

A Book for Every Person:

Presenting Your Collection to
Improve Patron Engagement

A dark blue diagonal graphic that starts from the bottom left corner and extends towards the top right corner, creating a triangular shape in the bottom right of the slide.

Brian Ball

Library Assistant,
West Slope Library

librarybrian5@gmail.com



Outline

- Why merchandise?
- Why a merchandising guide?
- The process
 - Learn & Plan
 - Test & Refine
 - Build & Train
- What else?
- Questions?

Why merchandise?



Image by [Jill Wellington](#) from [Pixabay](#)

Why a Merchandising Guide?



Image by [Tumisu](#) from [Pixabay](#)

Phase 1: Learn & Plan

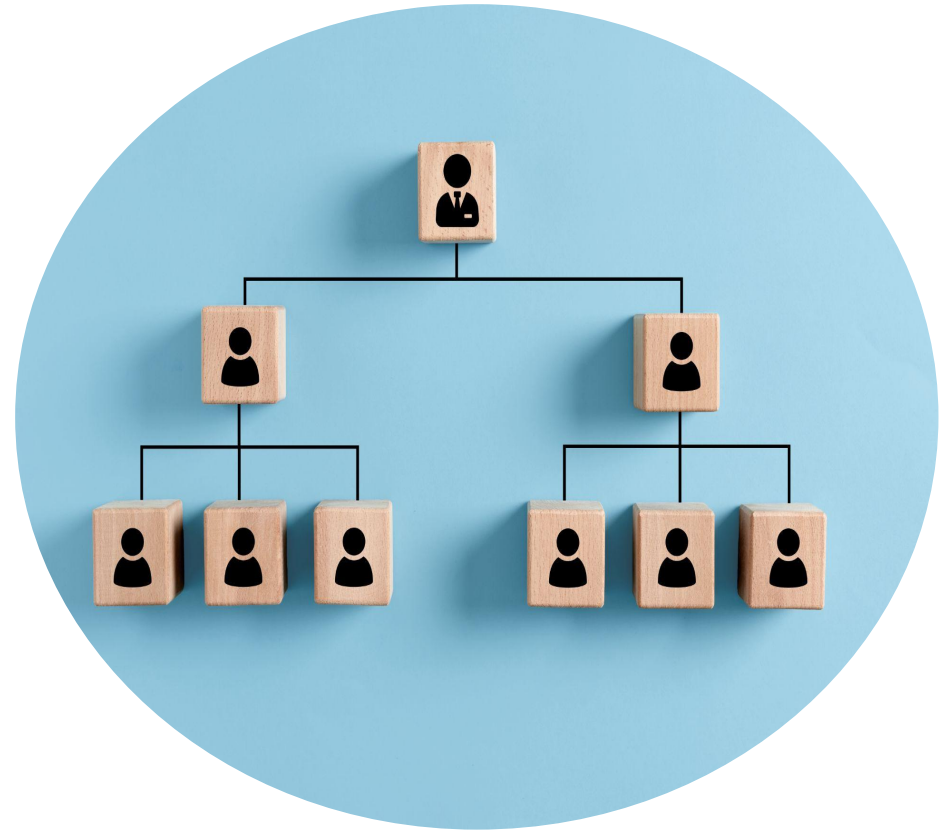


What are your goals?



Image by [Adrian](#) from [Pixabay](#)

Whose work will
be impacted?



What are the
team's
priorities?



Image by [Gerd Altmann](#) from [Pixabay](#)

Phase 1 @ West Slope

1. Library Director assigns project team
2. Project team identifies learning resources
3. Learning task is assigned
4. Listening sessions are scheduled and conducted
5. Project team summarizes listening session feedback
6. Meetings with selectors and supervisors to discuss next steps

Phase 2: Test & Refine



What tools
are you using?



Image by [Maria_Domnina](#) from [Pixabay](#)

What works in
your space?



