



Report of the Locally Controlled “Lucky Day” Collections Committee to AAC

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Gratefully adapted from a case study
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Would OWLSnet libraries benefit from having a locally controlled or “lucky day” collection?

The 29 OWLSnet member libraries are interested in the pros and cons of allowing locally controlled or “Lucky Day” collections in OWLSnet.

Primary Focus



History

According to the OWLSnet minutes of July 2009, some of the member libraries requested a review of “rental collections” (a fee is charged for checking out an item). Rental collections were legal in the state of WI, but not allowed by the OWLSnet Resource Sharing policy.

Library concerns included patron access to home library materials, shorter transit times, shorter holds lists, and availability of in house popular fiction.

- OWLSnet July 2009 minutes of the Administrative Advisory Council (AAC)

Following the September 2009 AAC meeting, OWLS was asked to pursue additional options to meet the goal of getting newly purchased items to local patrons first.

History (cont.)

Options considered were floating collections (circuit, book bikes, etc), lucky day collections, local holds only collections, filling local holds first

After processing pros and cons, the idea was tabled for some time

At the September 2017 meeting, AAC member libraries requested OWLSnet pursue this as a Lucky Day collection inquiry

What Is a Lucky Day Collection?

Popular fiction & DVDs

Available in house / first come, first serve

Shorter loan periods

No holds or renewals

1 or 2 item checkout limit



-answer the question "Why don't you ever have anything new on the shelf?"

-get newly purchased items into the hands of local patrons

-potentially shorter holds lists

-potentially increased circulation

-popular items are immediately visible

-increased foot traffic

-improved awareness and perception of library offerings

-increased patron happiness (it's your lucky day!)

Why Lucky Day Collections?

Patrons want the new stuff while it's still new!

Some things that are fast!!

- Usain Bolt
- A Cheetah
- The speed of light
- Blazar jets
- A Maserati
- Lucky Day checkouts!!

"It has happened to us all. We hear about the release of a new book, movie or music CD, so we rush to our trusty ... library catalog to get our name on the request list. The library has it! Great! But 256 people got there ahead of us. We do the math: 257 requests divided by 45 copies times a 2-week loan period.... Don't get me wrong, I'm still thrilled to get free access to these materials, but it can be a bit deflating."

<https://www.ecpubliclibrary.info/it-might-be-your-lucky-day/>

What's Involved?

Research

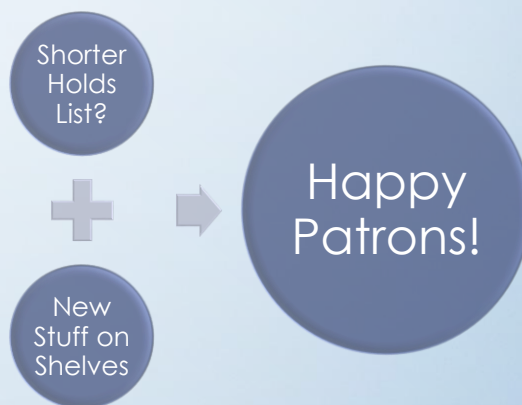
- Libraries with collections
- Libraries w/o collections


Analyze

- Soft data (perceptions)
- Hard data (facts)

Recommend

- Yes or No. If yes, model, policies, procedures?



A stack of several old, worn books with yellowed pages and dark covers, stacked vertically on the right side of the slide.

Meetings of the Locally Controlled Collections AAC focus committee were held October 10, November 8, & November 28, 2017 by GoToMeeting.

Research

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Documents:

- Minutes of the OWLSnet AAC meetings
- Monarch Library System's collection management standards
- <http://kentfreelibrary.org/2013/11/introducing-the-lucky-day-collections/>
- <https://www.ecpubliclibrary.info/it-might-be-your-lucky-day/>
- <http://lj.libraryjournal.com/2017/09/buildings/lbd/balancing-connections-collections-library-design/>

Interviews via phone and email with Wisconsin library systems

- Are locally controlled collections allowed?
- Is there a system wide model?
- Must a library contribute first to the shared collection?
- How many libraries within the system are participating?
 - If not, why not?
- How are libraries monitored for compliance with policies and procedures?

- How do locally controlled items appear in the catalog?
 - To patrons? To staff?
- Does having a locally controlled collection impact a library's circulation stats?
 - Is this based on perception or data?
- Does having a locally controlled collection impact a library's number of holds?
 - Is this based on perception or data?
- What is the library's default holds procedure? Do local holds fill first?
- What is the size of your system? What percentage is rural?
- Does the resource library receive collection development funds?
 - Are these funds excluded from locally controlled collections?

