained from compiled reports taken from SimplyReports and/or from monthly reports; several reporting mistakes made over the last two years in addition to batch removal of records prior to saving all weeded notes account mean numbers are to be taken with "a grain of salt.")

The shelves at the branches are visibly cleaner, but older and non-circulating items still exist, and weeding is on-going in order to keep from getting to the point we were at two years ago. According to figures in CollectionHQ, we still have overstocked shelves and items which have not circulated in a year or more. The weeding schedule established in policy is still followed in a timely way but CollectionHQ's focus on the entire collection at once means that our notions of limiting each month to a certain area might have to be reconsidered.

Lost and Missing Items

A search for items in late June, 2014, revealed that 3,523 were either lost or missing (565 missing and 2,963 lost). This is a small percentage of the overall collection but it reflects items that are not available to increase our circulation, one of our major objectives. This particular set of numbers may or may not reflect a daily average over time, but it might be worth considering whether we have any ability to reduce the number of items that go missing or which are never returned.   We have little control over items that are not returned, but because such items contribute to our collection sizes yet do not increase circulation, it is important to examine the procedures by which we account for them. Collection Services currently addresses items which have holds on them, and our weekly work at identifying these items and editing their display and hold settings has significantly reduced the number of holds that Collection Services has had to respond to a handful of items a month since July 2011 (when our initial workload of problem long-standing holds was in the thousands). Patrons cannot locate unavailable items in the catalog or place holds on them as much as they did prior to this

weekly process. Our objective to raise circulation by 5% is hindered by items that are not available.

External

Lawsuit

The lawsuit filed against the Library forced a moratorium on developing the collection for the South Branch. The existing collection items, all stored in boxes, are becoming more outdated as we await a decision from the Court of Appeals. Very little purchasing of new materials is being done in the meantime; selection of these and donations materials have been made with an eye on their expected future circulation. We will definitely need to do a weeding project of the nonfiction collection in the boxes before we begin working with our vendors again.

Increasing Demand for E-materials

2012 was a big year for demand of e-materials. As Library Journal states, "…there was an explosion of demand for ebooks from library patrons, and libraries were responding to that demand… and circulation continues to rise. In the current (2013) fiscal year, public libraries spent on average $105,938 (median $12,890) on ebooks. We project total spending on ebooks by U.S. public libraries to be approximately $92 million in the current fiscal year. Over the past four years, ebooks have grown from just under 2% of public libraries' materials budgets to more than 6%. Libraries expect e-book spending as a percentage of their total materials budget to double in five years' time (2018)."[ii] Our budget for e-materials reflects this trend. This year's budget of just over $131,000 is an increase of over 140% from last year's. This is 18.5% of our collection budget, more than double that of last fiscal year when the KLU budget was 7.6% of the entire collection budget.

The Library was able to recently begin offering streaming videos thanks to the adoption of the content by Overdrive. As with all digital content, the rights are what we offer, so selection is limited, despite the fact that Overdrive signed a contract with Starz Media to offer more popular movies. And we will undoubtedly experience licensing issues over time exactly as we have encountered with book publishers, as they change their minds about what they want to offer to companies such as Overdrive.

But we must remain committed to streaming video and be ever more flexible in our response to market changes. Consider the following statement from an article on trends for streaming video:

> *Widely doubted as a viable TV platform by critics less than a decade ago, mobile today is the fastest-growing segment of online video. It has been for the last two years, and will be for the next two. In fact, mobile video is growing so fast, it could make up half of all online video consumption by 2016... Today, audiences are watching video on an array of devices and are increasingly including mobile in that mix. The Yankee Group forecasts that video viewing on mobile devices will soon be on par with that on PCs and begin to approach that of TV and DVR by some measures. Mobile audiences are watching not only on the "lean back" tablet but on smartphones, where they're viewing short clips as well as longer-form content. Tomorrow, viewers will become accustomed to watching whatever they want—from live-streamed content to movies to short clips—on whatever screen is at hand or best suited for the moment, and frequently they'll start on one screen and finish on another. Mobile will be a key element of the omnichannel universe.*[iii]

Video is not the only format we must concern ourselves with. Reading-for which libraries have been the bastion for ages-is now increasingly digital.   People are now reading and listening to content online more than ever, and the growth right now is via mobile devices. It will only increase and change in even more dramatic ways. Again from the same article:

> *Mobile reading isn't only about quick news updates—people are using mobile for longer reads, on smartphones as well as tablets. The New Yorker says its audience is more likely to read and finish long stories on smartphones than on computers... Today, readers have long been getting much of their news online, and now many are accessing digital news as much from their mobile devices as from their PCs. News outlets are seeing up to 50% of online traffic coming from mobile, a proportion that spikes on weekends. Tomorrow, people will expect their mobile devices to keep them constantly up to date, whether via quick summaries of breaking news, curated feeds on topics of interest or in-depth articles they can scroll through on the bus, in bed or anywhere in between. News outlets will increasingly adapt their formats to cater to this mobile audience.*[iv]

The implications are staggering for providers of physical content like us. Public libraries have struggled with an identity crisis for years as our physical collections have encountered competition from digital providers. We have attempted, and we are still attempting to be a player in offering digital media to our patrons, yet we battle with publishers for the rights to offer the content completely as they hold on to whatever rights they can.

We have long held on to our traditional model- the catalog- as the way with which we connect our patrons to the collection, but this model is outdated. A correct catalog of what we offer is essential, just as any retail business knows it is essential to have a browseable catalog of its products.   But the similarity between a library's catalog and a retail catalog ends there, and today libraries must understand how to use the catalog itself to push the collection to its end-users in order to get "sales." To be serious about increasing the circulation of our collection, we must become much more active in adapting the catalog to that goal.

Kentucky Public Library Standards

The 5th edition of the Kentucky Public Library Standards was recently published, and one change was the removal of the percentage of a collection which should be published within the last five years. For consistency this analysis still shows the age of the collection in five-year increments, as did the previous two analyses. The 2016 analysis may or may not break down the collection by publication date in this manner based on the change to the standards. Other collection standards remained the same.

Self-Published Books

The self-publishing business has become more mainstream. Early on large publishing houses could the authors who paid for publishing their own works, but that is changing. Technology has made it easier to produce a book, and that also means that many more people are attempting to do so. 2012 saw a rise of 60% in self-published titles.[v] Publishing houses can no longer ignore the possible value of the authors they see publishing and distributing their own work, but they are caught in a quandary about how to handle it. While this dynamic plays out, public libraries are left being forced to purchase most of the self-published titles from the distribution sources the authors choose to use (right now this is largely Amazon), if we even wish to purchase a book in the first place. Publishing houses have historically been the filter a book goes through to make sure it is market-ready. The more that self-published books saturate the marketplace, the more their quality varies, because that filter is not necessarily there. We slightly modified the section for Purchase and ILL Requests in the Collection Development Policy in 2013 to more clearly emphasize how we will consider self-published titles carefully before deciding to purchase them upon request. We did this to account for the increased number of requests we get for titles patrons learned about online or from infomercials. All it takes is one blog post about a new book to get a patron's attention, at which point they may request the item of us, but there is greater risk in purchasing items without any credible reviews.

I do not anticipate any dramatic change to our selection policies even if self-published titles continue to grow, but we will need to maintain that delicate balance between our role as a provider of popular materials and that of investing our collection budget in items which will promise more circulation other than that of the patron who requested the item.

Core Collections

This is an area that has not been a factor over the past two years, but will be one in the next analysis. Core collections are used by many libraries to save time and to ensure that patrons have access to quality titles. It relieves selectors from some of the burden of selection, as they know they have already pre-selected a group or genre or publisher. More importantly, they allow a library to maintain a standard grouping of items in its collection, as designated by themselves or another organization. Core lists are available for every area of a library's collection. Currently the Collection Development Policy does not address the use of core collections. Whether this is a critical oversight may be subjective; core collections are simply titles listed to be the most important and useful titles within a particular group, but these are determined by a variety of interest groups. Does Campbell County, for example, find it important to ensure all children's Newbery Award winners are available in its collection? If so, perhaps this should be stated formally in the Policy to avoid oversight in the future. Determining what core collections the Library finds critical to own is a first step, followed by formally declaring this in the Collection Development policy. This way, we are all operating with the same assumptions about what will be in our collection and allow the limited time for selection to be used for other materials.

Urban Development & Demographics

While development has not been strong enough over the last two years to have made any impact on our collection, there seems to be enough development going on in the county to realize we are fighting our way out of the economic downturn from several years ago. As noted in the 2014 Long Range Plan, "projections of population growth in Campbell County remain fairly moderate according to studies conducted by the Northern Kentucky Area Development District (NKADD) and other entities." Development of new businesses and housing is occurring at both the northern and southern ends of the county. In the past our county's demographics have played no real part in the development of our collection, so this information and that included in Appendix B may not be critical to the analysis unless it begins to play a greater role in.

DATA

Explanations and Origins

When gathering statistics for the Library's collection, I have learned that the results can be different depending on the method used. The collection data – what is in our collection; how old it is; how many circulations it has received; etc. – is there at the ready for us to pull with various reports. The presentation and analysis of this data becomes difficult, however, in light of the fact that the same set of data pulled by one report can look entirely differently in another report. While it's not impossible to make both datasets match, it can be difficult to do.

With little preparation for the second analysis and nothing to go on except the first analysis itself (which revealed nothing about how statistics were obtained) I tried to compile the same numbers for the 2012 analysis that my predecessor showed in the first. The Technical Services Manager assisted me with SQL queries in Microsoft Access®. In every instance, initial numbers resulting from the queries did not perfectly match the numbers for the same areas as reported by another department. For example, the very basic statistic-collection size- did not match the numbers reported in the monthly report by the Technical Services Manager. Another example: the circulation I was showing would not match the circulation as shown by branch managers and posted by the Director. Sometimes the numbers would be off by a handful; other times by thousands. I spent weeks manually reviewing data to force it to match that of other reports and departments. One reason for discrepancies is inaccuracy in data (usually in the areas of item types, formats, call numbers or collections).   Another reason for discrepancies that exist between data in this analysis and the same data reported by other staff members stems from the different methods of reporting. For example, a branch manager might use a Polaris report for reporting on circulation, and I may use an SQL query.

There will always be instances where numbers do not match exactly. In the last analysis I had suggested that one way we might clarify some of the confusion was to work with Technical Services to identify any bibliographic data (item formats, call numbers, collections and the like) that was the source of any such discrepancies in the data, the idea being that it would help to save time in future analysis. Instead, in this analysis, I did not run reports to obtain statistics already reported by other departments. I simply used those figures, and did my best to account for differences when they were any.

Data I acquired myself I obtained from Polaris' Simply Reports® and from Microsoft Access®. All statistics have notes indicating the reporting tool(s) I used to retrieve the

data. I did not keep notes detailing the actual scripts used for queries, filters or search terms used, though I kept the most of the results and queries to refer to should there be questions.

The statistics cover July 2012 through June 2014 (one section-*Circulation Comparisons*-covers earlier periods), and in the instances where I use data I acquired myself, may exclude items which have a circulation status of *deleted*, *withdrawn*, *on-order* or *in-process*, as those items would alter the circulation figures. Unless noted, the following item formats were excluded from the numbers: magazines, information files, microform, digital resources, book kits, and items on loan to us *from* other libraries via interlibrary loan. The same exclusions were performed for the 2012 analysis.

As in the 2012 analysis, data for the circulation statistics is shown in two ways: the circulation by *format* and circulation by *category*. The difference between *format* and *category* is explained in those sections so named.

Categories

The entire collection is comprised of more than several dozen categories. These categories can be thought of as more defined divisions within the eight formats presented above. An example would be the ten groups of Dewey sections for each of the nonfiction formats.

Because categories are the most granular of the data presented here, they leave little room for misinterpretation. For example, the broad format of adult fiction is further broken down into six categories, so I can see how large type circulation affects the overall circulation by format.

Formats

The collection has been divided into eight item "formats". They are: Adult Fiction; Adult Nonfiction; Juvenile Fiction; Juvenile Nonfiction; Audio; Video; Music; and Software. Some explanation is needed to clarify what each format comprises.

Adult Fiction

This item format includes not only books of general adult fiction, but those which are cataloged as Western, Science Fiction, Mystery, Kentucky Fiction, and Large Print Fiction.

Adult Nonfiction

This format includes the ten ranges of the Dewey Decimal Classification System. It also includes Adult Biographies, Reference, Kentucky Reference, and Large Print Nonfiction.

Juvenile Fiction

This format includes Juvenile and Young Adult Fiction. It also includes Picture Books, Beginning Readers, Board Books, Young Adult Graphic Novels, and Juvenile Books with a CD or cassette.

Juvenile Nonfiction

This format includes the ten ranges of the Dewey Decimal Classification System for the Juvenile and Young Adult collections. It also includes Juvenile and Young Adult Biographies. There are no reference collections in the Library for the Juvenile or Young Adult collections.

Audio

This format includes Adult, Young Adult and Juvenile Books on CD or Cassette, including spoken sound recordings, such as comedy performances, some of which may be restricted.

Video

Included in this item format are all videorecordings, whether on DVD or VHS, restricted with an "R" rating or not.

Music

This format includes Adult and Juvenile musical sound recordings on CD. Music with explicit lyrics (cataloged as "restricted") is included. There is no music collection specifically for the young adult audience.

Software

This format is almost completely videogames for adult and children. It also includes other media items, but there are relatively few of these compared to videogames. The Library began acquiring videogames rated higher than those designated for "Teen" (i.e., "Mature") in April 2013.

COLLECTION STATISTICS

Collection Snapshot

Size (as of June 30, 2014): 238,064

Items weeded (FY 2013/14): 54,140

Average Age (as of July 8, 2014): 2001

Median Age (as of July 8, 2014): 2002

Circulation (FY 2013/14): 1,003,353

E-Materials Circulation (FY 2013/14): 39,132

(Collection size obtained from Technical Services June 2014 report--*Items weeded* compiled from statistics collected by Collection Services in monthly reports--*Average and Median Age* collected from SimplyReports query, and excludes the following: South Branch assigned items; ILL items; magazines; microform; ebooks; information files and honor books; deleted, lost, withdrawn or bindery items—*Circulation* obtained from the Circulation reports posted in the Reports & Stats section on the—*E-Circulation* obtained from Michael Gregory)

Collection Size

	2014 Analysis	**2012 Analysis**
System	*238,064*	264,544
Cold Spring	*78,332*	83,124
Fort Thomas	*67,421*	84,238
Newport	*79,468*	85,773
South Branch	*12,843*	11,409

(Numbers taken from June 2014 Technical Services Department monthly report)

There has been an 11% decrease of our collection size from the time of the 2012 analysis, excluding the South Branch collection. Taking the South Branch collection into account the decrease overall was 10%, since acquisition slowed down to a trickle as

litigation progressed on the taxing structure of our operating budgets. Its increase is accounted for by the fact that no weeding was done to that collection of items.

Each branch reduced the sizes of their collections, and Fort Thomas proves the most dramatic with a reduction of almost 20%. Cold Spring's reduction was slightly over 5% since the 2012 analysis, and Newport's just over 7%.

I had thought at the close of 2012 that in this analysis we might consider shelving capacity at each branch, as well as how much on average is out in circulation throughout the year. To know shelving capacity would have required manual counting and measurement of shelving. In light of CollectionHQ's analysis of how much we should have on shelves at a given time, I felt that it would be far more useful to know our shelving capacity if we could consider it in terms of what CollectionHQ recommends we have at each branch. Once we have utilized CollectionHQ for a full year we may be able to look at our floor plans along with CollectionHQ's advice, and be able to then consider whether our shelving capacity is adequate or not, and it might be extremely effective to inform our South Branch shelving allotments.

