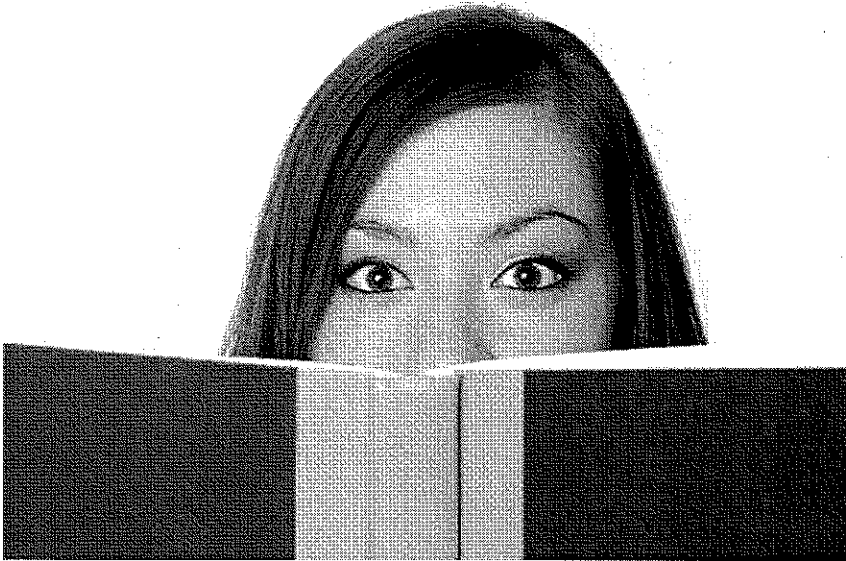


2011



The Little Things: Merchandising at Cameron University Library

Cameron University Library

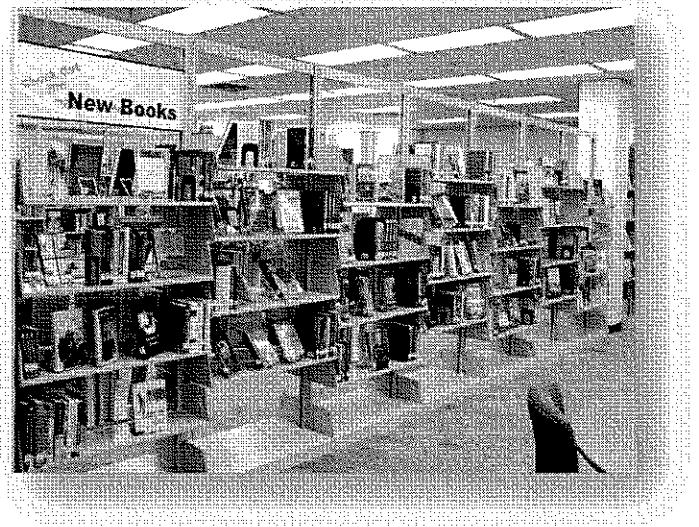
Cameron University

7/1/2011

About the Project

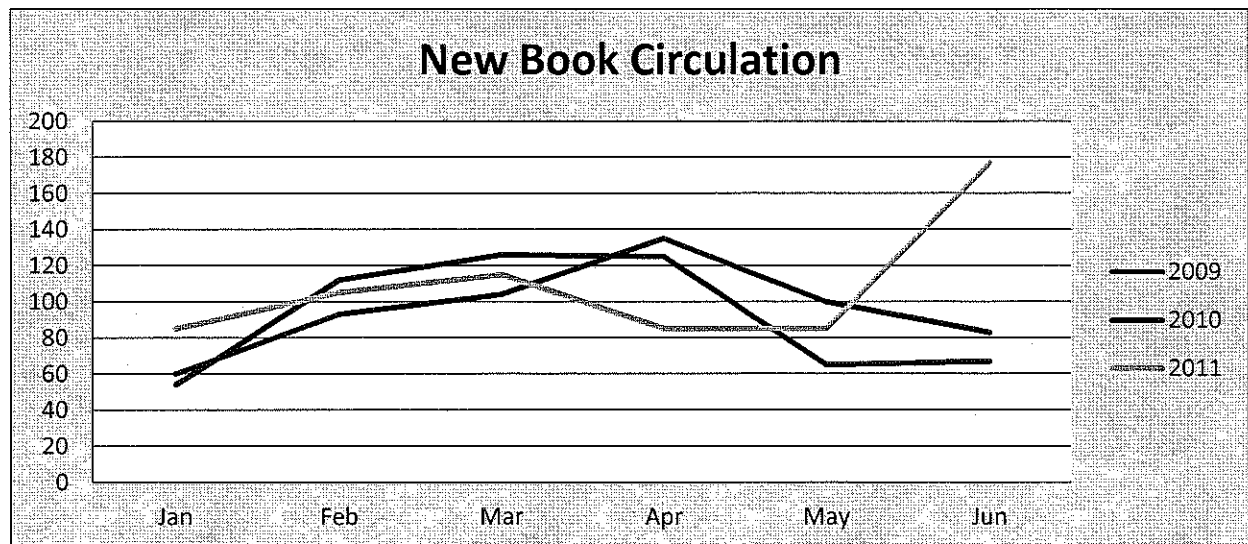
At the suggestion of the library director, library faculty and staff completed a project designed to optimize the merchandising of Cameron University Library's new books in an attempt to increase circulation for the "New Books" location. Multiple factors went into the project.

- The physical location of the library's new books was moved from the Reading Room to directly in front of the reference/circulation area. The new physical location is directly visible to patrons entering the library and patrons utilizing the computer lab.
- The physical layout of the "New Books" location was altered. Only the four rows in each column that span from eye-level to knee level are being utilized, rows on adjacent columns are staggered, and outward facing books in varying layouts are displayed on each row.
- In the center of the "New Books" location, an expanded sitting/reading area was created. This area was designed to simulate the casual, comfortable atmosphere traditionally associated with retail bookstores.

