

**Merchandising:  
An Essential  
Opportunity  
to Market  
Your Library**


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**Trading Spaces  
Project**

- Transform libraries immediately
- \$45,000
- 9 months



- Exciting and fun
- Comfortable



**Transform space**

- Low-cost
- Market collections and services
- Change perception

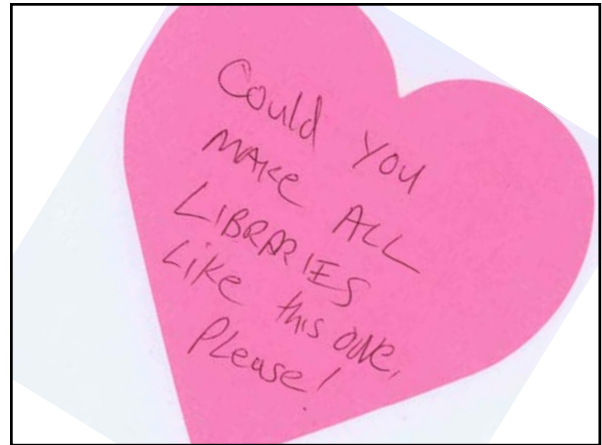




**Fast Facts**



- Population: 42,000
- Building: 33,000 square feet
- Collection: 129,000 items (2008)
- Circulation: 840,000 (2008)
- Budget: \$2,544,000 (2008)  
\$421,000 materials (2008)
- Staff: 29 full time equivalents
- Open: 70 hours per week
- Location: 14 miles east of Philadelphia, PA



### Transforming staff

- Transforming space means transforming behavior



### Transforming staff behavior

- You can't change everything and continue to act in the same ways

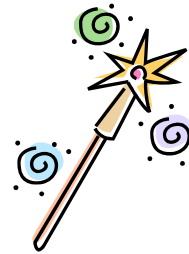


### Merchandising encourages...

use of materials by customers through attractive display



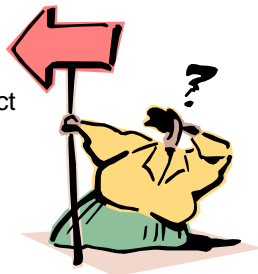
### Everyday opportunities



- Walk-Through
- New staff roles: Merchandiser
- Morning Briefing
- Walk About

### Staff Want to Know

- Why are we doing this?
- How will this affect me?



### Get Staff Feedback



### Walk-Through

- What makes it hard or easy to find your way in the library?
- What's on your wish list?
- What changes would you like?

### Use retail fixtures



Gondola



CD Browser

Source: [www.franklinfixtures.com](http://www.franklinfixtures.com)



### Use Slat Wall

- Display holders
- Signs
- Posters

Source for display holders: [www.clearsdisplays.com](http://www.clearsdisplays.com)

### Merchandising success

- Keep displays full
- Mix of spines/covers
- No empty slat wall
- Everyone helps



### Easy to Maintain

- Face out on top
- Several deep for browsing
- Bottom shelf used to fill in



### Easy to refill displays

- List on back of sign



### Easy Merchandising Maintenance

**Two books deep**                      **Slide it over**

### Standards

- Tip sheets
- Email tips

- *Recommended: Merchandising Strategies*  
[www.lvn.org](http://www.lvn.org)

### Morning briefings

- 15 minutes before opening
- Who's out?
- What's happening?

### Morning briefings

- Gather in different areas of the library
- Greeter & Meeting Room schedules
- Follow-up email to all staff

### Morning briefings


- Mini-training opportunities
- Rotate responsibility among departments

It's become our every morning wake-up call!

It's such a great way for all of us to stay informed about each other's projects, achievements, announcements, new haircuts...

### Walk-About

- Walk through library before morning briefing
- Twice a week
- Rotate responsibility among staff

**Taking a Walk-About** 

1. What area of the library looks the best from a merchandising point of view?  
*All the Briefing! Everyone contributes for making it good.*

2. What area of the library needs immediate attention to merchandising?  
*Meet in that area for today's morning briefing. At the briefing, ask staff to merchandise in that area immediately after the briefing.*

3. What area of the library we need to be aware of for further merchandising today or tomorrow?  
*This is an area that we'll need to attend to next.*

### Walk-About

- What looks best (*thank staff*)
- Needs help now (*meet there tidy after briefing*)
- Needs help next

BEFORE Morning Briefing






### Make an impact: Take your pick

- “You can’t leap the chasm taking baby steps.  
Baby steps will kill you.”

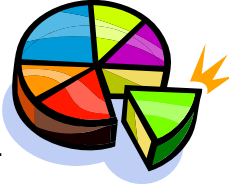
--Dave Genesys



### Make an impact: Take your pick

If you can't do it all at once

take it one piece at a time,  
do that really well,  
and then keep going ...



[www.sjrlc.org/tradingspaces](http://www.sjrlc.org/tradingspaces)

