Doubling Your Circ on a Dime

How you manage your circulation matters—to keep your patrons engaged and coming back for more and to demonstrate to stakeholders just how valuable and well-used the library is as a resource within your community.

But how to do it without spending a fortune on best sellers, investing in costly software, or revamping your entire system?

Doubling Your Circ on a Dime will be led by experts who have boosted their circulation numbers in creative and sometimes unexpected ways, without denting their budgets.

Attend this interactive online course to learn:

- How to foster a culture of reading in your library by promoting book-centric activities and engaging readers (and listeners and viewers) with what you have to offer.
- How to identify underserved groups in your community and go beyond traditional readers’ advisory to promote your collection.
- About great creative outreach initiatives, display ideas, and promotions that libraries are using to strategically target their materials to meet patron student, and community needs.
- How to get the most out of your analytics software if you have it and your ILS if you don’t—and most important, how to let that information guide you rather than take over.
- How to weed constructively to stay lean and keep your collection fresh.

Online Course Features:

- Instructor-led online courses feature personalized interaction over three weeks
- Real-time guest speakers and conversation via live webcast (with recordings available afterward)
- Homework assignments to help you make progress on your goals
- Individualized attention from course facilitators who work with you in a coaching environment to help sort out challenges
- Articles, videos, and other resources
- Access all course content for 6 months after the course ends

Bonus: Register early and get immediate access to archival video recordings from related courses

Who should take this course:

Public and K–12 library staff, managers, collection development/acquisitions staff.

Inspiring Guest Speakers + Project-Based Learning

Engage with presenters via live video stream, visual presentations, and chats, and workshop practical solutions in groups with guidance from an advisor, to map out your own circulation initiatives. You’ll leave with well-developed strategies designed to make a lasting impact on your collections and community.

Group Discounts are available!

Register in groups for a unique team-building experience and get everyone working together. Contact us to learn more.
**Week 1 | Wednesday, April 25, 2018 | 2:00 PM ET**

**Building a Culture of Reading**
Growing your circ starts with your patrons. Fostering an engaged, book-centric culture in your library or school calls for ingenuity, a contagious passion for reading, and a little merchandising. The session will feature a range of innovative ideas that participants can adapt to their own communities, and strategies for implementing them.

**Colby Sharp**, Teacher, Palma Elementary School (MI); Cofounder, Nerdy Book Club and Nerd Camp

**Making the Most of E-Content**
Increasing circulation isn’t limited to hard copies of books and magazines. Learn about the creative ways you can increase circulation of your e-materials and win over new digital readers. The session features a case study from a library that took on a goal of increasing digital circ—and succeeded. They’ll share tips and practical insight for how you can approach your circ goals from a nontraditional angle.

**Kady Ferris**, E-Content Librarian, Multnomah County Library (OR)

**Intermission**

**Creative Marketing and Merchandising**
Successful libraries know how to sell, and their strategies go beyond great book displays to specific outreach targeted to their customers and communities. Participants will learn about creative outreach initiatives, opportunities for serving the underserved, and when to co-promote across formats.

**Suzanne McGowan**, Director of Customer Experience, Anythink Libraries

**Week 2 | Wednesday, May 9, 2018 | 2:00 PM ET**

**Beyond Readers’ Advisory: Enriching Collections**
Collection management is both art and science—but the science can help drive decisions critical to boosting circulation. Learn how to let data guide (but not control) your decisions, find out what patrons are asking for—and, in turn, inspire their choices so they never leave empty-handed.

**Barry Trott**, Special Projects Director, Williamsburg Regional Library (VA)
Intermission

Less is More

Want to grow your circ? Weed your collection. It may sound counterintuitive, but it works—and not only for libraries that are short on space. Find out how libraries have trimmed their collections to keep material fresh and drive use, maximize space, and develop a lean, mean, circ machine—as well as managing community expectations to avoid backlash.

Holly Hibner, Adult Services Coordinator, Plymouth District Library (MI)
Mary Kelly, Adult Services Librarian, Plymouth District Library (MI)

BONUS

Register early and get immediate access to archived video recordings from past courses:

Data Driven Collection Development

What do your circ stats, holds lists, and turnover rates say about your collection and community? Deb Lambert, Director of Collection Management, Indianapolis Public Library (IN) offers advice on leveraging useful data to make smart collection development decisions that will pay off in high usage and happy patrons.

Increase Circulation by Expanding Your Readers’ Advisory Footprint

In this recorded session, Robin Nesbitt, Hilliard Branch Manager and Readers’ Advisory Lead, Columbus Metropolitan Library (OH) provides concrete ways to build out your readers’ advisory capabilities as an organization. With a focus on understanding community needs, Robin also explores how to use data in your RA efforts and examines the power of visual displays—providing examples of great visual promotions and tips for new merchandising strategies.
Registration

For payment by check or credit card, please complete the form below.
To register online, please visit learn.libraryjournal.com/doubling-circ-dime

Doubling Your Circ on a Dime

April 25 & May 9, 2018

Attendee(s): (write clearly)

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If you would like to register a team and benefit from preferential rates please call (646) 380 0773.

To pay by check*, mail this form, with your check enclosed, to:

Dee Watson
Library Journal
123 William Street, Suite 802
New York, NY 10038

*Checks may be made payable to Library Journal

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