This decrease in collection size is the result of strong weeding, but it also indicates the need for strong acquisition in the coming years in conjunction with de-selection.

Collection Size by Format

System

Below are two tables showing the collection sizes of each format for the entire system. The one immediately below reflects the collection as of June 30, 2014; the one below that follows reflects June 30, 2012.

System

Adult Fiction	44,320
Adult Nonfiction	41,945
Juvenile Fiction	63,741
Juvenile Nonfiction	25,476
Video	23,842
Audio	10,489
Music	13,990
Software	1,418

2012

(Numbers obtained from the Technical Services Department monthly reports for June 2014 and June 2012, and exclude South Branch items)
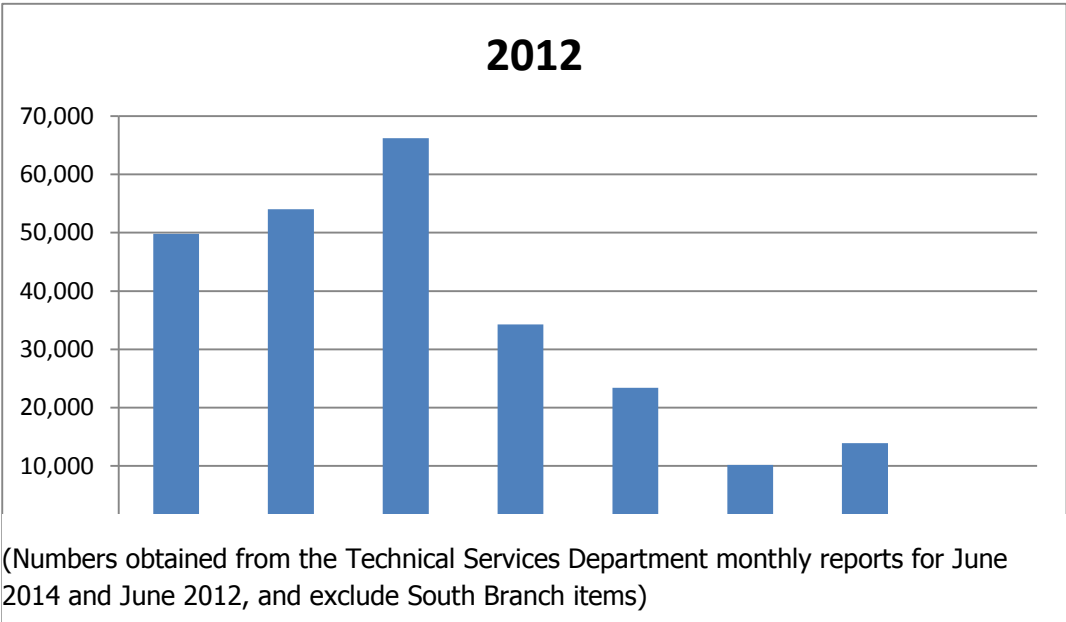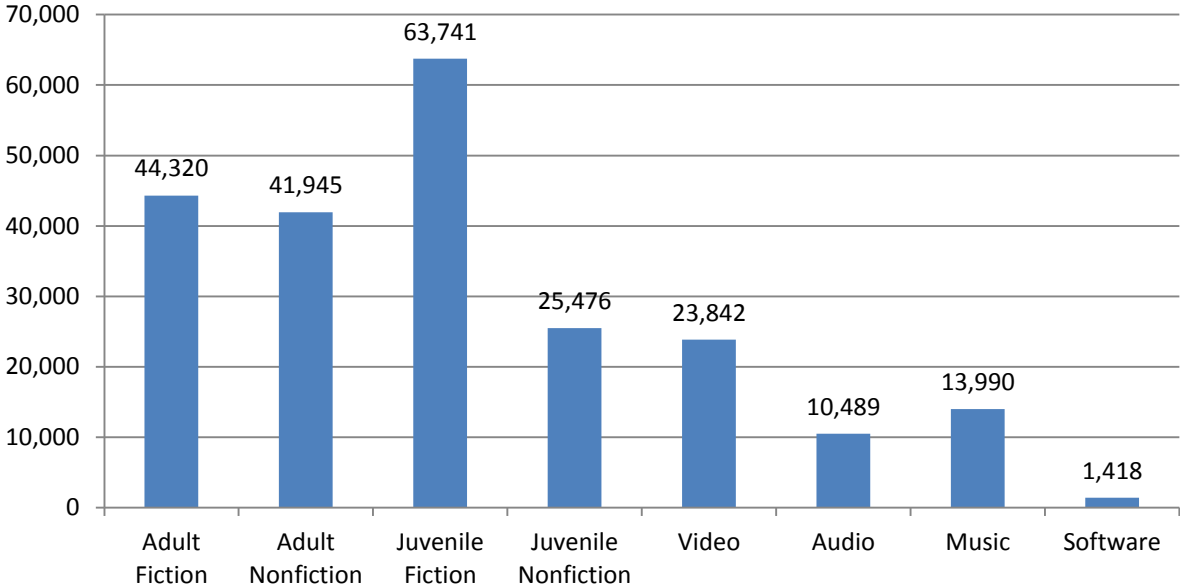
From the previous page we see that adult fiction has replaced adult nonfiction as the second largest collection size. The strong weeding of the nonfiction across the adult, young adult and children's collections has reduced the sizes of these collections from 2012. We are now obligated to replace these collections with updated materials in the areas CollectionHQ says our community uses. Another factor contributing to this has been a more pro-active approach to ordering additional copies of adult fiction for browsing and discovery.

The decrease of juvenile nonfiction also means that video is closer to it in size now than it was in 2012. I mention this merely because it could look, from an outside perspective, as if the Library is trending toward a collection that values video above juvenile nonfiction print. We know however that the decrease on the juvenile nonfiction is due to weeding. We must also consider circulation of the children's nonfiction later on, keeping in mind that circulation is affected not only by how many desirable items are in a collection but also by how important that area is to the public.

Below is a table to show changes in collection sizes over the past two years.
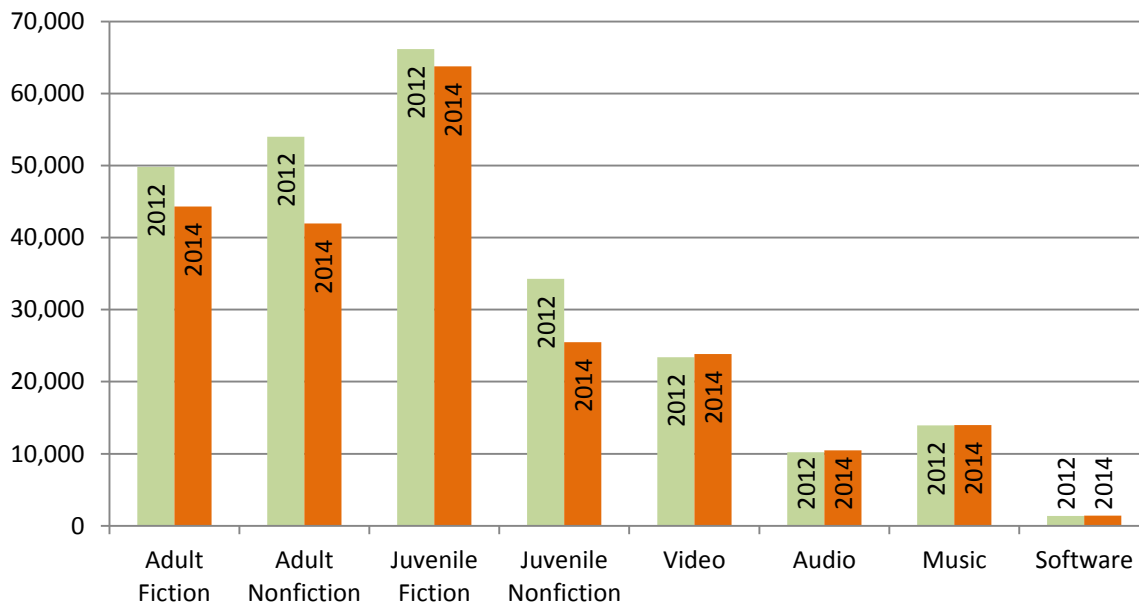
(Numbers obtained from the Technical Services Department monthly reports for June 2014 and June 2012, and exclude South Branch items which will be looked at on their own)

We see the most dramatic change in adult and juvenile Nonfiction (down 22% and 26% respectively). The four largest collections decreased in size since 2012, while the remaining four increased slightly or remained essentially the same. Again, weeding accounts for much of this. Weeding still tends be predominantly a print-oriented task.

Perhaps we have a tendency to let non-print materials "self-weed," but we should consider the shelf space that non-circulating music, videos and audiobooks and weed it just as well as the print.

Next we'll look at the same figures for each branch to see how they contributed to the overall collection size as shown above.

Cold Spring
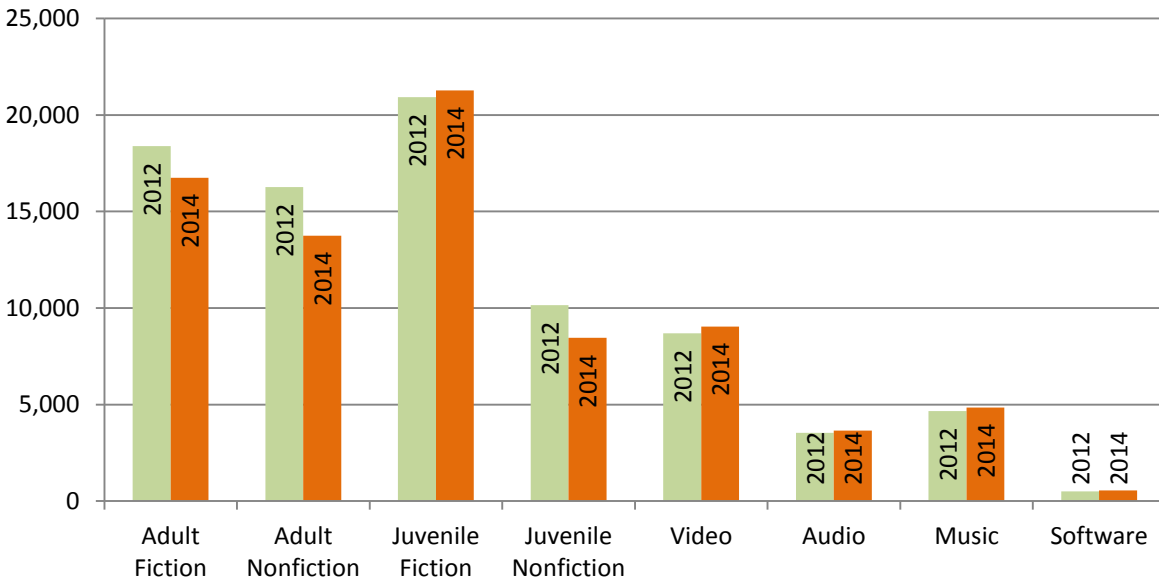
Cold Spring	Adult Fiction	Adult Nonfiction	Juvenile Fiction	Juvenile Nonfiction	Video	Audio	Music	Software
2012	18,389	16,270	20,923	10,155	8,689	3,536	4,657	505
2014	16,752	13,754	21,268	8,452	9,044	3,659	4,843	560
Change in Collection Size	-9%	-15%	2%	-17%	4%	3%	4%	11%

Cold Spring's changes mirror the system's changes except for their juvenile fiction. The increase in juvenile collection was slight. Because Cold Spring weeded approximately 13% of their average juvenile fiction collection size since 2012, and because spending of their budgets was successful over the past two years, the increase most likely indicates the collection size was overly large to begin with and required more aggressive weeding than was done.

Fort Thomas
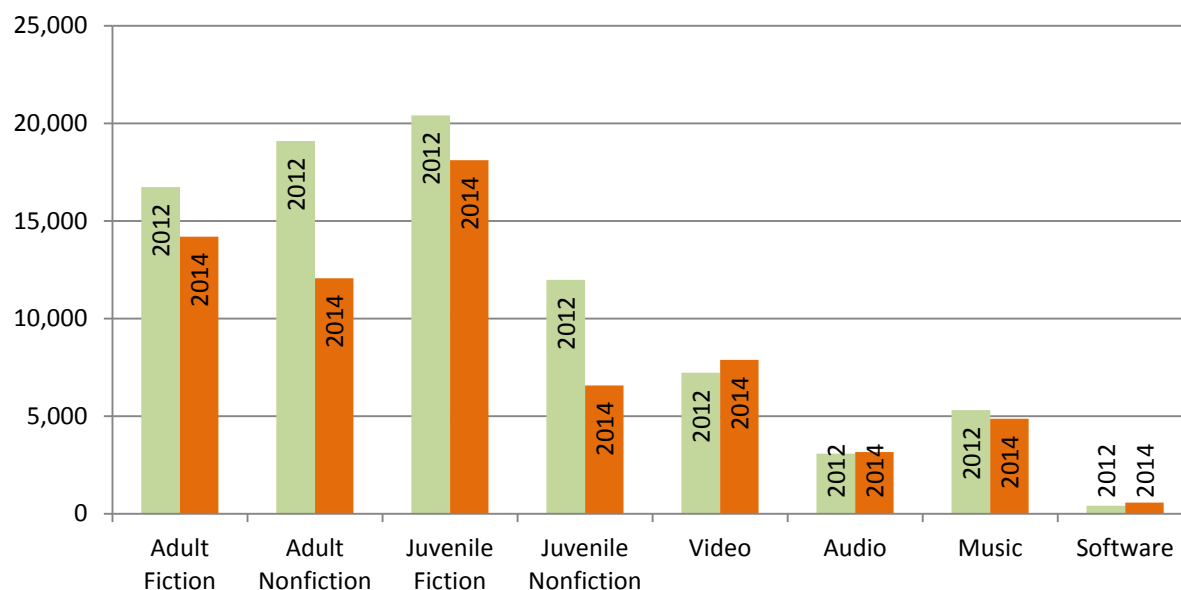
Fort Thomas	Adult Fiction	Adult Nonfiction	Juvenile Fiction	Juvenile Nonfiction	Video	Audio	Music	Software
2012	16,739	19,086	20,403	11,985	7,221	3,075	5,313	416
2014	14,196	12,061	18,111	6,576	7,877	3,159	4,868	573
Change in Collection Size	-15%	-37%	-11%	-45%	9%	3%	-8%	38%

Fort Thomas shows the biggest change in collection sizes of the three branches, especially in nonfiction. Their changes obviously made the most effect on the changes to the system's overall collection size. Careful acquisition over the next two years should now be the focus for Fort Thomas since they have managed to most successfully implement a regular routine of weeding to the point of being a major player on the Library's collection size overall. As selection of adult *and* juvenile print is centralized within Collection Services, we will focus on acquiring the most popular and most demanded print materials over the next two years.

Fort Thomas was the only branch which reduced the size of their music collection. While the acquisition of music has been centralized, weeding still remains the purview of the branches, so the centralization of music may butt up against the need for more shelf space if the branches do not weed quickly enough to accommodate new music. Again, the emphasis in weeding has traditionally been in the print materials, so the issue of shelf space becomes more important when considering the rate of weeding for non-print.

