

National Library Services Trends

NLST – OR1: Managing and Promoting the Collection

In an effort to stretch budget dollars and to respond to patron interests, it has become increasingly important to make certain that collection purchases are relevant. Public libraries across the nation have modified their collection development policies towards providing a “popular collection” or a collection tailored by patron demand.¹ From this trend, analyzing circulation statistics to determine purchasing decisions has emerged. By looking at circulation statistics, conclusions are made regarding a particular library population’s reading preferences.² This has proven to be most beneficial in multi-branch systems. Low-demand materials at one branch can be re-assigned to a branch with higher demand. Likewise, books similar to popular titles can be promoted to meet patron interest.

Implications for JCPL

- This action will prove not only fiscal responsibility, but also responsiveness by meeting patron interests.
- Materials that have been popular but are no longer can be identified and removed to make room for newer, higher interest items.
- This process has been practiced to some degree, by generating zero circ reports and facilitating, most often, next day delivery from one branch to another. However, utilizing available software, a more comprehensive approach can be achieved.

¹ Kelley, Michael. "A Toolkit For Taking Stock." *Library Journal* 137.15 (2012): 18-20. *Library, Information Science & Technology Abstracts*. Web. 8 Dec. 2012.

² Kelley, Michael and Meredith Schwarts. "EBSCO Launches Collection Management Tool." *Library Journal* 137.8 (2012): 15-16.

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NLST – OR2: Exploring BISAC Classification in Public Libraries

Libraries across the nation continue to consider new ways to help patrons help themselves. During the 2008 PLA Conference, sessions asked the question “Why Do We Dewey” and “Dewey or Don’t We.”³ During 2012, Evansville Vanderburgh Public Library (EVPL) became the first library in Indiana to make the move to BISAC.⁴ As at other libraries across the country, EVPL’s goal was to increase circulation of their adult non-fiction collection; of which 75% had not circulated in almost a year’s time.

The Dewey Decimal Classification (DDC) is the world’s most widely used classification system and has been used predominantly at public libraries since anyone reading this was born. However, the thought of abandoning the very thing that brought order to our non-fiction collections since we first began visiting our neighborhood libraries needs to be considered.⁵

BISAC arranges materials by word-based subject headings as opposed to the traditional decimal-based DDC system.⁶ While the DDC call number acts as the specific address where an item resides in a library, adding access points by increasing the number of descriptors or subject headings should also be considered.

Implications for JCPL

- This bold move lends itself to being more intuitive and natural, giving a different “feel” to coming to the library, thereby encouraging use.
- This arrangement lends itself to browsing as one would in a store. This approach makes those who are not familiar with library classification schemes more welcomed, which would in turn draw in the library non-users.
- Research circulation trends at other libraries to see effects of BISAC classification.

³ Fister, Barbara. “The Dewey Dilemma.” *Library Journal* 134.16 (2009): 22-25. *Library, Information Science & Technology Abstracts*. Web. 8 Dec. 2012.

⁴ “BISAC Classification Launched to Replace Dewey at Branch in Evansville.” *Focus on Indiana Libraries* Nov/Dec 2012 10.

⁵ Kaplan, Tali Balas, Andrea K. Dolloff, Sue Giffard and Jennifer Still-Schiff. “Are Dewey’s Days Numbered?” *School Library Journal*. Oct. 2012 24-28.

⁶ Martin, Kristin. “ALCTS E-Forum: BISAC and Beyond: Making Word-Based Classification Your Own.” April 17-18, 2012.

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NLST - OR3: Moving from Print to Digital Magazines & Newspapers

"Whether driven by technology or budgets, content is changing. E-content in the form of books, journals and aggregated databases is superseding print content."⁷

When Newsweek announced they would no longer provide a print edition of its 80 year old news magazine and that they were transitioning to an all-digital format in early 2013, every public librarian sat up and took note. Magazines and newspapers have been dwindling as publishers fight to keep advertisers and reduce publishing costs. Most publications offer an online version often including additional news features. According to a recent survey by the Pew Research Center's Project of Excellence in Journalism, "a third of all U.S. adults check their devices at least once a week to read up on the news."⁸

Implications for JCPL

- With most of the branches of JCPL almost busting at the seams, providing digital content will lessen the demands for space.
- Providing digital content meets the "modern" library patrons' expectations.

⁷ Collins, Tim. "The Current Budget Environment and Its Impact on Libraries, Publishers and Vendors." *Journal of Library Administration*; Jan 2012, Vol. 52 Issue 1, p30.

⁸ Mlot, Stephanie. "Tablets, Smartphones Spur Mobile News Consumption." *PCMag.com*; Oct. 1, 2012.