Image by [Willi Heidelberg](#) from [Pixabay](#)

How do patrons
and staff
respond?

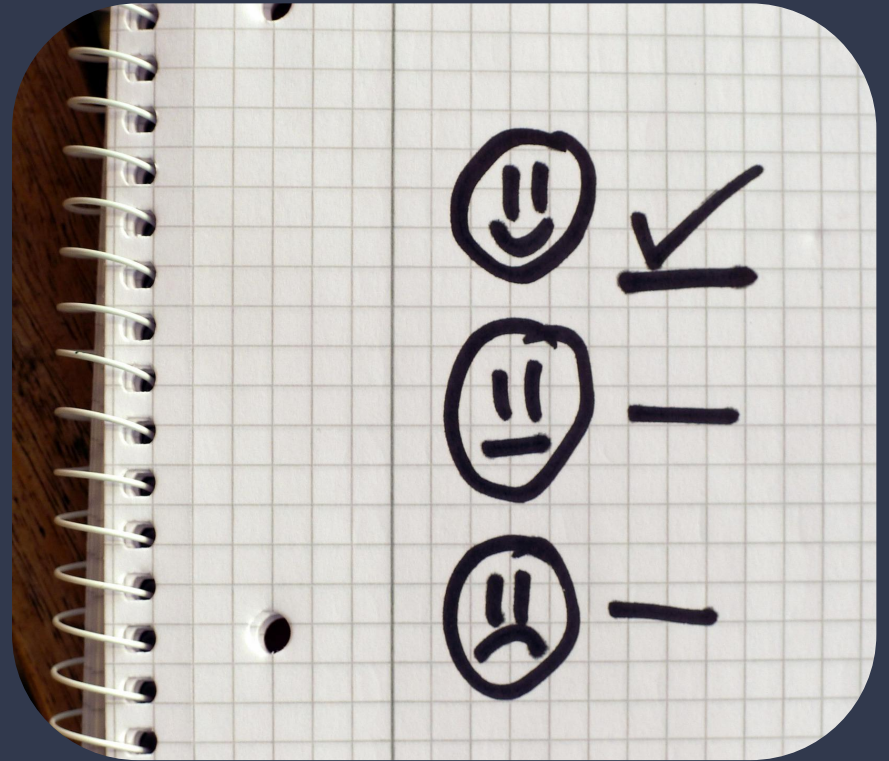


Image by [evondue](#) from [Pixabay](#)

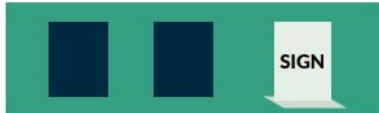
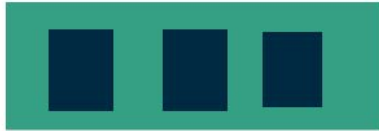
Phase 2 @ West Slope

1. Complete stacks movement
2. Test merchandising strategies
3. Observe patron and staff response
4. Draft pages of merchandising guide
5. UX feedback solicited and incorporated from staff

Phase 3: Build & Train



Face-outs from NEW range



NEW MEDIA spines out,
flush left - NEW GAMES
flush right

NEW MEDIA spines out,
flush left


spines out,
flush left

spines out,
flush left

Face-outs from this range

spines out,
flush left


spines out,
flush left



spines out,
flush left



spines out,
flush left



spines out,
flush left

spines out,
flush left

MEDIA

MEDIA



HOW TO FLOW

- NEW media Fiction flows starting in upper left corner
- NEW Non-Fiction flows directly after, no break
- NEW World Language flows directly after, no break
- NEW Games flush right on first "spines out" shelf
- Regular Non-Fiction movies begin on a new shelf, there is a break after NEW media items