Newport
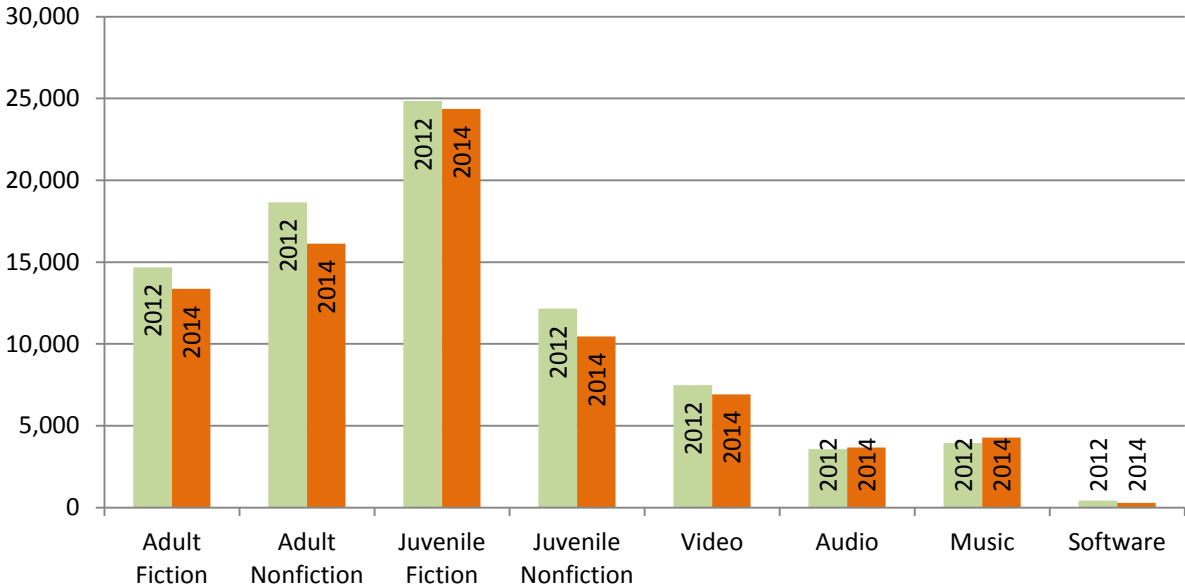
Newport	Adult Fiction	Adult Nonfiction	Juvenile Fiction	Juvenile Nonfiction	Video	Audio	Music	Software
2012	14,681	18,655	24,854	12,153	7,478	3,576	3,941	435
2014	13,372	16,130	24,362	10,448	6,921	3,671	4,279	285
Change in Collection Size	-9%	-14%	-2%	-14%	-7%	3%	9%	-34%

Newport's changes are similar to those of Cold Spring. The notable exceptions are with their audio-visual materials. Newport reduced their video collection whereas the other two branches increased theirs. I cannot say for sure if this variance is because Newport weeded their videos more than the other two branches, because pulling accurate statistics by format for the past two years is difficult if even possible. Before 2011 the Library did not track weeded items at all. Since then I pulled data for the monthly reports, though I made several changes over time as far as what I actually reported. When the records for weeded items were removed completely from the system, we lost access to that data forever, so any data I had saved prior to their deletion is what I have to use here.

The size of Newport's music collection increased more than the other two branches (remember that Fort Thomas actually reduced theirs). The music budget has successfully been spent at Newport for the last few years, so it seems that slow weeding accounts for the increase. However, Newport weeded roughly 238 music CDs since July 2012, which comes to about 5% of its average collection size since 2012, "exemplary" status according to KDLA Standard 3.2.14.[vi] Still, despite standards, shelf space is shelf space and when we see a collection getting larger we have to consider its circulation to know if the shelving devoted to it is adequate or even too large.

Most dramatically the software collection decreased by 34%. Newport weeded its juvenile software in 2013 which accounts for this decrease, but this budget has been underspent the past two years. We really no longer collect any software, juvenile or adult, other than videogames.

Collection Sizes and CollectionHQ

As we look at collection sizes we should now begin looking at a new set of data to consider: CollectionHQ's reports on overstocked nonfiction collections. CollectionHQ advises us in quantities for fiction as well, though it does so with a different emphasis. Here I want to point out the work we need to do in developing our nonfiction collections with a keen eye on the critical areas. Such data will undoubtedly be a major component of the next analysis.

Because this data is delivered in detail for every Dewey category contained within CollectionHQ, and because even a report for one branch and for one nonfiction collection (say, the adult collection) is complicated to read, I only show three graphs below to highlight how we can begin developing our nonfiction collections with a more insightful approach than merely filling shelves back up as they are weeded. Going forward we will need to use these reports as we consider how to spend our collection budgets, and to understand that it is reasonable to consider very low-circulating nonfiction areas as "just in case," as phrase goes. We now have a powerful tool that will help us understand which areas we should devote more resources to, and those we can condense.

There is a lot of detail in the following graphs, but for now pay attention to the column labeled *No. of Ranges Overstocked*. These graphs represent nonfiction for the adult, juvenile and YA collections, and this column tells us how many of those ranges have too many books in them based on the circulation they have acquired. CollectionHQ has set the ideal range of items to be available in nonfiction areas between 30 and 80 percent. This means that the shelves for these areas should always be between 30 and 80 percent stocked (relative to the collection size being examined) to allow items to be available for patrons to search out and browse. This range is currently set as the default range for all nonfiction collections, and perhaps in the future will tweak these targets. Of particular importance is the interrelationship between the number of dead items, and the number of overstocked subject ranges within each branch, both of which are displayed. A key aim of CollectionHQ is to target de-selection efforts at non-circulating ("dead") items from the subject areas that are already overstocked. Overstocked ranges are the first priorities for item removal.

Adult Nonfiction Overstocked Categories

Library Name	Dead Items in Collection Check (%)	Actual Dead Items (Average %)	Dead Total	Collection Total	Advised to Remove	Max to Remove	No. of Ranges Overstocked	% of Ranges Overstocked	Total Ranges	% of Total Stock in Overstocked Ranges
Carrico/Ft Thomas	3.3	26.6	3097	11623	58	89	30	14.22	211	1.64
Cold Spring	5.6	30.5	4054	13252	57	113	25	11.79	212	1.8
Newport	15.4	45.1	6853	15180	422	791	62	28.05	221	8.25
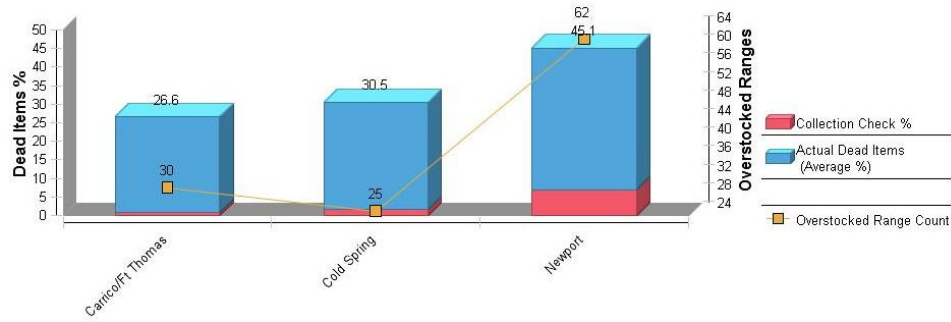
Juvenile Nonfiction Overstocked Categories

Library Name	Dead Items in Collection Check (%)	Actual Dead Items (Average %)	Dead Total	Collection Total	Advised to Remove	Max to Remove	No. of Ranges Overstocked	% of Ranges Overstocked	Total Ranges	% of Total Stock in Overstocked Ranges
Carrico/Ft Thomas	14.1	21	1303	6195	59	95	37	22.84	162	3.65
Cold Spring	16.5	35.5	2846	7999	138	233	41	23.3	176	4.73
Newport	27.4	48	4724	9829	584	1078	78	42.62	183	16.94
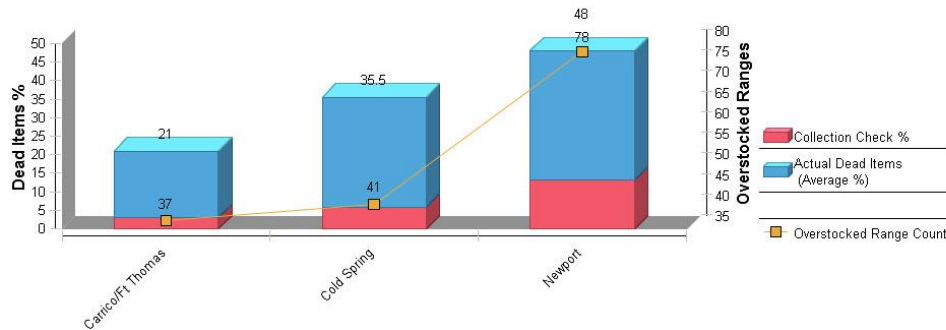
Young Adult Nonfiction Overstocked Categories

Library Name	Dead Items in Collection Check (%)	Actual Dead Items (Average %)	Dead Total	Collection Total	Advised to Remove	Max to Remove	No. of Ranges Overstocked	% of Ranges Overstocked	Total Ranges	% of Total Stock in Overstocked Ranges
Carrico/Ft Thomas	3.8	33.7	103	305	10	21	23	35.38	65	12.79
Cold Spring	5.6	40.4	158	391	24	50	34	40	85	20.2
Newport	31.1	56.3	276	490	115	187	46	60.53	76	56.73
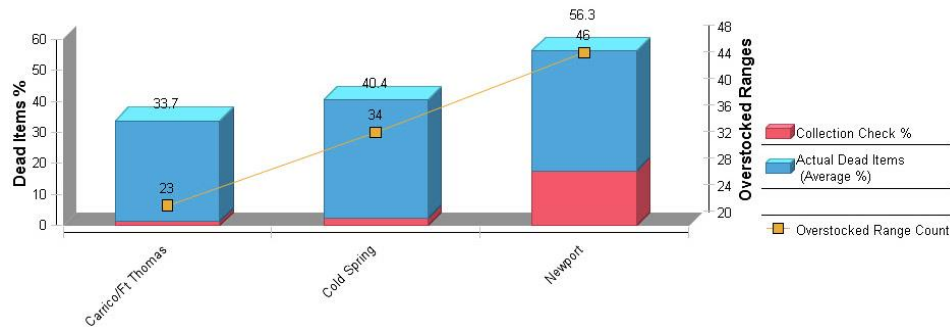
We see, among other things, that Newport has the most overstocked areas for all three age groups. We also see (though we are not expressly discussing it in this section) that the juvenile nonfiction collections have high percentages of items (see the second column) which have not circulated in four or more years as discussed further back in our talk about weeding and CollectionHQ.

Non-Print Collection Standards

Kentucky Public Library Standards suggest that a minimum of 10% of a Library's total collection be non-print materials, with a minimum of 40% the standard for "exemplary" status.[vii] The non-print collection in this case includes the downloadable collection.

% NonPrint of Total Collection Size
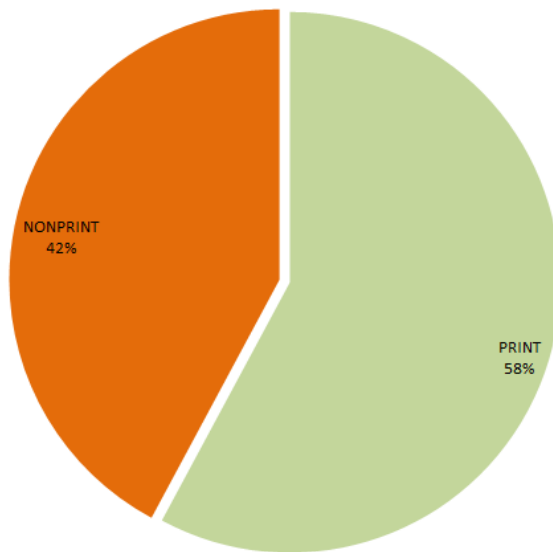
NONPRINT
42%

PRINT
58%

Adult Fiction	Adult Nonfiction	Juvenile Fiction	Juvenile Nonfiction	Video	Audio	Music	Software	Downloadable	Print	Non-Print
16,752	13,754	21,268	8,452	9,044	3,659	4,843	560		60,226	18,106
14,196	12,061	18,111	6,576	7,877	3,159	4,868	573		50,944	16,477
13,372	16,130	24,362	10,448	6,921	3,671	4,279	285		64,312	15,156
44,320	41,945	63,741	25,476	23,842	10,489	13,990	1,418	78,358	175,482	128,097
PRINT				**NONPRINT**						
175,482				128,097						

We are at an "exemplary" level as determined by the KDLA standard of a minimum of 40% being non-print.

CIRCULATION

	July 2013-June 2014	**July 2012-June 2013**
Cold Spring	377,336 (37%)	383,477 (38%)
Fort Thomas	336,051 (33%)	330,028 (33%)
Newport	289,966 (29%)	282,652 (28%)
SYSTEM	1,003,353	996,157

(Statistics reported on wiki at www.cc-pl.org/staff/images/d/df/Circulation_by_Item_Type.xls)

Overall, circulation has increased very slightly since July 2013, though as we will later see in comparing numbers since the previous analysis, we are still down from two years ago.   This is a trend in the right direction however and we need to look at more figures to see if we can pinpoint a correlation between weeding and ordering and the increases and decreases for each collection.

Something to consider is the fact that branches utilize the Polaris report called *Item Circulation by Collection* to get the circulation figures on which they report. This report shows the number of times items have circulated by the branch the items belong to ("assigned" branch), not to the patron's library location at time of checkout. For example, Newport's circulation figures indicate circulation of the items in Newport's collection, regardless of the branch the patrons choose to pick up their materials from. There are two ways patrons locate items: by browsing the shelves and by searching the catalog. A significant number of a branch's items being transferred for pickups to other branches could signify strong use of the Library's catalog to retrieve the items from the other branch that owns them. It could also mean that browsing the collection weighs less heavily on patron's choice of items. There is something referred to as shelf bias, which is "the concept that, for patrons, a library's collection is not what is owned but what is on the shelves. . .that the most popular items (which are usually checked out) are not what your patrons have available to them."[viii]

To further explore this I ran the Polaris report *Circulation by Items Loaning Branch*. The table below shows the number of circulations each branch received by the branch from which the item originated (the item's assigned branch).

Circulating Branch	**July 2013-June 2014**		**July 2012-June 2013**	
Cold Spring	CS item	306,815	CS item	316,103

	FT item	20,523	FT item	20,093
	NW item	23,679	NW item	22,521
	CS item	15,776	CS item	14,523
Fort Thomas	FT item	276,247	FT item	275,752
	NW item	17,215	NW item	16,130
	CS item	15,897	CS item	13,936
Newport	FT item	14,486	FT item	13,396
	NW item	221,709	NW item	214,340

(Circulation totals in this table do not match circulation totals as presented above, as branches may add in in-house use and honor books among other things and the reports for obtaining the two sets of number differ. The numbers are meant for comparing percentages in general and for identifying trends.)

The most obvious fact is that each branch circulates its own materials more heavily than it circulates items from the other two branches. As to why this is true we can only make assumptions without more statistics about actual usage of the PAC. One assumption is that browsing is a strong factor in circulation numbers. If the PAC were as strong of a factor in linking patrons to items, we could presume that the numbers would be more evenly distributed across the branches. Of course, these figures may have as much to do with searches and browsing from the PAC as they do from browsing the shelves; perhaps of the results patrons find in PAC searches they then limit themselves to items they can acquire immediately from the branch from where they are doing the search.

