

Exercise #3

Merchandise That Space Case Study

In this exercise you will think through how you might add collection merchandising into a library.

Instructions: View the PowerPoint on the Library on Main Street and meet in your assigned small group to brainstorm ideas to help merchandise an assigned area. Choose a reporter and be prepared to briefly share your ideas with the whole group.

Background: The Library on Main Street serves a town of 15,000 and is well loved by the people who use it. Their current building is crowded and their mayor is talking about a new building in the next five years. But they want to merchandise their collection and space for their customers, now. They have started, buying some furniture and merchandising their collection by using some cover out and table displays. Some staff are very excited others are skeptical about this approach.

A. Your group's area to merchandise:

1 Entry (Lobby and Circulation Desk)

Customers of all ages enter the library from through the lobby and use the circulation desk. Sharing community information is a key role the library plays by advertising local events and services. The Friends of the Library host a book sale in the lobby.

Your task is to make the library look more inviting and comfortable, with distinctive focal points from the lobby through the Circulation Desk and add more cover out display to any materials found here.

2. Popular Materials (New Books, Nonprint Media)

Many adults don't venture past the first floor of the library, where they find fiction, media and newspapers. The library has recently added some comfortable furniture, a café table and chairs, and a bottled water dispenser.

The library has no security system, and all media is either kept behind the desk with access through lists in notebooks (audio books, DVDs, videos) or in a locked case (CDs).

Your task is to provide easier visual access to popular materials, so customers can easily see and borrow new books (as you define these) and media.

B. Ground Rules

1. You may move any collections in any way that makes it easy and convenient for the customer and helps staff to easily serve customers in your assigned area
2. You may use any furniture, shelving or accessories you find anywhere in the library for your area
3. You have no new budget to do this makeover

