

Client: Palm Springs Public Library
Location: Palm Springs, Calif.
Library Type: Public



Brodart Support:

- Hot Off The Press promotional program
- Collection development lists
- Material-in-hand cataloging
- Custom processing

Client Benefits:

- ✓ Increased circulation
- ✓ Customizable list filtering based on patron preferences
- ✓ Selection lists for children's titles
- ✓ Easy online ordering
- ✓ Streamlined workflow

Jeannie Kays became Director of Library Services for Palm Springs Public Library in 2012. She had prior experience at another library with Brodart's Hot Off The Press (HOTP), a promotional program designed to increase circulation of popular new titles. Having achieved such overwhelming success with HOTP at her former library — it was the most popular collection, even surpassing the entire nonfiction circulation in a single month — she decided to implement it at Palm Springs.

Palm Springs uses HOTP, a proprietary Brodart service, to supplement their existing general fiction collection. Librarians purchase multiple copies of new fiction titles and display them as they would appear in a bookstore. Individual titles are identified with a colorful jacket insert that lets customers know they are recently released, "hot" new books.

Palm Springs' Friends of the Library group sponsors half the cost of the program, which launched in 2013.

The library purchases no fewer than four copies of each book to enhance the impact of the HOTP

display. Kays says, "It's fun to walk in the door of the library and see a stack of the latest, hottest fiction and to be able to get a copy on the day it's released."

The program was an almost instant success and has consistently boosted overall circulation by 7-8%. In July 2013, Palm Springs purchased 13 titles for HOTP; 62 copies of those titles circulated 1,297 times. By March of 2014, the numbers had increased: 98 copies of 16 titles circulated 1,801 times. During the last fiscal year, the library's HOTP books circulated on average more than any other book in its entire collection.

To keep the collection circulating as much as possible, the library does not allow holds or renewals on HOTP titles. After the books have been "well used", they are donated to Palm Springs' Friends group, which sells them to raise additional funds.

The library uses Brodart's collection development lists to choose titles for HOTP. Lists are made available in Bibz, Brodart's free online ordering tool.



BOOKS SERVICES CASE STUDY

After the lists have been posted for Palm Springs, library personnel choose HOTP titles very carefully to match patrons' preferences and ensure that their display remains a point of attraction. While certain genres are suitable for the general fiction collection, popular fiction and mysteries dominate the HOTP display. Says Kays, "Some types of titles just don't circulate well for us on the HOTP table and are better suited elsewhere. We want HOTP titles to fly off the shelves."

Having noticed that titles with print runs of fewer than 75,000 copies simply aren't successful with HOTP among its patrons, the library further filters lists by print run. Staff also find the reviews included on Bibz to be particularly valuable when identifying ideal titles.

In addition to HOTP, Palm Springs relies on Brodart for children's books. Every month, its children's librarian chooses appropriate titles through Brodart's tailored FASTips standing order plan. Pre-selected lists relieve the burden of having to find and identify appropriate materials.

Kays notes that all materials from Brodart arrive properly processed and shelf-ready; MARC and item records are customized according to Palm Springs' specifications. When further customization is needed, for example to categorize a title by series instead of author, the library simply requests adjustments to their profile. Overall, the process complements and simplifies Palm Springs' internal workflow.

"We're very pleased with Hot Off The Press. It's a great addition to our library collection. And I highly recommend any library looking to meet their customers' needs and boost their circulation to give this a shot. If you pick the right titles for your audience, they will circulate. It's a great program and has worked really well for us."

Jeannie Kays

*Director of Library Services,
Palm Springs Public Library*