Obviously items can circulate at any branch regardless of who owns them, and so holds on items are filled by the first available copy, regardless of the item's assigned branch. Again, this begs the question: How much are the patrons actively engaged in using the PAC to locate the items they want, how much are they using it to browse, and how many holds are being placed by patrons versus staff on behalf of patrons? To explore this, I ran a report in SimplyReports. Because Polaris does not retain hold data for extended periods of time, I ran a report late June 2013 to show who placed holds and which branch was selected as the pickup branch. I did not use any date filters, allowing Polaris to pull as many as it would give. The holds dated as far back as August 17, 2013. Of the 8,227 holds on the report:

- 5,723 were made from the PAC; 2,504 were made from a staff computer
- Of those made from a staff computer:
    - Newport Circulation placed more holds than the other two branches' Circulation staff (529)
    - Cold Spring's Reference placed more holds (199) than the Reference staff at the other two branches

- o   Collection Services and Technical Services placed 446 holds
- Of the 5,723 holds made from a PAC:
  - o   2,322 items were asked to be picked up at Cold Spring
  - o   1,861 were requested to be picked up at Fort Thomas; and
  - o   1,540 asked to be picked up at Newport

Clearly, holds are being placed at the PAC level by patrons. The report does not offer the option of knowing which branch the PAC was located, nor if the holds included those which were placed from outside the Library. Such data might not even be available at this time.

Taking all of the above into account: that item circulation is based on an item's assigned branch; that more items are asked to be picked up at Cold Spring than at the other two branches; and that patrons clearly use the PAC to placed holds, we can see that circulation is driven not only by physical browsing but by use of the PAC.

It would be very helpful to know how patrons are using the PAC. We do not know if they are searching for something specific, or if they are browsing as they would among the shelves, simply exploring advisory lists such as the newest or most popular items. Searching for something specific would help explain the high number of requests asked to be routed to another branch.

The fact that Cold Spring circulated more items from the other two branches than the other two branches circulated Cold Springs' collection items reflects Cold Spring's status as the highest circulating branch; it continues to be the most popular branch in terms of circulation, and so it stands to reason that for whatever reason that branch is popular for picking up what they want.   Likewise, Newport accounted for the least number of circulations of items owned by the other two branches. This prompts another question: could circulation at Newport (or any branch for that matter) be increased by actively promoting browsing there? Marketing in public libraries is still a hot topic, and we know that we are obligated to not only purchase quality items but that we must also actively promote them. Public libraries have shown that their circulation does not suffer in relation to reducing the size of their collections. On the contrary, circulation usually increases when the collection is effectively weeded so that only the best of the best remains to consider for checkout.

Lastly, despite Cold Spring's status as the historically strongest circulating branch, its circulation of its own assigned items actually decreased by almost 3% from 2012/13 to 2013/14. In fact, circulation of items owned by any branch increased from the 2012/13

fiscal year to the 2013/14 fiscal year for all three branches with the sole exception of Cold Spring's own items. On the other hand, Newport actually increased circulation of its own items by 3.4% from 2012/13 to 2013/14.

Taking into account Cold Spring's tendency to weed less than the other two branches (as shown above in *Weeding*), does this prove that freshening up a collection encourages more circulation?

Circulation by Format

July 2013-June 2014　　　　　**July 2012-June 2013**
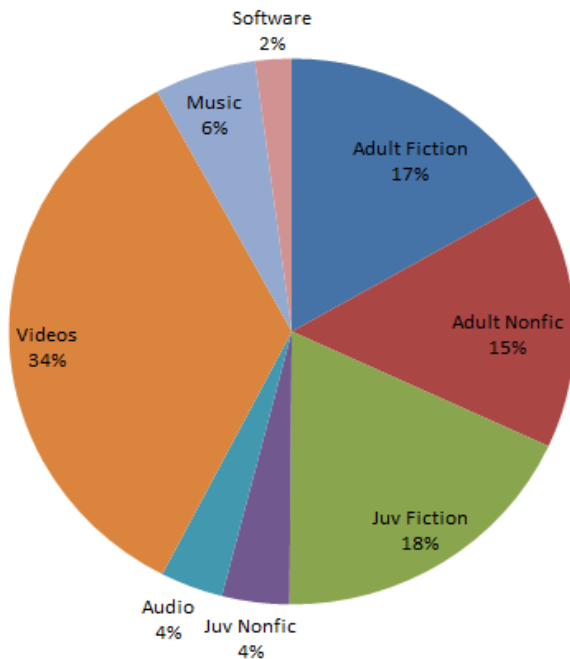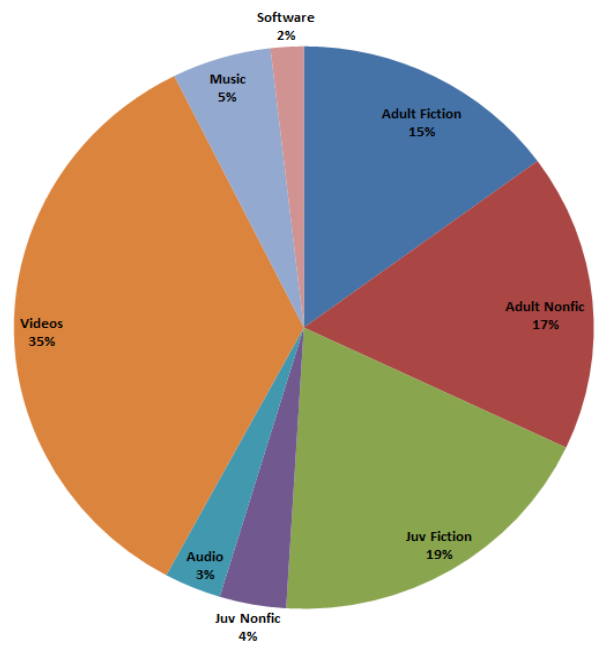
Cold Spring	377,336 (37%)	383,477 (38%)
Fort Thomas	336,051 (33%)	330,028 (33%)
Newport	289,966 (29%)	282,652 (28%)

(Statistics reported on wiki at http://www.cc-pl.org/staff/images/d/df/Circulation_by_Item_Type.xls)

Circulation among the formats sees no differences since 2012 greater than 2% be it decrease or increase. We would like to think that any increase no matter how slight is due to a greater variety of items in demand by the community. Certainly the work we

have done in addressing holds and in acquiring more popular materials has not hurt our circulation. If we continue our hard work in acquiring adequate copies and popular items, weeding well and learning more about what is in demand using CollectionHQ and possibly other information, we should see in the next analysis marked improvement and success in reaching our target of increasing circulation by 5% in 2016.

Multi-Year Circulation Comparisons

SYSTEM
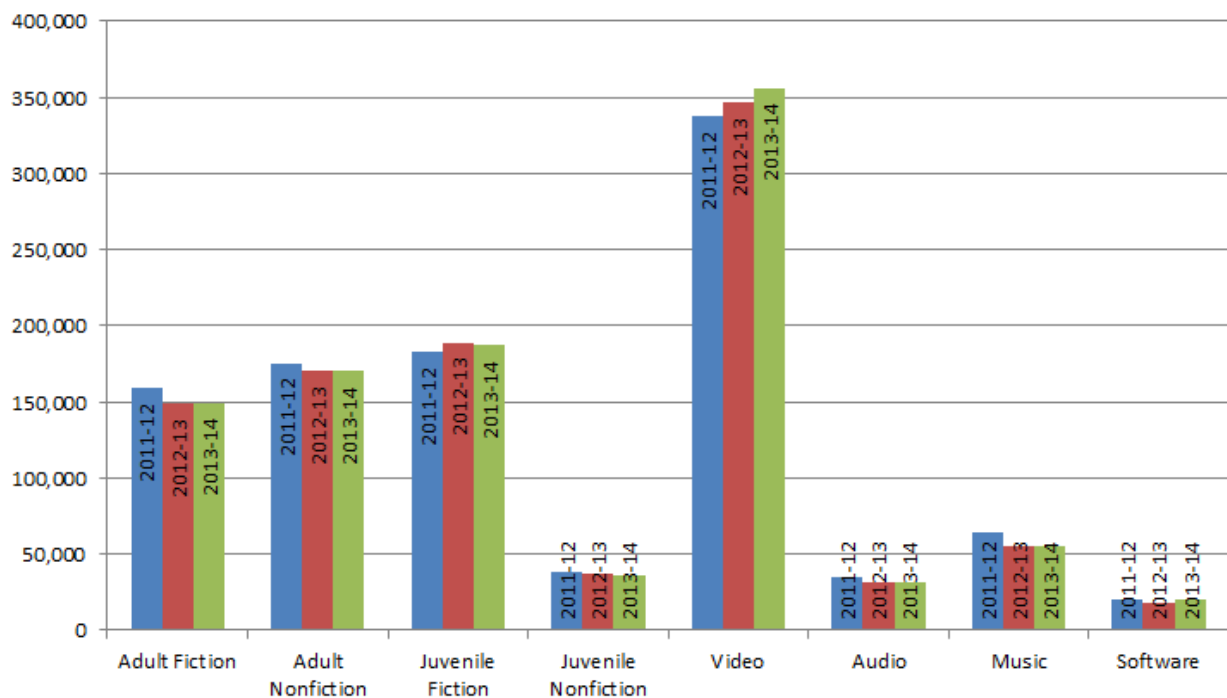
Circulation	At last analysis	2012-13	2013-14	% +/- since last analysis
Adult Fiction	158,759	148,563	149,215	- 6%
Adult Nonfiction	175,120	170,339	169,960	- 2%
Juvenile Fiction	182,556	188,877	187,218	+ 2.5%
Juvenile Nonfiction	38,399	37,007	35,906	- 6%
Video	337,363	346,179	355,798	+5%
Audio	34,800	31,716	31,021	- 10%
Music	64,446	55,124	54,632	- 15%
Software	19,841	18,352	19,603	-1.1%

Again, we see that though circulation overall increased slightly in the last year, it is still somewhat level or down since the previous analysis except for juvenile fiction and video.

Circulation by format at each branch mimics the overall trend, though differences between the branches are somewhat more varied than in the last analysis. Graphs follow.

COLD SPRING
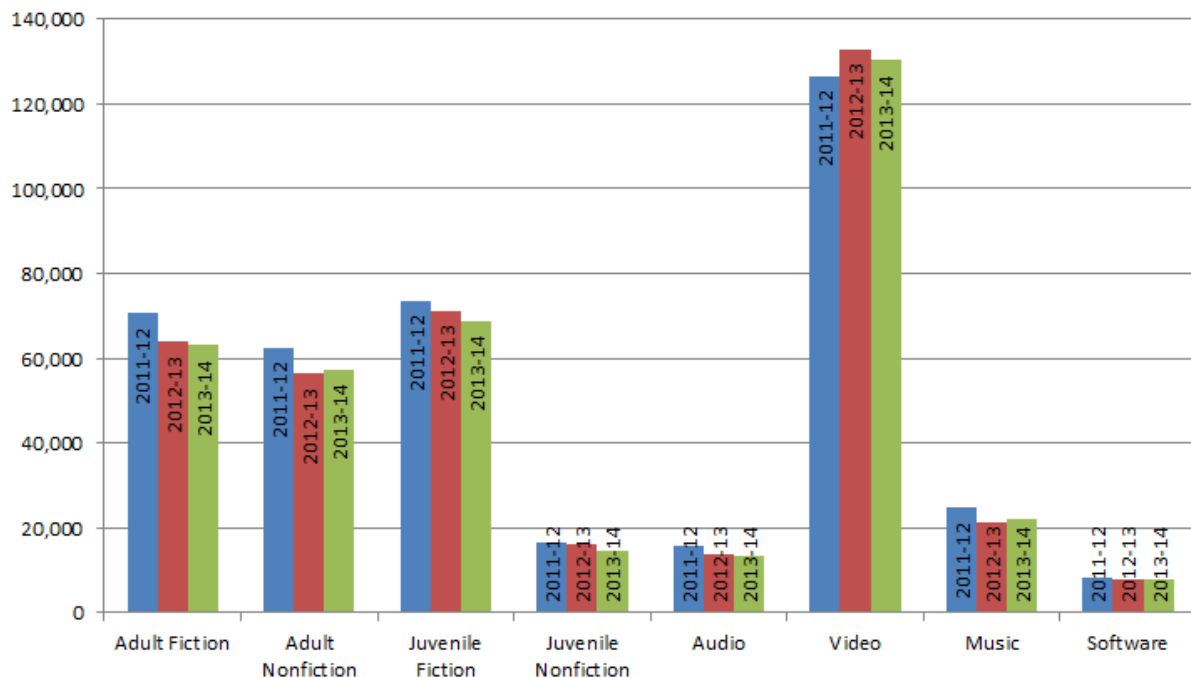
Juvenile fiction was down from the last analysis at Cold Spring though system-wide it was up. Cold Spring's circulation since the last analysis was down in all categories with the exception of video, the Library's most highly-circulated category. We should keep in mind that video circulation is high not only from their popularity but also as a result of their shorter lending period (3 to 7 days).

FORT THOMAS
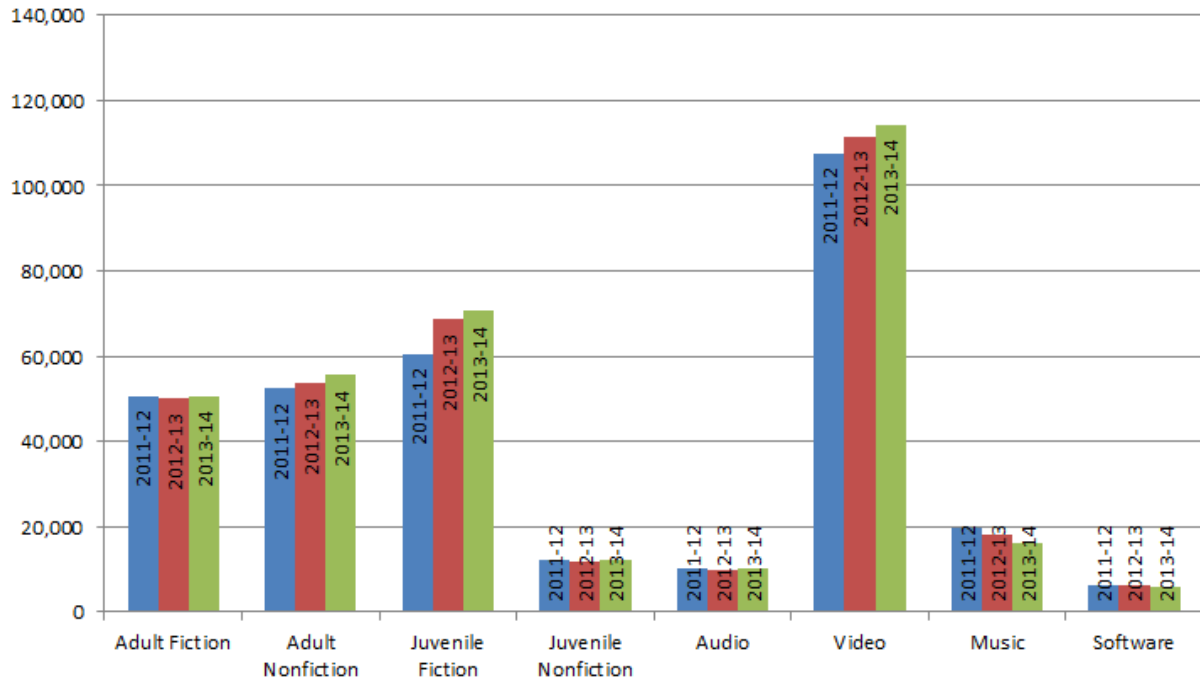
Fort Thomas saw an increase in overall circulation at its branch since the last analysis, increasing circulation in juvenile fiction and video (mirroring the system's increases) as well as in audiobooks and adult nonfiction. The increase of circulation in 4 collections must be considered along with their concerted efforts at weeding, disproving the assumption that weeding may decrease circulation.
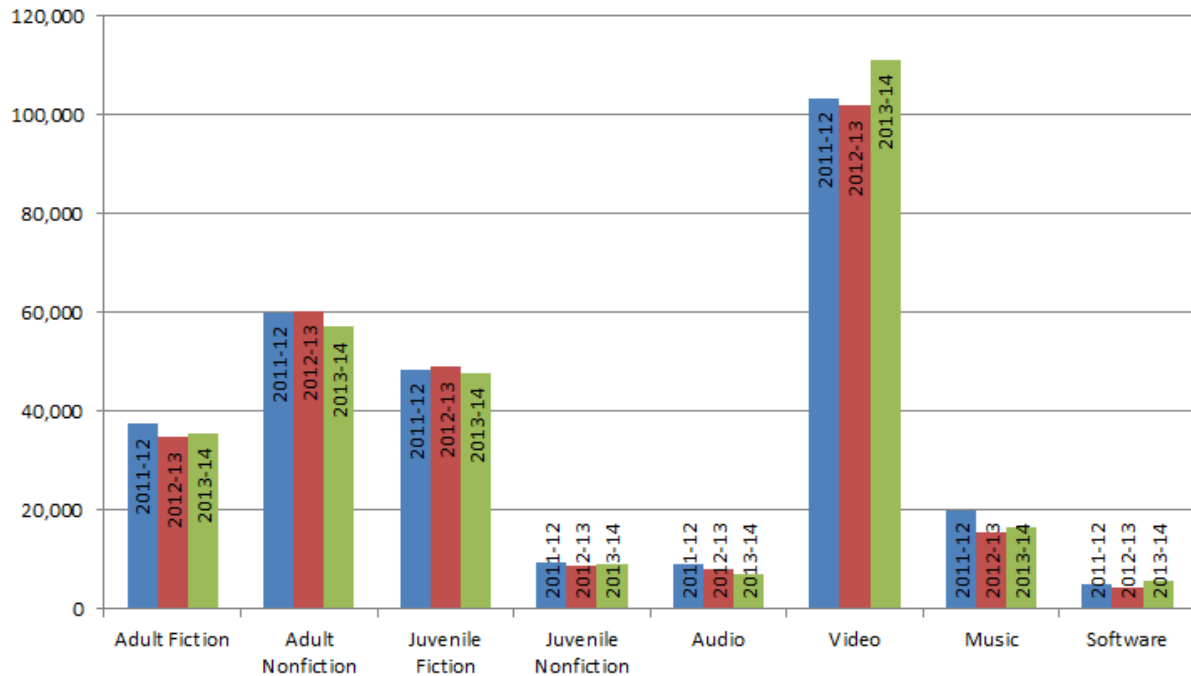
NEWPORT