MEDIA

MEDIA

Face-outs from NEW range



Face-outs from this range

spines out,
flush left



spines out,
flush left



NEW MEDIA spines out,
flush left - NEW GAMES
flush right

spines out,
flush left



NEW MEDIA spines out,
flush left

spines out,
flush left



spines out,
flush left

spines out,
flush left

spines out,
flush left

spines out,
flush left

MEDIA

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MEDIA



HOW TO FLOW

- NEW media Fiction flows starting in upper left corner
- NEW Non-Fiction flows directly after, no break
- NEW World Language flows directly after, no break
- NEW Games flush right on first "spines out" shelf
- Regular Non-Fiction movies begin on a new shelf, there is a break after NEW media items

MEDIA

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MEDIA

Face-outs must be from this range

Face-outs can be from any range

Face-outs must be from this range

		
FIC spines out, flush left		ANF spines out, flush left
FIC spines out, flush left		ANF spines out, flush left
LP spines out, flush left		BIO spines out, flush left
GN spines out, flush right		
Leave empty	Leave empty	Leave empty

NEW ADULT COLLECTION

LOW STOCK ON HAND

NEWB

Face-outs from this range



FIC spines out,
flush left

FIC spines out,
flush left

FIC spines out,
flush left

FIC spines out,
flush left

Face-outs from this range



FIC spines out,
flush left

LP spines out,
flush left GN spines out,
flush right

BIO spines out,
flush left

Face-outs from this range



ANF spines out,
flush left

ANF spines out,
flush left

ANF spines out,
flush left

ANF spines out,
flush left

NEW ADULT COLLECTION

HIGH STOCK ON HAND

NEWB

Face-outs must be from this range	Face-outs can be from any range	Face-outs must be from this range
FIC spines out, flush left	SIGN	ANF spines out, flush left
FIC spines out, flush left		ANF spines out, flush left
LP spines out, flush left GN spines out, flush right		BIO spines out, flush left
Leave empty	Leave empty	Leave empty

NEW ADULT COLLECTION

LOW STOCK ON HAND

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NEWB

Face-outs from this range	Face-outs from this range	Face-outs from this range
FIC spines out, flush left	SIGN	ANF spines out, flush left
FIC spines out, flush left	FIC spines out, flush left	ANF spines out, flush left
FIC spines out, flush left	LP spines out, flush left GN spines out, flush right	ANF spines out, flush left
FIC spines out, flush left	BIO spines out, flush left	ANF spines out, flush left

NEW ADULT COLLECTION

HIGH STOCK ON HAND

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NEWB



Face-outs from same range

Face-outs from same range

SIGN

spines out,
flush left

spines out,
flush left

spines out,
flush left

spines out,
flush left

spines out,
flush left

spines out,
flush left

spines out,
flush left

spines out,
flush left

spines out,
flush left

spines out,
flush left

spines out,
flush left

LARGE PRINT

HIGH STOCK ON HAND

LP

Face-outs from this range

Face-outs from this range

Face-outs from this range

New YA spines out, flush left	YA FIC spines out, flush left	YA FIC spines out, flush left
New YA flows into YA FIC spines out, flush left	YA FIC spines out, flush left	YA FIC spines out, flush left
YA FIC spines out, flush left	YA FIC spines out, flush left	YA FIC flows into YANF spines out, flush left
New YA spines out, flush left	YA FIC spines out, flush left	YAGN spines out, flush left
YA FIC spines out, flush left	YA FIC spines out, flush left	YAGN flows into YAGN NF spines out, flush left YA HUMOR starts flush right
YA FIC spines out, flush left	YA FIC spines out, flush left	YA HUMOR spines out, flush left

YOUNG ADULT COLLECTION

AVERAGE STOCK ON HAND

YA



HOW TO FLOW

- Fiction flows starting in upper left corner
- Non-Fiction flows directly after with no break