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NLST – OR4: Providing Succession Planning and Leadership Development

Two popular catch phrases across many industries looking to survive the 21st Century are “Succession Planning” and “Leadership Development.”

Succession planning is the “identification and development of potential successors for key positions in an organization, through a systematic evaluation process and training. ... Succession planning is largely predictive in judging an individual for a position he or she might never have been in.”⁹

Leadership development is the precursor to succession planning as it is the “teaching of leadership qualities, including communication, ability to motivate others, and management, to an individual who may or may not use the learned skills in a leadership position.”¹⁰

Implications for JCPL

- Succession planning lends itself to a more seamless transition between not only key leadership positions, but also creates an opportunity for a potential successor to be “groomed” and prepared for additional responsibility.
- Could be a means of rewarding high performers and keeping them with JCPL, instead of them seeking greater adventures elsewhere.
- This approach taps into the collective talent as opposed to operating under the traditional top down approach.

⁹ <http://www.businessdictionary.com/definition/succession-planning.html#ixzz2Emdq20CO>

¹⁰ <http://www.businessdictionary.com/definition/succession-planning.html#ixzz2Emdc1yx7>

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NLST – OR5: Reserving Time for the RDA Transition

RDA is the new AACR2.¹¹ AACR2 being the Anglo-American Cataloging Rules, Second Edition, which was adopted in 1978 as an update to the initial AACR, which was adopted in 1967. The Resource Description and Access (RDA) cataloging code was released in June 2010. The Library of Congress (LC) announced that it will have RDA fully implemented by March 31, 2013.¹² Likewise, the LC partner libraries (the U.S. National Agriculture Library and National Library of Medicine and the non-U.S. British Library, Library & Archives of Canada, Deutsche Nationalbibliothek, and National Library of Australia) have announced that they will have RDA fully implemented by mid-2013.

AACR, AACR2 and RDA basically dictate the format of the bibliographic portion of how items are cataloged. Indicating what information needs to be included such as author, title, publication information, physical description, format, notes, subject headings, etc. RDA is unique from its predecessors because it was designed for the online environment. The predecessors were designed for the card catalog. RDA also provides better accommodation for non-print items, including formats such as eBooks.

Implications for JCPL

- Since the Library of Congress is making RDA the standard and an estimated 70% of our cataloging records come from LC we need to understand the new formatting. Staff will need to receive appropriate training.¹³

¹¹ Adamich, Tom. *RDA (Resource Description and Access): The New Way to say "AACR2"* Knowledge Quest. March/April 2008 pgs. 64-69.

¹² Hart, Amy. *Getting Ready for RDA: What You Need to Know* Library Media Connection. October 2010 pgs. 30-32.

¹³ *Library of Congress Announces Its Long Range RDA Training Plan (Updated March 2, 2012)* http://www.loc.gov/catdir/epso/news_rda_implementation_date.html accessed 12/12/2012.

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NLST – OR6: Combining Service Points

As patron needs evolve, many libraries are considering combining service points to maximize staff and better meet the needs of in-house patrons. In many public libraries, this may look like combining the reference and circulation desks into an “information commons.” Historically, libraries have had several service points determined by function, including the circulation desk, reference desk, and children’s services desk. However, in order to make library service less confusing to the patron and to compensate for staff shortages due to budget constraints, some libraries are adopting the combined service-point strategy. A combined service desk offers “one-stop shopping”, meaning patrons only need to visit one desk to get all the help they need.¹⁴

Benefits for the “information commons” model include convenience for the patron, reduced staffing demands which frees up time for staff to work on other projects, and a well-rounded staff, knowledgeable about several departments in the library.

Implications for JCPL

- JCPL currently offers this model at the Trafalgar Branch. Other branches could adopt this strategy where the physical lay-out of the building makes it a possibility.
- Cross training would be essential to ensure all staff members are capable of sharing common duties.
- People can be adverse to change; staff members would need support dealing with the changing perspective of job roles.

¹⁴ “One Stop Shopping: Merging Service Points in a University Library” Public Services Quarterly 4 (1) (2008) http://works.bepress.com/jeanne_pavy/10/

Further reading:

Johnson, Ken, SUSAN JENNINGS, and SUE HISLE. "Ending The Turf War: Circulation, Reference, And Instruction On One Team." *Journal Of Access Services* 8.3 (2011): 107-124. *Library, Information Science & Technology Abstracts*. Web. 8 Dec. 2012.

WANG, BING, and BRUCE HENSON. "Change Is Coming: A Combined Services Area Project." *Science & Technology Libraries* 30.1 (2011): 89-98. *Library, Information Science & Technology Abstracts*. Web. 8 Dec. 2012.