Newport increased their circulation of video as did the other two branches, but also increased circulation in software. Remember that Newport's video collection size decreased since 2012.

Circulation by Category

Category by Format	Cold Spring			Fort Thomas			Newport		
	Number of Items	2013/14 Total Circulation	2013/14 Circulation per Item	Number of Items	2013/14 Total Circulation	2013/14 Circulation per Item	Number of Items	2013/14 Total Circulation	2013/14 Circulation per Item
Adult Fiction									
Adult Fiction	8,394	26,064	3.1	7,537	24,201	3.2	7,743	16,028	2.1
Adult Mystery	4,014	11,967	3.0	3,443	12,125	3.5	3,112	6,477	2.1
Adult Science Fiction	906	1,797	2.0	458	1,075	2.3	805	1,157	1.4
Adult Western	235	446	1.9	82	187	2.3	124	136	1.1
Kentucky Fiction	158	196	1.2	70	92	1.3	118	93	0.8
Large Print Fiction	3,055	12,581	4.1	2,754	9,080	3.3	2,049	5,479	2.7
Adult Nonfiction									
Adult 000-099	240	654	2.7	233	552	2.4	289	619	2.1
Adult 100-199	533	1,440	2.7	629	1,612	2.6	595	1,246	2.1
Adult 200-299	744	1,721	2.3	672	1,572	2.3	774	1,342	1.7
Adult 300-399	2,469	3,891	1.6	2,017	4,122	2.0	2,945	3,472	1.2
Adult 400-499	93	142	1.5	92	135	1.5	83	160	1.9
Adult 500-599	461	724	1.6	423	775	1.8	456	643	1.4
Adult 600-699	3,587	8,533	2.4	2,704	7,317	2.7	3,790	6,322	1.7
Adult 700-799	1,583	3,256	2.1	1,461	2,874	2.0	1,296	2,314	1.8
Adult 800-899	634	749	1.2	458	907	2.0	945	948	1.0
Adult 900-999	1,628	3,134	1.9	1,438	2,961	2.1	1,799	2,341	1.3
Adult Biography	1,364	2,421	1.8	1,168	2,824	2.4	1,703	2,679	1.6
Kentucky Nonfiction	471	989	2.1	378	621	1.6	754	620	0.8
Reference	374	20	0.1	285	1	0.0	151	264	1.7
Reference Kentucky	63	3	0.0	87	3	0.0	295	14	0.0
Large Print Nonfiction	227	496	2.2	211	482	2.3	314	30	0.1
Juvenile Fiction									
Juvenile Fiction	6,292	15,217	2.4	4,864	16,311	3.4	6,422	12,587	2.0
Juvenile Board Books	942	4,523	4.8	853	4,179	4.9	1,239	2,610	2.1
Juvenile Book with Casse	1	1	1.0	76	65	0.9	1	2	2.0
Juvenile Book with CD	234	594	2.5	54	215	4.0	64	126	2.0
Juvenile Easy Readers	10,007	32,888	3.3	9,238	37,124	4.0	11,607	27,216	2.3
YA Fiction	2,846	8,061	2.8	2,793	7,344	2.6	3,663	5,957	1.6
YA Graphic Novels	1,219	2,893	2.4	866	1,981	2.3	1,452	2,945	2.0
Juvenile Nonfiction									
Juvenile 000-099	45	135	3.0	58	241	4.2	201	225	1.1
Juvenile 100-199	79	166	2.1	62	187	3.0	172	177	1.0
Juvenile 200-299	149	277	1.9	60	88	1.5	151	124	0.8
Juvenile 300-399	777	1,092	1.4	675	1,162	1.7	1,526	1,198	0.8
Juvenile 400-499	197	229	1.2	83	173	2.1	309	222	0.7
Juvenile 500-599	2,031	4,111	2.0	1,675	3,679	2.2	2,433	2,938	1.2
Juvenile 600-699	990	1,832	1.9	616	1,513	2.5	994	1,399	1.4
Juvenile 700-799	1,173	1,394	1.2	739	1,401	1.9	1,309	1,327	1.0
Juvenile 800-899	419	384	0.9	291	399	1.4	452	407	0.9
Juvenile 900-999	1,366	1,506	1.1	1,276	1,808	1.4	1,482	1,102	0.7
Juvenile Biography	1,147	1,626	1.4	729	899	1.2	1,062	725	0.7
YA 000-099	10	13	1.3	9	5	0.6	13	5	0.4
YA 100-199	14	15	1.1	10	12	1.2	30	53	1.8
YA 200-299	11	14	1.3	14	21	1.5	12	10	0.8
YA 300-399	63	70	1.1	76	148	1.9	143	62	0.4
YA 400-499	5	7	1.4	0	0	0.0	1	0	0.0
YA 500-599	16	41	2.6	7	17	2.4	15	21	1.4
YA 600-699	40	71	1.8	39	75	1.9	76	42	0.6
YA 700-799	40	95	2.4	60	113	1.9	93	80	0.9
YA 800-899	27	33	1.2	26	59	2.3	54	50	0.9
YA 900-999	61	75	1.2	30	31	1.0	37	16	0.4
YA Biography	103	86	0.8	55	74	1.3	24	14	0.6

Category by Format	Cold Spring			Fort Thomas			Newport		
	Number of Items	2013/14 Total Circulation	2013/14 Circulation per Item	Number of Items	2013/14 Total Circulation	2013/14 Circulation per Item	Number of Items	2013/14 Total Circulation	2013/14 Circulation per Item
Video									
Adult DVD	4,808	65,292	13.6	4,796	61,986	12.9	3,262	56,447	17.3
Adult DVD Restricted	1,963	35,090	17.9	1,885	34,214	18.2	1,127	31,239	27.7
Adult VHS	608	1,540	2.5	16	68	4.3	807	1,603	2.0
Adult Video Restricted	162	380	2.3	0	0	0.0	296	1,000	3.4
Juvenile DVD	1,448	25,018	17.3	1,012	16,754	16.6	1,095	15,819	14.4
Juvenile VHS	62	272	4.4	241	1,025	4.3	449	800	1.8
Audio									
Adult Audio Cassette	0	0	0.0	0	0	0.0	0	0	0.0
Adult Audio CD	2,810	10,990	1.6	2,339	8,446	3.6	2,748	6,291	2.3
Adult Audio Restricted	8	13	1.6	0	0	0.0	7	10	1.4
Juvenile Audio Cassette	0	0	2.0	0	0	0.0	1	2	2.0
Juvenile Audio CD	525	1,025	2.0	603	1,141	1.9	545	774	1.4
YA Audio Cassette	0	0	2.4	0	0	0.0	2	1	0.5
YA Audio CD	337	813	2.4	285	657	2.3	394	632	1.6
Music									
Adult Music CD	4,216	18,891	4.5	4,322	15,101	3.5	3,622	13,658	3.8
Adult Music Restricted	190	988	5.2	202	1,017	5.0	149	988	6.6
Juvenile Music CD	472	1,175	2.5	348	786	2.3	526	1,636	3.1
Software									
Adult Software	8	24	3.0	1	0	0.0	7	34	4.9
Juvenile Software	0	0	0.0	0	0	0.0	0	0	0.0
Game	616	7,842	12.7	590	6,509	11.0	324	4,769	14.7
TOTALS	124,875	679,426	5.4	108,264	607,543	5.6	121,325	530,804	4.4

(Numbers obtained from *Item Circulation by Item Statistical Code* Polaris Report. Differences between the total circulation by format and by category can presumably be accounted for in part by the fact that this table includes circulation stats for items in a "withdrawn" status but which have not yet been truly deleted; and because branches add in usage for honor books and in-house use.)

Adult Fiction:

At last analysis I had said the fiction categories of Western, Science Fiction and Mystery can be somewhat confusing. The fact that many of the books lumped into the category known simply as "Adult Fiction" are in fact "mysteries" or "science fiction." While Western and Science Fiction are limited enough in scope to cause little confusion, a category such as Mystery is becoming increasingly difficult to pin down, as it could include many suspense and thriller books. So the use of this data to identify trends as to what is popular takes some guesswork. CollectionHQ also uses the same classifications, so maybe in the future some effort will be made to either expand the genres we include as categories (we could, for example, add in Romance, Historical Fiction, Suspense, and Thriller); or to at least include more of the items known simply as "fiction" into one of the assigned categories. Having more detailed data for the categories will allow us to use CollectionHQ's data to better inform our ordering, and

instead of simply seeing that we need more adult "fiction" at one branch, we would instead know that we needed more "suspense" or more "historical fiction."

Mystery continues to be the most popular area of Adult Fiction, or at least equals its popularity at all branches. We have recognized this since the last analysis and CollectionHQ has emphasized it, so we have been focusing our acquisition on reviewing more sources of mystery, identifying up-and-coming authors, acquiring more copies of mystery to be available for browsing and conducting searches of mysteries with great reviews.

Cold Spring still has the highest rate of circulation for Large Print Fiction. This is undoubtedly due to the fact that the Outreach Librarian primarily browsed and used the Cold Spring Large Print collection for her outreach patrons at least until she moved to Newport late 2013. As we saw further back, however, Adult Outreach cardholders circulated 1,469 large type items from July 2013 through mid-June 2014, and 1,186 of those large type items were assigned to Newport. So we should see a rise in the circulation of large type items from Newport over the coming years if the outreach Librarian continues to pull primarily from her home branch as she has indicated she does.

An interesting change is that of Kentucky Fiction. Fort Thomas increased its circulation of this category while Cold Spring dramatically decreased its circulation (from a little over 4 circs per item to just over 1). Each branch however removed some of the items in this category. Why this change occurred I cannot say unless it has to do with display efforts, freshness of materials (which I can look at later in Age of Collection), or simply coincidence.

Adult Nonfiction:

We are beginning to break down our nonfiction categories within CollectionHQ, expanding the nonfiction Dewey areas as supplied by default from CollectionHQ into segments that reflect the Library's usage. For example, CollectionHQ supplies a category for 610-619 simply called "Medicine," but we are breaking that down into further segments for Diet and Nutrition, Working Out, Medicine and the like. It will help us to know which areas in very broad categories we need to acquire. The project will not be done in one fell swoop, however, but should be completed within the 2014/15 fiscal year, working on them as we work on each area month by month.

One area that CollectionHQ tells us is low-circulating but which requires some updated books is the 400s. This category, generally known as "languages", primarily gets its circulation from foreign language instruction books and dictionaries. The collection

should not be increased in size but we should be sure to replace outdated materials here with current books in the languages demanded by our community. CollectionHQ indicates that Japanese and French language materials are somewhat understocked. What this category reflects of the larger picture is more important, however: we see that circulation decreased at Cold Spring and at Fort Thomas for this area, while it increased at Newport. Yet we added items to this area at Cold Spring, and pretty much stayed the same at Fort Thomas. Newport however reduced the size of their 400s while increasing their circulation. This reminds us that a fewer number of books does not equal fewer circulations. A similar instance of decreasing size with increasing circulation is in the 800s at Newport and Fort Thomas, who both dramatically decreased their collection sizes.

No nonfiction category gets as much circulation per item as does Mystery or Adult Fiction. We remain a popular fiction library, and the trend seems to be that we should focus on strong nonfiction content but which takes up less real estate than does the fiction. The least popular areas of nonfiction are the 400s, 500s, and 800s, followed by 300s and 900s. Efforts should be made this upcoming fiscal year to reduce these collection sizes, leaving and adding only the most notable items.

Juvenile Fiction:

"True" juvenile fiction (excluding young adult fiction) pretty much remained the same since the last analysis with only minor changes in circulation and collection sizes. The average circulation remains highest with board books and easy readers (this includes picture books and beginning readers). To increase circulation we will begin ordering more copies of books which have proven their worth in circulation while focusing even more strongly on weeding if that is at all possible. Children's collections which receive strong circulation wear quickly, and CREW recommends reviewing children's books for wear more frequently than the adult collection. Books which do not circulate should be removed soon, but with our approaching objective of having such a small percent of our overall collection not having circulated in two years, we should be able to reach this goal more efficiently.

YA Fiction saw little change either, but there was a modicum of change in graphic novels. Cold Spring increased the size of their collection, and they are currently working to revamp it, weeding low-circulating series and filling in gaps in popular ones, and adding new ones. The increase in this number from the last analysis is probably mostly from the last part of 2013/14 fiscal year, so circulation has not yet caught up to reflect this, if it will. Circulation of Fort Thomas' and Newport's Young Adult Graphic

Novels, however, increased, while their collection sizes remained more or less the same. Statistics are not available to note if these items are being requested from Cold Spring and shipped there from Fort Thomas and Newport. Newport has done some marketing of their graphic novels in the latter part of the 2013/14 fiscal year which might account for the increase in circulation.

Juvenile Nonfiction:

Juvenile nonfiction (excluding young adult) saw a marked improvement in circulation system-wide, while collection sizes decreased significantly. Fort Thomas's circulation increased in every category; Cold Spring's and Newport's increased in 6 out of the 11 (000s through 900s, and biographies). Again, another example of increasing circulation with decreasing collection sizes. Whether in spite of or because of, we will have to identify over time.