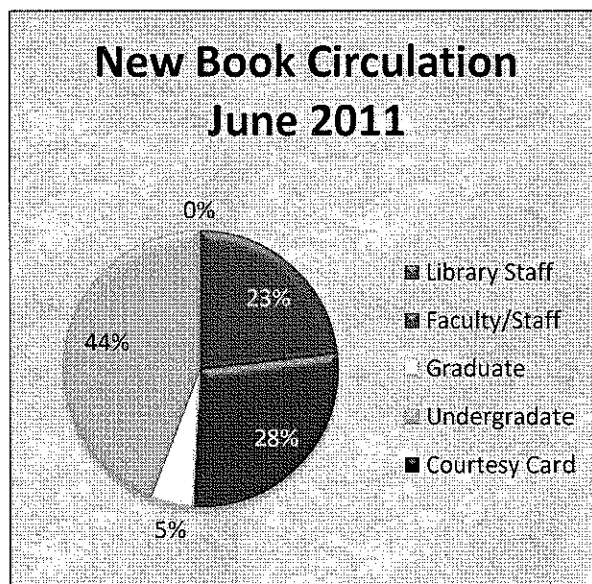
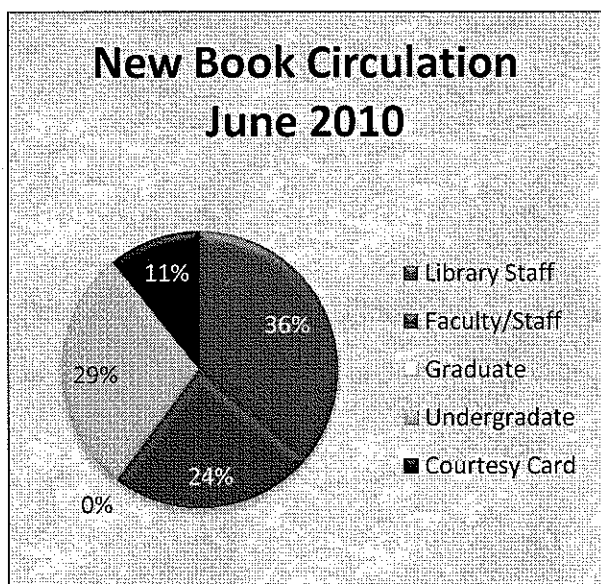
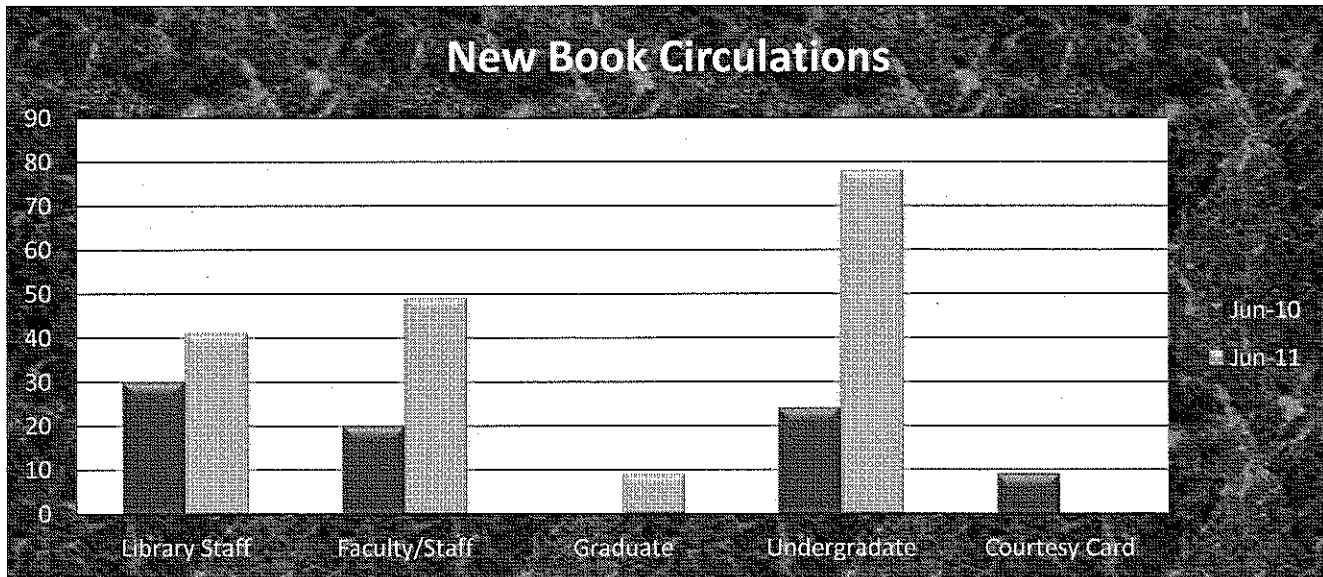


Results

- For the month of June 2011, new book circulations increased 108% over the previous two months. This increase happened despite traditional trends (see chart below).
- New book circulations in the month of June 2011, increased 113% over the same month in the previous year. This occurred despite the fact that general circulating books as a whole decreased over 10%.



- June 2011, had more new book circulations than any other month for at least the past three years (monthly statistics could only be obtained for the past three years). This is true despite the fact that the gate count in June was approximately only half the gate count of peak months in the fall and spring semesters.
- The composition of the patrons who borrowed new books also changed. Undergraduate use more than doubled and jumped from approximately a quarter of all new book circulations to nearly half of all new book circulations.



Conclusion

Other possible causes have been ruled out lending weight to the likelihood of a connection between the merchandising project and the increased number of new book circulations for the month of June 2011.

- The strong deviation from traditional trends indicates that the increase is not based on cyclical fluctuations.
- The lower than average gate count rules out the possibility of increased patrons being the cause.
- The increased new book circulations are not a subset of a larger trend as evidenced by the fact that transactions for all general circulating items decreased over 10% from the same month in the previous year.