LARGE PRINT

Face-outs from same range

spines out,
flush left

spines out,
flush left

spines out,
flush left

spines out,
flush left

spines out,
flush left

spines out,
flush left

SIGN

Face-outs from same range

spines out,
flush left

spines out,
flush left

spines out,
flush left

spines out,
flush left

spines out,
flush left

spines out,
flush left

Face-outs from this range

Face-outs from this range

Face-outs from this range

spines out, flush left	spines out, flush left	spines out, flush left
spines out, flush left	spines out, flush left	spines out, flush left
spines out, flush left	spines out, flush left	spines out, flush left
spines out, flush left	spines out, flush left	spines out, flush left
spines out, flush left	spines out, flush left	YAGN flows into YAGN NF spines out, flush left YA HUMOR starts flush right
spines out, flush left	spines out, flush left	spines out, flush left

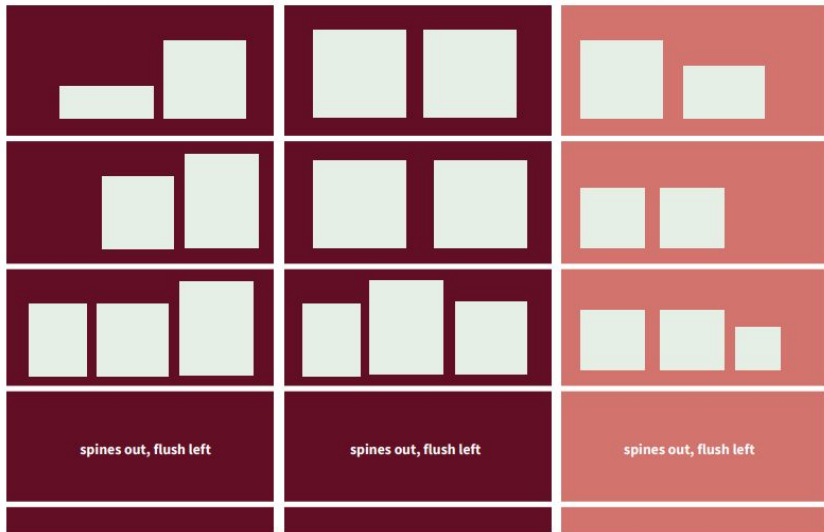
YOUNG ADULT COLLECTION

YA

ADULT GAMES

ADULT GAMES

YOUTH GAMES



BOARD GAMES ADULT & YOUTH

BG

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FACE OUT STANDARDS

- face-outs on top three shelves
- face-outs are flush, not angled
- use pyramiding
- keep youth in the youth range

SPINE OUT STANDARDS

- bring edge of box to edge of shelf when possible
- orient the text on the spine so that the baseline is facing left



BOARD GAMES ADULT & YOUTH

BG

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PICTURE BOOKS

PICB

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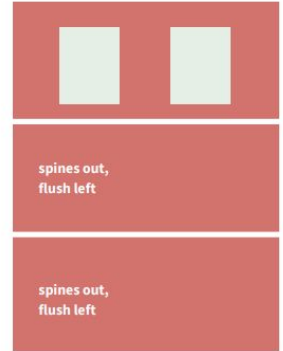
- two face-outs on every top shelf
- align the front cover parallel to the edge of the shelf
- **Board Books and World Language books are each shelved and displayed in their own range**

PICTURE BOOKS

PICB

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Face-outs from same range



Phase 3 @ West Slope

1. Publish merchandising guide by collection
2. Establish training schedule
3. Plan for evaluation and assessment
4. Determine timeline for review and update of the guide

What else?

1. Create a plan for maintenance of new standards
2. Coach team to standards
3. Build guidelines for themed and promotional displays

THANK YOU!



Image by [WOKANDAPIX](#) from [Pixabay](#)

List of [Suggested Resources](#)

https://docs.google.com/document/d/14tFLtv_vQ-XeWsnbAnF92EF6i7nCD7z5WHuDIVo-Rw0/edit?usp=sharing

Contact me @ librarybrian5@gmail.com