Video:

Videorecordings exceed other formats in circulations per item due to their shorter loan times and strong popularity. We saw a general decrease however in the average circulation since the last analysis. While Newport's circulation per item increased slightly for Adult DVDs it was not noticeably large, and all other video categories (adult and juvenile) saw a reduction. This decrease in item circulation aligns with an overall increase in the collection sizes. Over the past two years we have been ordering additional copies of movies up-front prior to ordering them based on the holds ratios. The additional copies may account in large part of the decrease in average item circulation. In this case, a decrease in average item circulation should not be viewed as critical an indicator as with other categories. One objective of the long-range plan is to decrease wait time for items. When we are able to accurately identify our success in this objective we might find some reason to decrease the initial number of copies we get of popular movies. It seems unlikely though that this popular format will ever be required to decrease in size, and our efforts to get more copies in only increases the likelihood more patrons will be able to check them out when they see it as opposed to waiting at all.

VHS was significantly reduced across the system. One odd change was with adult VHS at Fort Thomas. They saw a marked increase in circulations per item while they reduced their collection. The increase in circulation with a decrease in size is nothing we have not seen so far, but they went from 1.7 circulations per VHS in 2011/12 to over 4 per item in 2013/14. I cannot imagine it will be much longer before we consider removing VHS entirely.

Audio:

Audiobooks on cassette are a thing of the past unless we consider the juvenile books with cassettes (considered in Juvenile Fiction). With the exception of two remaining cassettes at Newport, this category is now entirely of CDs.

Collection sizes increased for adult, juvenile, and young adult. Circulation increased across the system for young adult audiobooks, with a marked increase at Newport (their average per item did not change, but we saw over 150 more circulations this past year than we did in 2011/12 with an increase in collection size). While these titles might be shelved as young adult, we must keep in mind the popularity of young adult titles with adult readers (listeners, in this case). A list of the top 20 circulating YA audiobooks as run in CollectionHQ shows that the Hunger Games series, Allegiant, City of Heavenly Fire, and other titles popular with both teens and adults may account for this increase the circulation of young adult audiobooks. The average circulation of adult audiobooks decreased (except for a slight increase at Fort Thomas), further adding to the idea that crossover titles in audiobook accounted for the increase in YA titles.

The increasing circulation of our digital collection might play some role in the decrease of the physical audiobooks. We see in the section *Downloadable Materials* further down that e-audiobook circulation accounted for 28% of the digital circulation by our cardholders. More notable, however, is the rise in e-audiobook circulation. We have more than doubled these circulations in two years, and we've seen a 64% increase in e-audiobook circulation since last year.

	2011/2012	2012/2013	2013/2014
e-audiobook circulation	5,244	6,645	10,897

Music:

Our average circulation per adult music CD decreased overall while collection sizes increased. This is like the DVD collection in that we worked to increase our copies to meet holds more quickly (we actually adjusted our ratio to 2:1 for music). Like DVDs, we cannot see a decrease in average circulation per item as a negative. We may however want to examine the music collection to more quickly weed the music which is not circulating so that we can increase the room for more popular items.

Software:

Games are popular, and the recent addition of mature-rated games to the collection has only increased their popularity. This increase in popularity is reflected in our numbers for each branch.

Except in a few cases where the item format for a game is actually labeled as software instead of as a game, the other few software items we have are all language instruction. There is no language software readily available on the market at this point which would replace these items as they get weeded, so the focus will be with books that have accompanying media, or on the acquisitions of a language instruction program online through subscription.

In light of the circulations above are we have to keep in mind two factors affecting our circulation: availability of materials, and popularity of those areas. Where we saw decreases in circulation from the last analysis we might attribute this to the fact that we have focused so much on weeding over the past two years that we have been unsuccessful at replenishing as much as we needed to. But we weeded based on circulation as well as popularity, and categories saw increases or decreases whether their collections sizes increased or not, and whether heavy weeding was done in that area or not.

We must also remember that the above table shows circulation figures from Polaris which uses an item's assigned branch, not the check-out branch, for the circulation number. CollectionHQ uses the check-out branch. In the next analysis we may find a table like the one above modified to reflect circulation as CollectionHQ sees it.

The best we can do is to try and identify the factors that are obviously creating circulation and work to emphasize those while removing the barriers to circulation that we can see. It is part science, and part finesse.

AGE OF COLLECTION

Kentucky Public Library Standards had until recently evaluated library collections by the age of publication, specifically the percentage of the collection that has been published within the last five years. Because of this, the previous two analyses showed the number of items in the Library published within each time frame. The recently revised Standards, the 5th edition, omit the standard regarding the age of a Library's collection. Future analysis Except in a few cases where the item format for a game is actually labeled as software instead of as a game, approach the collection's age differently in response not only to this change, but also with the increased use of CollectionHQ. One approach will most likely involve looking more carefully at publication dates of specific sections of the collection in consideration of the guidelines mandated by the CREW method.

Comparison of present and previous analysis

	Prior to 2000	2000-2004	2005-2009	2010-2014	
2014 Analysis	42,327	44,058	64,857	73,974	225,216
	18.8%	19.6%	28.8%	32.8%	
	prior to 1998	1998-2002	2003-2007	2008-2012	
2012 Analysis	50,666	54,451	77,990	81,437	264,544
	19.2%	20.6%	29.5%	30.8%	

(Numbers for this and following tables obtained from Microsoft Access query, "Age of Collection")

Overall we made slight changes from the 2012 analysis with regard to percentages in the 5-year groupings. We saw a larger increase in newer materials than we saw a drop in older materials, which can be seen positively. Because these numbers have nothing to do with circulation, we can only look at the percentages in terms of the former state standards. Even with our new targets in CollectionHQ, we may find these percentages do not dramatically change over time. Instead we should look at what categories of items make up the older publications to see if these percentages are possibly dragging down our circulation and taking up valuable shelf space.

Cold Spring

	Prior to 2000	2000-2004	2005-2009	2010-2014	
Cold Spring 2014	14,797	16,022	22,098	25,414	78,331
	18.9%	20.5%	28.2%	32.4%	
	prior to 1998	1998-2002	2003-2007	2008-2012	
Cold Spring 2012	16,617	17,054	25,010	22,722	81,403
	20.4%	21.0%	30.7%	27.9%	

Not much difference can be seen at Cold Spring from the Library as a whole, though Cold Spring made a bigger jump in newer items than the system did overall.

Fort Thomas

	Prior to 2000	2000-2004	2005-2009	2010-2014	
Fort Thomas 2014	10,907	11,912	19,808	24,793	67,420
	16.2%	17.6%	29.4%	36.8%	
	prior to 1998	1998-2002	2003-2007	2008-2012	
Fort Thomas 2012	15,165	16,970	25,248	26,401	83,784
	18.1%	20.3%	30.1%	31.5%	

Fort Thomas made noticeable improvement in the newer items and decreased their older items overall. This is expected based on the significant weeding they have accomplished over the past two years.

Newport

	Prior to 2000	2000-2004	2005-2009	2010-2014	
Newport 2014	16,623	16,124	22,951	23,767	79,465
	21%	20.3%	28.8%	29.9%	
	prior to 1998	1998-2002	2003-2007	2008-2012	
Newport 2012	15,806	17,933	26,143	24,616	84,498
	18.7%	21.2%	30.9%	29.1%	

The relative size of Newport's oldest collection actually increased. I cannot attribute this to any reason other than slow weeding, since each analysis looks at a different group of five year increments. It seems to be result retaining some of the older items which were included in the 2012 analysis, in addition to more items have been added to the two oldest groupings. In short, more weeding should be considered unless those items are of particular value to the collection in some historic or irreplaceable way.

Age of Collection and CREW

Collection Development Policy states that the Library uses the CREW method in de-selection. One factor CREW takes into account in considering items for de-selection is the age of the item. Some of these criteria are broad; others are more specific. The Library covers all areas of the collection annually by use of its weeding schedule, and we have put a lot of effort over the past two years to pull items which become outdated and which are not gathering circulation. Because of what will be an increasing focus on strategic acquisition in the coming months, focus on CREW will be even more critical as we replenish our shelves. Where we see a small percentage of items in more recently published materials, especially in critical areas as deemed by CREW, we see a need for more consistent ordering of materials. This is the purview of Collection Services for the adult and children's print collections, and of the young adult librarians for the YA print. Though we refer to the use of CREW in policy, the CREW method itself is a set of guidelines. Still, we can show how we stand now as far as our adherence to CREW with regard to publication date/age, and we can attribute success to the fact we have implemented more strategic weeding for more than two years. We can also see where we have room for improvement. The data shown is only intended to point out generalities at a given point in time, as it can change with each month's weeding and with every new order.

The following numbers were mostly obtained from Microsoft Access queries run on the collection as it existed June 30, 2014.   They excluded items that were designated as withdrawn.

Fiction

CREW pretty much relies on circulation alone for adult and juvenile fiction, so nothing will be added here for those two collections regarding age. However, CREW dictates that young adult fiction should be removed if older than 5 years, except classics. CollectionHQ will certainly keep us more vigilant about removing copies that are no longer in demand, as we are going to utilize a 2-year mark for considering it for removal; but we have a lot of work to do if we want to follow CREW more closely.

Young Adult Fiction	Published prior to 2009	Published 2010-2014
Cold Spring	945	1,864
Fort Thomas	1,021	1,817
Newport	1,600	1,967

We have basically 1,000 YA books at each branch that are over 5 years old, which CREW states should be removed (except for classics which I cannot at this point quickly pinpoint).That will be something we consider if we pursue core collections. I find it highly unlikely however that the majority of books we have in young adult fiction published prior to 2009 are "classics," and we should seriously take a strong look at what we intend for our young adult fiction collections, how much they circulate, and ask ourselves if they are not taking up too much shelf real estate.

Nonfiction

Nonfiction collections differ from fiction in that they are not as easily or as quickly replenished after they are weeded as extensively as they have been at Campbell County. Fiction is judged almost exclusively by its circulation, but nonfiction is also judged by its perceived potential value to be available to patrons as they require it. This is commonly referred to "just in case," and it's why CollectionHQ judges nonfiction by an ideal shelf allotment in addition to circulation, unlike for fiction.

When we see a large percentage of a nonfiction collection that is out of date according to CREW, it usually indicates failure to weed adequately, but it can also indicate that newer materials are needed. This is more and more the case with Campbell County. The Library has aggressively weeded the nonfiction collections, and we still have more to go. Before this weeding the ratio of current materials to older materials might not have been so apparent. Now, Collection Services must act on CollectionHQ to order the

recommended number of copies for these areas while the branches continue to weed. The cyclical process was always understood in theory, but we are now at the point where we can see the fruits of our efforts.   We may very well find that to replenish the shelves as much as we need to will require more spending than we can commit to. We might even have more evidence to reduce the actual shelf allotment for some of the less needed areas. We may also find it difficult to replenish an area with as many items as we are advised in CollectionHQ because of the nature of the publishing industry. There may simply not be enough new and well-reviewed items in print at the time we are reviewing a particular subject area.

The numbers below are only intended to guide us going forward in our weeding and selection. They may allow us to view weeding and selection differently for these areas from now on. Before CollectionHQ, Collection Services tried to manage the weeding process to conform to CREW with the use of focused lists given to each branch of items to pull. Since the branches have taken over running lists with CollectionHQ for items to pull, we have not looked into whether the items they are pulling are being reviewed for adherence to CREW in any way.

The tables below review specific nonfiction areas mentioned in the CREW guidelines, grouped into three time frames: those areas with the shortest "shelf life," those which are generally suspect within 3-5 years, and those which can remain in the collection somewhat longer, up to 10 years or until interest wanes.   CREW criteria for nonfiction generally apply across adult, juvenile and young adult collections, but I only showed the juvenile or YA collections if they were noteworthy. Because of call number variations and the inability to accurately determine from call numbers and titles alone the particular subject area of each book in these following Dewey groupings we should look at the numbers in the larger picture. Descriptions in quotes are taken from CREW[ix].

Shortest Shelf Life (1-2 Years)

004 (Computers) – "Works on computers are seldom useful after three years; and works on hardware and software have an even shorter life span of 1-2 years."

Branch	Pre-2012	2012-2014
Cold Spring	27	8
Fort Thomas	20	17
Newport	30	15

There are not a lot of books in this area, and perhaps more books are in other call numbers, but we see that we have more books with older publication dates than newer ones, indicating a need for focus.

600 (Medicine & Health) – "Weed ruthlessly when it comes to current medical practices…Keep only the current year plus the previous year (one reference, one circulating) of PDR and other prescription and over-the-counter drug directories."

PDR	Pre-2013	2013-2014
Cold Spring	7	2
Fort Thomas	6	2
Newport	7	2

The 600s cover a large range of topics some of which are also referred to specifically like the PDR above (motor vehicle repair books, for example). Oversight will be easier once we have broken down the Dewey categories in CollectionHQ. In general, all else in the 600s should not be kept over 5 years without being carefully reviewed. Just a look at the median and average ages of these collections gives us insight into where we need work. Cold Spring for example requires more work on the weeding. All three branches require more updated materials, particularly for Fort Thomas juvenile, where they have about 300 fewer items in their collection.

600s	Median Publication Age	Average Publication Age
Cold Spring Adult	1991	1988
Fort Thomas Adult	2008	2007
Newport Adult	2008	2006
Cold Spring Juvenile	2003	2004
Fort Thomas Juvenile	2003	2003
Newport Juvenile	2005	2004
Cold Spring YA	2009	2009
FT YA	2009	2009
NWYA	2008	2008

910 (Geography and Travel) – Guidebooks are outdated within a year or two. Keep no longer than three years.

910s	Median Publication Age	Average Publication Age
Cold Spring Adult	2011	2009
Fort Thomas Adult	2011	2009
Newport Adult	2010	2008
Cold Spring Juvenile	2003	2003
Fort Thomas Juvenile	2004	2003

Newport Juvenile	2004	2003

This Dewey area covers guidebooks as well as travel memoirs and books of travel interest. A more detailed search is necessary to pull out the guidebooks from the rest, and in the case of the juvenile collection the 910s are obviously not travel guides per se. Cataloging decisions to place travel guidebooks in other Dewey classifications and the possibility that some books in this section are still useful regardless of having been published prior to 2012 make this an area to review, especially for stronger acquisition consideration.

3-5 Years

306 (Culture & Institutions) – "Unless a book has an historical approach, the topic is usually outdated within five years." We see below that review is needed especially in the juvenile collection.

306s	Median Publication Age	Average Publication Age
Cold Spring Adult	2008	2007
Fort Thomas Adult	2008	2007
Newport Adult	2007	2006
Cold Spring Juvenile	2005	2004
Fort Thomas Juvenile	2004	2003
Newport Juvenile	2001	2002

320 (Political Science) – "For books on current political topics, weed within five years of publication".

320s	Median Publication Age	Average Publication Age
Cold Spring Adult	2010	2008
Fort Thomas Adult	2010	2008
Newport Adult	2010	2008
Cold Spring Juvenile	2009	2007
Fort Thomas Juvenile	2004	2006
Newport Juvenile	2004	2005

I did not try to consider which of the 320s are books on "current political topics." The above are simply all the 320s to get an idea of percentages, which do not appear to indicate too old of a collection in general especially when considering the median age. By further breaking down Dewey groups in CollectionHQ as mentioned above, we can begin to more easily identify the topics within the range.

323 (Immigration & Citizenship) – All testing books should be completely up-to-date (as should be the case with any testing books).

We only have two such testing booklets and both are 2014. Whether we need more requires a look at circulation and perhaps at our demographics.

330 (Economics) – These date quickly, especially those on personal finance, real estate investing, job hunting and careers. Three years is considered the maximum.