Libraries and systems interviewed:

Arrowhead,
Bridges, Eastern
Shores, Kenosha
County

Lakeshores,
Monarch,
Milwaukee,

North Waters,
South Central,
Southwest
Wisconsin

Waukesha County,
Manitowoc-
Calumet, Winding
Rivers

Winnefox,
Indianhead,
Wisconsin Valley

Interview Findings.....

- Lucky Day (LD) collections are allowed at all systems interviewed
- Most have no system wide model – individual libraries have freedom
- No structured model of monitoring – rely on honesty of librarians and fellow professionals' tattle-telling
- All have requirements in regard to contributions to the shared collection: 1:1 ratio- for every title in LD, a title in shared or copies : hold ratio – 1 title to shared for every 5 holds before title can go in LD
- Most display LD collections in catalog but format varies

More Findings.....

- On average systems have half of libraries participating
- Most report lack of funds as reason for non participating libraries
- All agree LD items are not holdable
- None have systems to gather good data on LD collections impact on circulation or holds
- Most perceive the impact of LD collections to be positive as far as circulation, holds time, and patron satisfaction



Analyze

To date:

Perceived pros: popular items available in house to local patrons, shorter transit times for high holds items, shorter holds lists, increased circulation, increased foot traffic, patron satisfaction

Perceived cons: libraries may contribute less to shared collection, reduction of items in regular collection may increase holds list, libraries with limited funds will be at a disadvantage, create system inequities

Interviews via email with individual libraries

Research: Interviews with lucky day participating libraries and non-participating libraries.

- Do you participate in Lucky Day collections? If so, why? If not, why not?
- What has been the impact on circulation, holds, customer service, and overall glee?
- Numbers or just perception?
- Is it meeting expectations for impact?
- How is the locally controlled collection funded?
- Were there unexpected results or things you wish you had known?
- How would you change the rules/model if you could?
- Are you able to meet target ratios or are they hard to fill?
- Are non-local patrons coming to your library to get these items?

Analysis: Non-participating libraries

- Insufficient budget to maintain regular collection contribution and purchase lucky day items (cannot meet required ratios)
- Feel speed of access does not trump equity of access (adding additional copies to the regular collection is more fair to all waiting)
- No concrete evidence to support increased circulation
- Holds are not automatically dropped from the queue ("lucky" patrons often check out the book twice, or let the hold expire on the shelf)

Analysis: Participating Libraries

- Participate to provide patrons new items quickly, reduce holds list, create excitement, increase building use, visibility of popular items
- All libraries report a perceived increase in patron satisfaction, some suggest increased foot traffic, all report a perception of increased circ (there is some data to support this, but it is thin and random), most report no effect on holds lists
- Most libraries believe Lucky Day collections are meeting expectations
- Some unexpected results have been difficulty in keeping shelves full, what to do with multiple copies when no longer popular, no effect on holds queue
- Some libraries would like to add items in addition to books & DVDs. One added TV series, another includes CDs, magazines, ukuleles, hot spots, e-readers & air quality monitors.
- 4 of 5 fund the collection from their regular budget (One library started with a donation from Friends group, but moved to regular budget). The fifth fundraises for its collection.
- All meet system requirement ratios. Most wish they had more money for Lucky Day
- All reported no problems with non local patrons (although some had neighboring patrons utilizing LD)

Recommend

- Discern whether OWLSnet should move forward. If so how?
- Is it okay if not all libraries want or are able to participate?
- What will the requirements be?
- If given the go ahead on a system level, should a library choose to participate?
- Is a library able to participate from a practical and funding standpoint?

“This new collection has been one of our goals toward increasing and improving service to our community,” says Kent library director Stacey Richardson. “We anticipate that it will be very popular and are committed to making it a fun and hassle-free way for our patrons to enjoy their favorite titles. You never know what will be waiting on the shelf each time you visit; it could be your lucky day!”

<http://kentfreelibrary.org/2013/11/introducing-the-lucky-day-collections/>

While it is true that a few patrons will find it to be their lucky day with a library's lucky day collection, it is unclear whether there is benefit to library patrons overall. There is little hard data on the effects of a lucky day collection on circulation, holds lists, or transit time.

It does appear that lucky day collections allow popular fiction, nonfiction, and DVDs to be placed on the shelves of a local library immediately, rather than spending a long time circulating before becoming available to local patrons.

Is a moment of glee for a few lucky patrons enough to warrant the work of implementing a locally controlled, or “Lucky Day” collection?





Next Steps

Please answer our survey, coming soon

The committee will make a recommendation
at March AAC