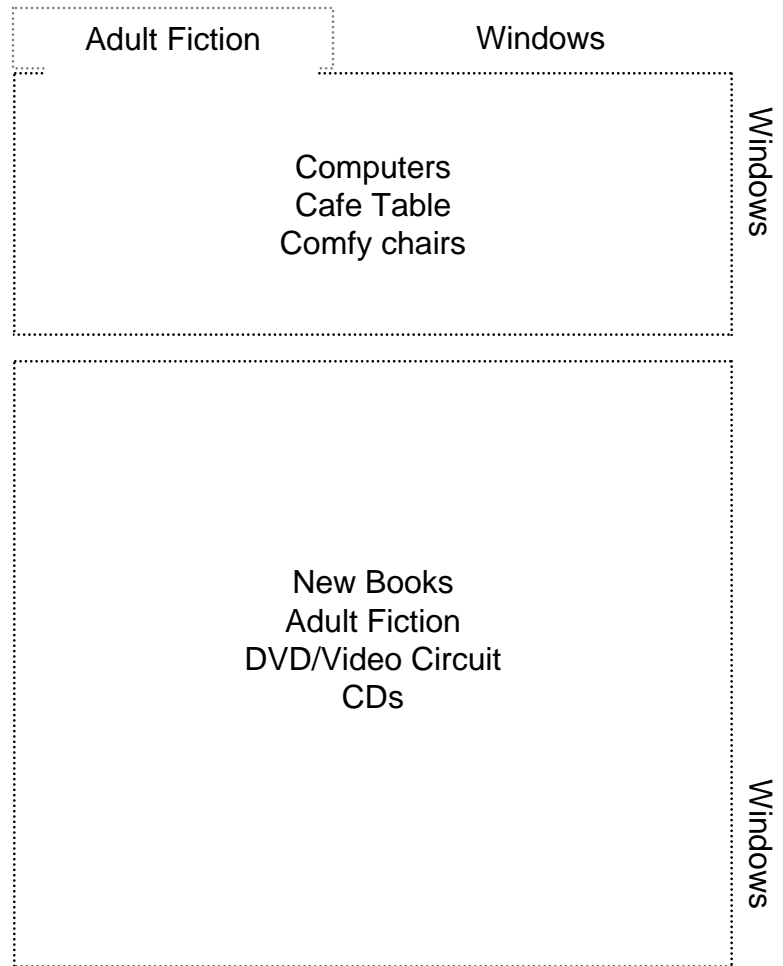
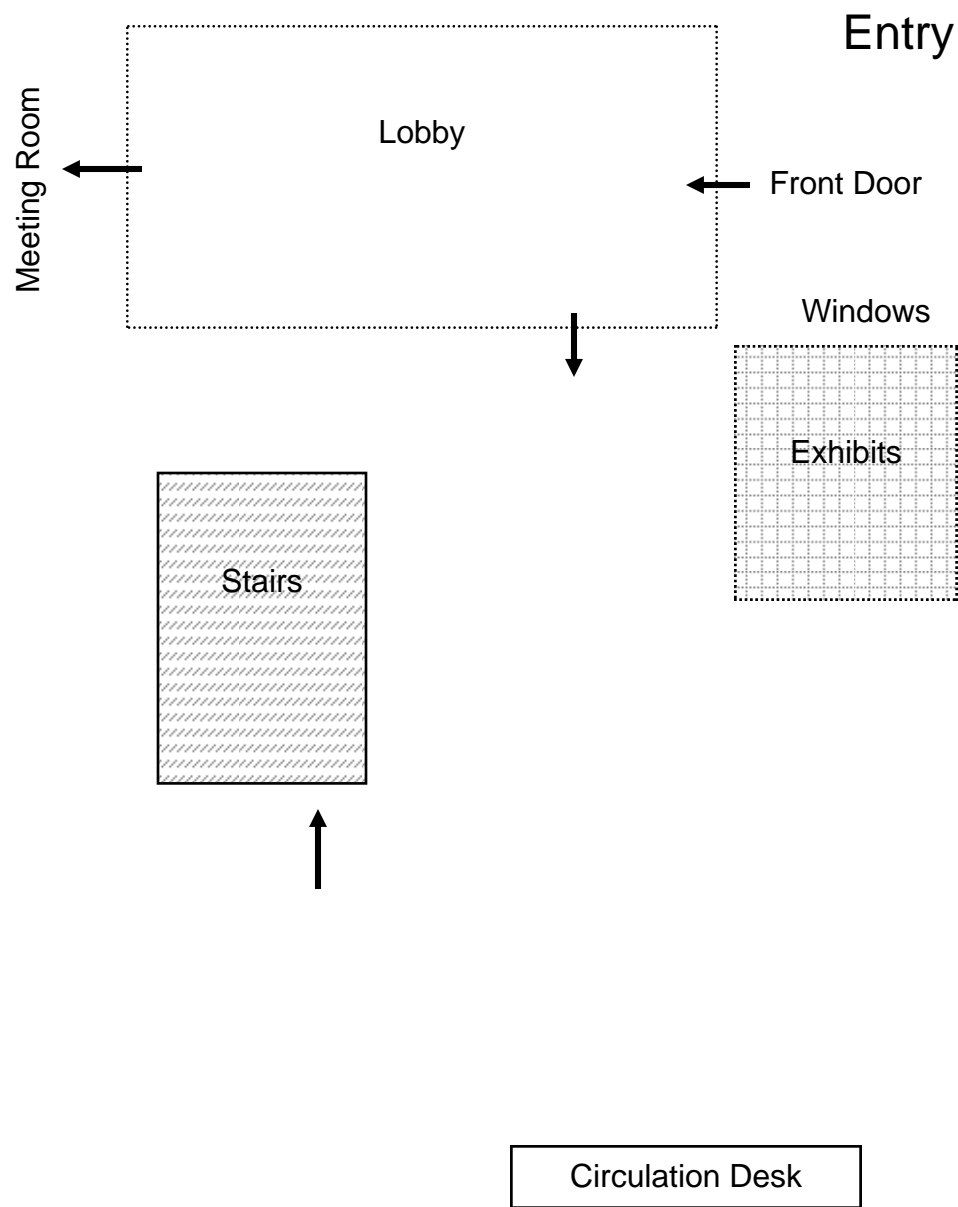
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C. Describe the customers who use this area and how they might want to use it.

D. How would you start involving all of the staff with planning any changes?

E. What can you do to add collection merchandising to this space with the money the Library on Main Street has right now?

F. If you had some budget to work with, how would you invest this to add to your space?



Popular Materials