330s	Median Publication Age	Average Publication Age
Cold Spring Adult	2009	2008
Fort Thomas Adult	2010	2009
Newport Adult	2009	2007

This area leans to older items, somewhat more so at Newport. Even when one takes into consideration the books on more general topics of economics or of its history it is obvious we need to look at this area more thoroughly.

340 (Law) – Never keep superseded editions even for heavily used subjects like divorce and bankruptcy.

Legal Advice*	Pre 2013	2013-2014
Cold Spring	51	7
Fort Thomas	32	8
Newport	98	8

(*includes bankruptcy, divorce, legal forms, taxes, estate planning, retirement, legal counsel, etc.)

There seems to be strong inclination to retain these outdated legal advice books on topics that change regularly. This indicates a need to focus on acquisition of new materials for these subject areas.

Law school testing	Pre 2012
Cold Spring	3
Fort Thomas	1
Newport	2

Study guides for law school have a maximum of three years, unless significant changes have occurred. Branch Managers discontinued acquiring LSAT books on standing order, so we must remember to order updated books if we feel they are even needed in the collection. We should remove the few we have remaining entirely as they are outdated, or consider resuming updated copies based on circulation. We have nothing later than 2011.

All other areas should generally be kept no more than 5 years. Below we see we should review this area entirely especially at Newport and Cold Spring.

340s Overall	Median Publication Age	Average Publication Age
Cold Spring Adult	2009	2007
Fort Thomas Adult	2010	2009
Newport Adult	2007	2006

350 (Public Administration) – Keep up-to-date and discard outdated editions of any books on government policies or manuals about administration.

350s	Median Publication Age	Average Publication Age
Cold Spring Adult	2009	2006
Fort Thomas Adult	2009	2008
Newport Adult	2006	2005

We'll need to review this collection to know which books are specifically about policies or administration, though the age of Newport's collection indicates review is in order.

370 (Education) – Discard all outdated theories, checking with educator if in doubt. Discard all books about getting an education-college guides and exam books-will be outdated within 5 years.

370s	Median Publication Age	Average Publication Age
Cold Spring Adult	2009	2008
Fort Thomas Adult	2009	2008
Newport Adult	2008	2007

I did not pull out the college guides and exam books. Many of those are on standing order so the newest editions come in annually and remind the branches to weed the older one. We must be sure to not leave such booklets on the shelf longer than the previous year's.

After 5 to 10 Years

360 (Social Services) – This is another broad section, most of which can be retained until interest wanes and weeded on low circulation. However, social welfare topics and popular issues should be scrutinized for outdated language and methods, such as dealing with medical and social issues. Work will need to be done to identify items on these subjects, and again, breaking out the Dewey areas in CollectionHQ will help in this regard.

360s	Median Publication Year	Items published in last 5 years

Cold Spring	2007	160
Fort Thomas	2008	125
Newport	2006	172

395 (Etiquette) – Weed as subjects become dated.

Branch	Median Publication Year
Cold Spring Adult	2006
Fort Thomas Fort Thomas	2008
Newport Adult	2006
Cold Spring Juvenile	2001
Fort Thomas Juvenile	2004
Newport Juvenile	2002

There are about 40 books at each branch in this subject range, a small range but one where a quick review can be easily conducted. The few juvenile books we have may be outdated.

400 (Language) – Discard as they become visibly outdated; replace stock dictionaries at least every 10 years, the maximum for most items in this area. CollectionHQ indicates a need to focus on language acquisition, particularly in Japanese and French. Good up-to-date stock dictionaries are also indicated.

Branch	Pre-2004	2004-2014
Cold Spring	50	52
Fort Thomas	30	53
Newport	28	66

500 (Natural Sciences) – In general, anything over 5 years is suspect when dealing with specific topics and not just history, particularly physics and the environment.

The adult 500s are relatively small compared to the juvenile 500s, so the children's collection will be one that we break down in CollectionHQ into manageable sections.

500s Overall	Median Publication Age	Average Publication Age
Cold Spring Juvenile	2003	2004
Fort Thomas Juvenile	2004	2003
Newport Juvenile	2004	2003

510 (Mathematics) – In general, anything over 10 years should be reviewed, but always review books for outdated methods such as the Metric System and "new math".

510s	Median Publication Age	Average Publication Age
Cold Spring Juvenile	2003	2005

Fort Thomas Juvenile	2004	2003
Newport Juvenile	2005	2004
Cold Spring Adult	2004	2003
Fort Thomas Adult	2007	2007
Newport Adult	2006	2005

This and the following two areas require review for outdated content and one where we can provide newer resources.

560 (Paleontology) – In general, anything over 5 years should be reviewed for being out-of-date.

560s	Median Publication Age	Average Publication Age
Cold Spring Juvenile	2003	2003
Fort Thomas Juvenile	2004	2003
Newport Juvenile	2005	2003

570 (Life Science) – In general, anything over 7 years should be reviewed for being out-of-date. Use 5 years for books on genetics, human biology and evolution. Weed dated titles on ecology regardless of accuracy of information.

570s	Median Publication Age	Average Publication Age
Cold Spring Juvenile	2003	2004
Fort Thomas Juvenile	2004	2004
Newport Juvenile	2002	2002
Cold Spring Adult	2008	2006
Fort Thomas Adult	2009	2007
Newport Adult	2007	2004

There are very few 560s and 570s in the other collections.

630 and 635 and 636 (Agriculture, Horticulture, Pets) – In general, 5 years

630s, 635s & 636s	Median Publication Age	Average Publication Age
Cold Spring Adult	2007	2005
Fort Thomas Adult	2007	2006
Newport Adult	2004	2003
Cold Spring Juvenile	2003	2004
Fort Thomas Juvenile	2003	2003

Newport Juvenile	2005	2005

640 (Home Economics) – This is a broad and very popular category.   "Be ruthless in weeding old cookbooks." Focus especially on outdated celebrity cooks and fad diets. Replace outdated editions when new one available; do not retain older editions. In general, all else consider suspect in 5 years.

640s Overall	Median Publication Age	Average Publication Age
Cold Spring Adult	2008	2006
Fort Thomas Adult	2008	2007
Newport Adult	2007	2005
Cold Spring Juvenile	2001	2002
Fort Thomas Juvenile	2002	2003
Newport Juvenile	2006	2004

A good portion of the collection budget should be dedicated to this high traffic area. These get a lot of circulation per item, so it is feasible this one area alone could increase its circulation dramatically if we were to remove much of the older books and add in fresh new content. The juvenile collections appear more dated than the adult collections, as is pretty typical across all the areas.

649 (Child Rearing) –In general, consider suspect in 5 years.

649s	Median Publication Age	Average Publication Age
Cold Spring	2006	2005
Fort Thomas	2008	2006
Newport	2005	2004

720 (Architecture) –In general, weed after 10 years regardless of circulation. Focus on removing outdated mention of building codes and any trends or celebrity designers.

720s	Median Publication Age	Average Publication Age
Cold Spring Adult	2006	2003
Fort Thomas Adult	2009	2007
Newport Adult	2006	2006
Cold Spring Juvenile	2004	2003
Fort Thomas Juvenile	2003	2004
Newport Juvenile	2003	2002

737 (Numismatics) –"Keep stamp and coin catalogues up-to-date, replacing books that provide market valuations and price guides after 5 years. Keep a current edition and one previous edition of price guides that are updated yearly."

737s	Pre-2010	2010-2014
Cold Spring Adult	0	17
Fort Thomas Adult	0	12
Newport Adult	0	9

770 (Photography) – In general, 5 years is the maximum.

770s	Median Publication Age	Average Publication Age
Cold Spring Adult	2010	2010
Fort Thomas Adult	2009	2008
Newport Adult	2011	2010

Again, the above areas are not exhaustive. We must utilize all criteria set forth in the CREW method, as well as additional criteria we feel are important for Campbell County patrons. Collection Services has made successful efforts to convey as much data as possible to the branches to inform their weeding. Prior to CollectionHQ it did this by using targeted lists of materials specific to the area being weeded each month and then tracking what was actually weeded from those lists. We saw some success with this, the consistency in following a schedule has never been obtained. With CollectionHQ, the responsibility for running the reports of items to consider pulling is that of the branch managers and those to whom they delegate this task. Again, as before CollectionHQ, the branches each have their own methods and schedules for adhering to running the reports.

Collection Services will continue to use CollectionHQ to select materials for the collection and to analyze how we have improved or deteriorated over time. But despite the use of CollectionHQ or any other available tool to assist in de-selection, weeding will always be a time-consuming task. It might be beneficial in the future to return to using CREW guidelines as we did last year in the creation of "focused" and "must-weed' weeding lists in order to assist the branches better follow CREW guidelines for specific collections and Dewey ranges.

DOWNLOADABLE MATERIALS

Ebooks, eaudiobooks, downloadable music and video are used increasingly by patrons as evidenced in statistics of the statewide consortium, Kentucky Libraries Unbound (KLU). The devices for downloading library content become increasingly more affordable, and the applications for these devices increase. As I quoted before, "…viewers will become accustomed to watching whatever they want…on whatever screen is at hand or best suited for the moment…"[x]

With regard to managing collections within KLU, limitations exist. The primary advantages to being a member of such a large consortium are lower subscription costs, and access to everything that the member libraries purchase for the consortium. One primary drawback, however, is the often lengthy wait time to receive an item, as most titles in KLU are limited to one user at a time. The allure of instant access to the items of your choice quickly fades when one realizes there is a waiting list just like for physical books. There is no panacea for this issue. Copyrights and licensing issues vary among publishers, and the publishing houses vary in their willingness to open wide the doors to multiple access to their digital titles.

One area Campbell County can focus on within managing the titles it purchases is to purchase the titles popular across other formats. As the consortium has grown, and as our patrons are more and more comfortable and adept with their digital devices, developing a collection that mirrors our own patron interests has not kept up at the same pace. Likewise, it would benefit our patrons greatly if we could proactively seek out the titles digital readers are wanting; these may be different from the titles popular in other formats.

It is reasonable to expect that downloadables will become as ubiquitous as mobile phones. But the demand for content will be constant, as generations grow up used to digital media before anything else, and they come to expect it. We cannot be caught behind the eight ball when that generation comes to the library via their devices expecting something to read, only to find they still have to wait for it to be purchased or "checked back in" by another patron.

Because numbers are not obtained from any static source, numbers below may differ from those reported to the State depending on date run.

Collection

Campbell County Public Library offers eBooks, e-Audiobooks, and digital Music and Video through a consortium called Kentucky Libraries Unbound. The consortium

consists of 97 Kentucky libraries which share a combined collection of digital materials. For reporting purposes, all materials in this shared collection are considered to be "owned" by each library. Additionally, approximately half the participating libraries, including Campbell County, invest in a separate but connected collection of titles that are referred to as an "Advantage collection". Advantage titles are considered to be "owned" by the purchasing Library exclusively. The service is provided through a contract with Overdrive Incorporated, who develops and distributes the necessary software, provides technical support, and functions as the sole vendor for materials. Campbell County Public Library was one of the original members of the consortium which started with 13 libraries in November of 2006. The collection consisted of approximately 75 titles when the service went live.

The Advantage Collection

The biggest recent change to the digital collection has been the decision to invest in an Advantage collection for Campbell County. This collection, started in September of 2013, allows us to reserve purchased titles for the exclusive use of our own patrons. While controversial in the early days of the consortium, Advantage collections have proven a necessary tool for managing wait times and availability for the majority of consortium members. Our Advantage collection has performed exceptionally, and currently fills approximately 40% of our checkouts in any given month. It has reduced our average holds wait time by over 3 days. It has also dramatically increased the number of bestselling authors and titles that are immediately available for checkout to a browsing patron. This has been accomplished with an Advantage collection of only slightly over 5,500 copies.

Collection Statistics

Digital materials are more ephemeral than physical materials by their very nature. Differences in legal status make questions of ownership and local control much hazier when dealing with digital materials. Some of our titles function on a subscription basis, offering simultaneous checkouts as long as the subscription is maintained. Titles from some publishers are leased for limited time periods, or by number of "uses" allowed. Local content titles have an arbitrary number of copies in the system, usually 50, that can be changed at any time. Among librarians who work with digital materials, it has proven more meaningful to speak in terms of unique number of items.

Given the above, some conventions must be agreed on to discuss the total number of "copies" in a digital collection. Titles leased by time period are counted as owned copies while they are present in the collection. Titles purchased by license are counted

by what the publisher considers a unit. HarperCollins, for example, sells their titles with 26 uses, after which they expire. When counting copies of HarperCollins titles, one therefore considers every 26 licenses purchased, or remaining fraction thereof, as an individual "copy". Subscription titles are counted according to an arbitrary number set by the state for reporting purposes. This means that the exact number of items in a collection can actually change from day to day.
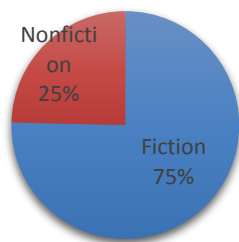
Collection Breakdown

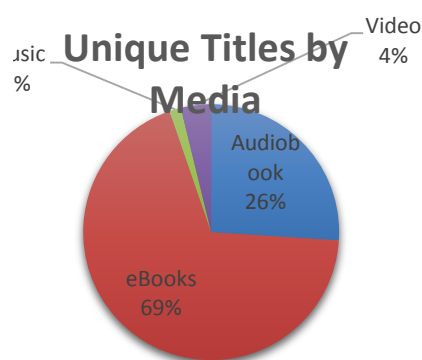The collection currently consists of 42,600 unique titles, between the shared and Advantage collection.

	Consortium Collection		CCPL Advantage Collection		Titles unique to Advantage Collection*
	Individual titles	*Total copies*	*Individual titles*	*Total copies*	*Individual titles*
Ebooks	28,142	73,647	4,429	4,711	1,496
Audiobooks	10,628	20,342	706	724	140
Video	1,534	10,111	137	137	59
Music	599	2,397	n/a	n/a	n/a

(*Titles unique to Advantage Collection refers to title not owned by the consortium, but purchased for the CCPL Advantage Collection.)

Unique Titles
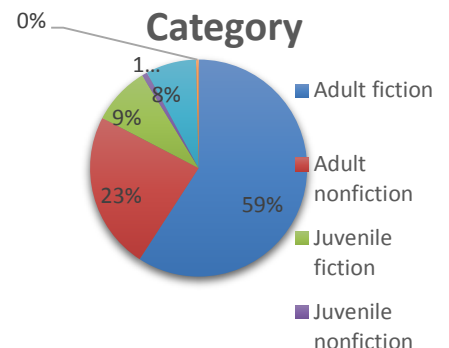- Nonfiction 25%
- Fiction 75%

Unique Titles by Media
- Music %
- Video 4%
- Audiobook 26%
- eBooks 69%

Unique Titles by Category
- 0%
- 1...
- 8%
- 9%
- 23%
- 59%
- Adult fiction
- Adult nonfiction
- Juvenile fiction
- Juvenile nonfiction
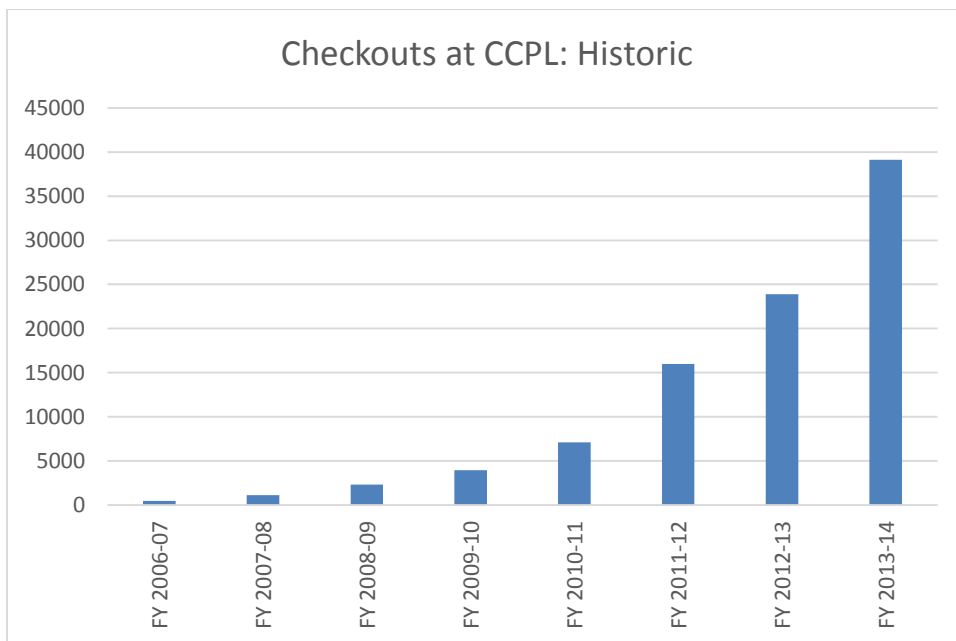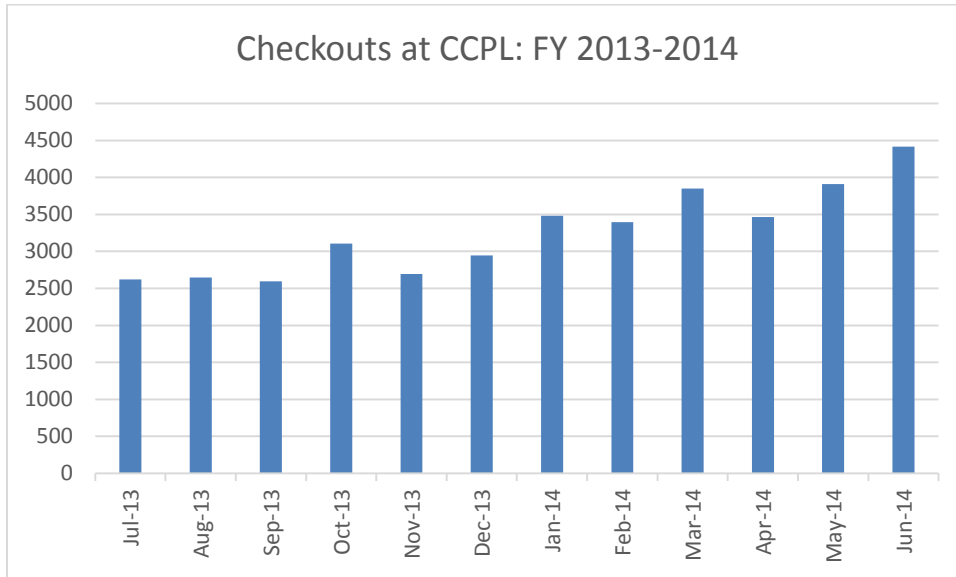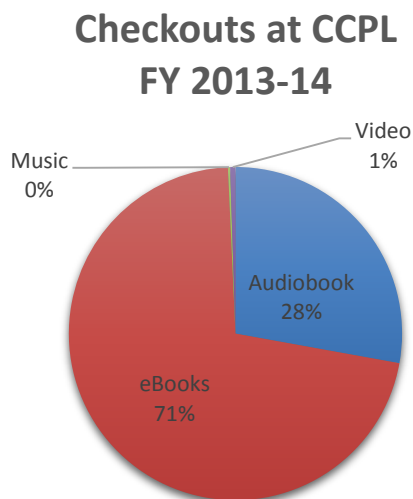
Circulation

Circulation increased by approximately 58% during the 2013-2014 fiscal years. The following graphs represent individual item checkouts by Campbell County patrons, just as circulation is normally counted for items in the physical collection. The total Circulation for FY 2013-14 was 39,132

Checkouts at CCPL: FY 2013-2014

Month	Checkouts (approx.)
Jul-13	2600
Aug-13	2650
Sep-13	2600
Oct-13	3100
Nov-13	2700
Dec-13	2950
Jan-14	3480
Feb-14	3400
Mar-14	3850
Apr-14	3450
May-14	3900
Jun-14	4400

Checkouts at CCPL: Historic

Fiscal Year	Checkouts (approx.)
FY 2006-07	400
FY 2007-08	1000
FY 2008-09	2200
FY 2009-10	3900
FY 2010-11	7100
FY 2011-12	16000
FY 2012-13	23800
FY 2013-14	39100

Circulation by Media Type

EBooks account for the majority of circulation for the Kentucky Libraries Unbound collection. They continue to outpace e-Audiobooks in popularity, and now account for over two thirds of overall circulation. In FY 2009/2010 Audiobook circulation was roughly four times that of eBooks.

Checkouts at CCPL FY 2013-14

Video 1%
Music 0%
Audiobook 28%
eBooks 71%

Adult materials dominate the overall circulation, accounting for approximately 85% of the checkouts on any given month. YA titles follow as a distant second, with approximately 10% of the checkouts. The belief among both digital content vendors and many Librarians is that YA and Juvenile titles will see a sharp increase in circulation, relatively speaking, over the next two to three years, as devices become cheaper, and older devices are passed on to children and younger siblings.

Other trends that will undoubtedly influence circulation in the near future are additional streaming formats, additional publishers, and the continuing adoption of more advanced mobile devices by our service community. The circulation of streaming video, introduced approximately three months ago, has already well surpassed the video circulation for the entire previous year. As OverDrive introduces streaming audio, circulation will increase in that area as well. The dramatic increase in the number of available publishers this year has also made a difference in both the breadth of the collection, and the perceived utility of the collection by our patrons. This, coupled with the decreased wait times and better browsing ability provided by our Advantage collection are possibly the biggest factors fueling the current circulation increases.

OTHER COLLECTIONS

Book Discussions and Book Kits

The Library borrows, through Interlibrary Loan, multiple copies of the same title several times throughout the year for book discussions. Borrowing book kit books from many different libraries is a time-consuming process, but it prevents us from buying multiple copies which may never be needed after the groups meet.

The Library currently owns more than 109 book kits. The circulation on these is low enough, however, that we decided to remove the collection in its entirety.   Further, because we are not developing a new book kit collection, there is no need to continue to practice of selecting 1 titles out of each 6 book discussion titles to make into a kit. The decision to purchase versus borrow via ILL will be the work of the Collection Services Coordinator and the ILL specialist, and more action will be taken to promote circulation of these multiple copies before and/or after the group holds its discussion.

Special Collections

As said in the section about KDLA's Public Library Standards above, the Library's Collection Development Policy does not specifically state that we devote selection experience to providing materials for any special segment of the population. It would be beneficial to including in the Policy a formal statement, even brief, about how special segments of the population are addressed. One reason to consider our selection policies for special segments of the population stems from the not infrequent request for purchases of several copies of a title that will be discussed in a school reading program or other such venue. While it is always beneficial to have an item available which schools or special interest groups will be reading, it is not clear whether we are to put priority on ordering several copies of a title simply for this select group. This also begs the question of the priority we place on purchase requests for such items when they are being asked of us from a patron using their teacher card. There may indeed be no difference at all between these types of patrons and others as far as replying to requests. It is something that is not clearly stated in selection policies, and it should be explored.

CLOSING

Our primary goal is to examine our collection on a continual basis, and the true value of the analysis stems from showing where we intended to be and whether or not we got there. It also offers us a chance to stand back and look at the collection as a whole and identify things we might not have seen in our day-to-day work. Ideally, however, we should not be taken by surprise by much if any of the data. If we are focusing on our long-term goals every day, then we should not be blind-sided by much when we review things every two years.   I hope this analysis will foster even more examination of and devotion to the collection. It is easy to get distracted by the daily details of the Library only to later realize we may be making broad assumptions about our collection. By stepping back we can challenge these assumptions and try to answer questions about our own collection that have stymied librarians for generations. For example, is it better to assess our collection on what think we *ought* to have, or should we gauge it by how our patrons utilize it? How accurately does in-house use or linking to a database *really* indicate usage? Which has greater value: the book that gets used once in its lifetime but whose use yields a great discovery that benefits mankind; or the book which circulates more than all others but whose sole purpose is pleasure reading?

Collection Services has made great strides in focusing on various areas of the collection not given much attention before: weeding, holds, requests, and more. Because of this attention the rest of the staff has become much more involved in collection development. Circulation staff has it as second nature now to immediately report requested items they cannot find, and we have thus eliminated the potential for a backlog of thousands of long-waited items like we saw in 2011. Patrons are increasingly aware of the fact they can directly request items themselves, and requests made for patrons from Reference staff continue to be grow. We have increased awareness of our items and worked to target them to the people interested in them by increasing the marketing of reader's advisories such as BookLetters, gaining us circulation and subscribers to these services. Cross-marketing such as the recent implementation of hyperlinks in records to other items of interest and pop-up messages to alert Circulation staff to recommend titles create a staff that are becoming ambassadors for increasing circulation and, ultimately, enjoyment of the collection. We have expanded the availability of items to check out in our digital collection by implementing the Advantage Collection. We began promoting multiple copies of books prior to their use for book discussions, and garnered circulation we never had before from these items.

We have made many changes in two years, and we are well positioned to begin the work we are now assigning ourselves for the next two years, and to add to the discussion of what remains to be done in the future.

APPENDIX A – REGISTERED PATRONS

Patrons by Code[xi]	Cold Spring	Fort Thomas	Newport	Total
Adult	15,846	10,384	13,147	39,377
Adult Limited	31	227	712	970
Adult Outreach	20	11	97	128
Book Buddies	7	4	2	13
Juvenile	392	337	348	1,077
Juvenile AV	2,872	1,897	1,892	6,661
Juvenile Limited	70	163	661	894
Juvenile OC	12	3	10	25
Juvenile OC AV	138	27	77	242
Juvenile Outreach	15	0	0	15
Kenton County	491	321	803	1,615
KY Public Libraries	208	91	121	420
NKU	506	78	36	620
Non-Resident	4	0	5	9
Pendleton County	482	16	16	514
Staff/Board	35	28	53	116
SWON	45	68	111	224
SWON-CIN	99	158	424	681
Teacher	245	154	121	520
Volunteer	13	3	9	25

New Patrons (July 2013-June 2014)[xii]

Cold Spring	1,974
Fort Thomas	1,417
Newport	2,284
Total	5,675

APPENDIX B – COUNTY DEMOGRAPHICS[xiii]
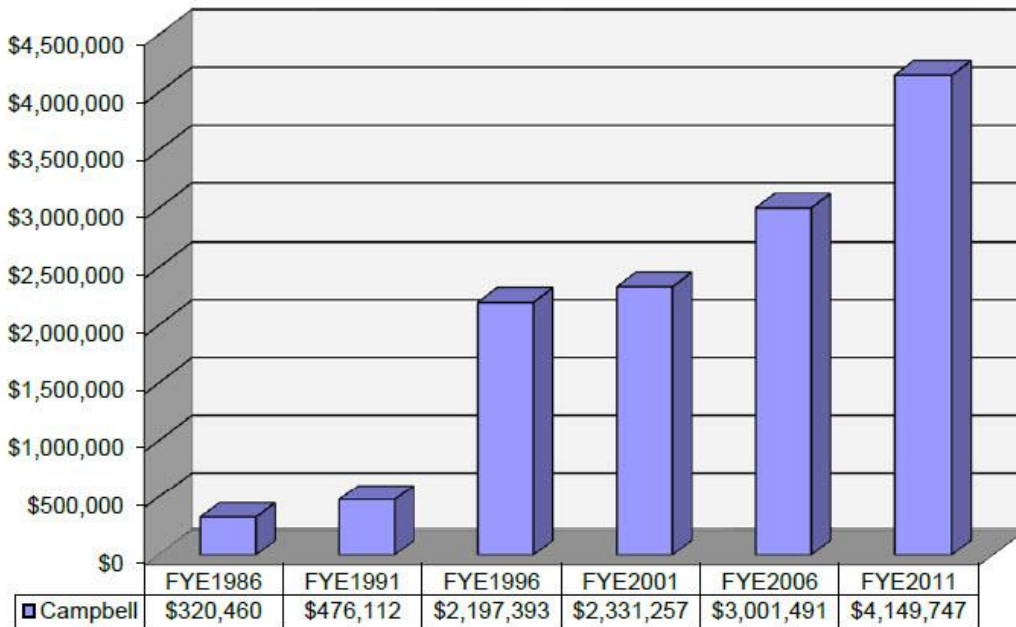
Campbell County

Total population	90,988
Population under 18 years of age	20,472
Population 65 years of age and older	12,010
Caucasian/White population	93.3%
African American population	2.7%
Hispanic/Latino population	1.7%
High School graduates (no higher)	21.2%
Bachelor's Degree or higher	27.5%
Median household income	$53,580
Percent unemployed	5.5%
Percent of total persons below poverty level	12.4%
Percent of persons below 18 below poverty level	17.2%

APPENDIX C – CAMPBELL COUNTY PUBLIC LIBRARY TRENDS[xiv]

The following charts were included (along with others which I have since omitted) in the previous analyses but the numbers are exactly the same as no updated graphs have been done by the state.

Total Circulation

	FYE1986	FYE1991	FYE1996	FYE2001	FYE2006	FYE2011
Campbell	188,630	190,751	295,820	706,070	866,656	978,802
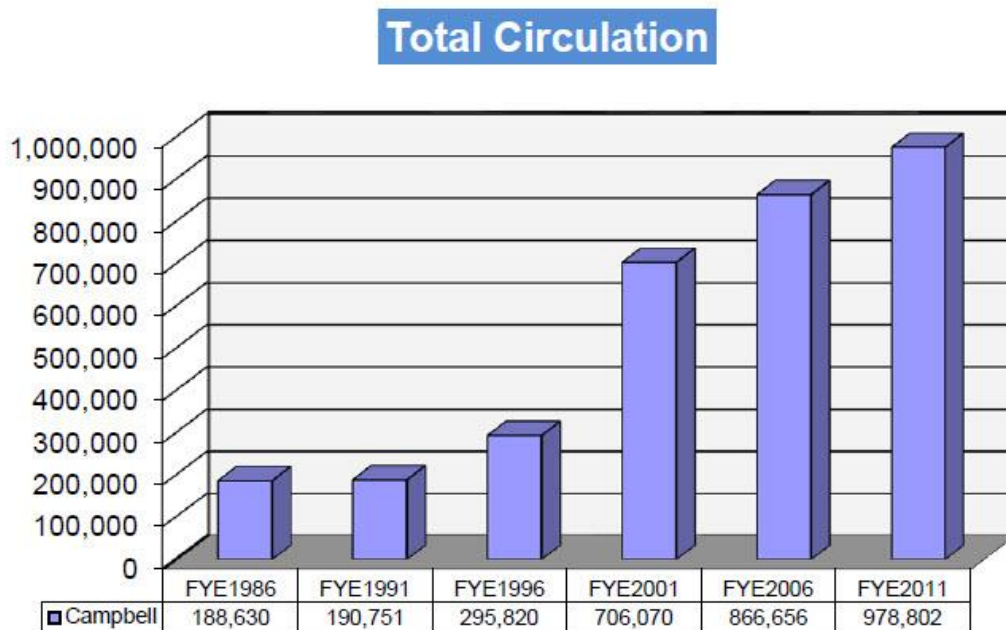
Total Expenditures

	FYE1986	FYE1991	FYE1996	FYE2001	FYE2006	FYE2011
Campbell	$320,460	$476,112	$2,197,393	$2,331,257	$3,001,491	$4,149,747

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