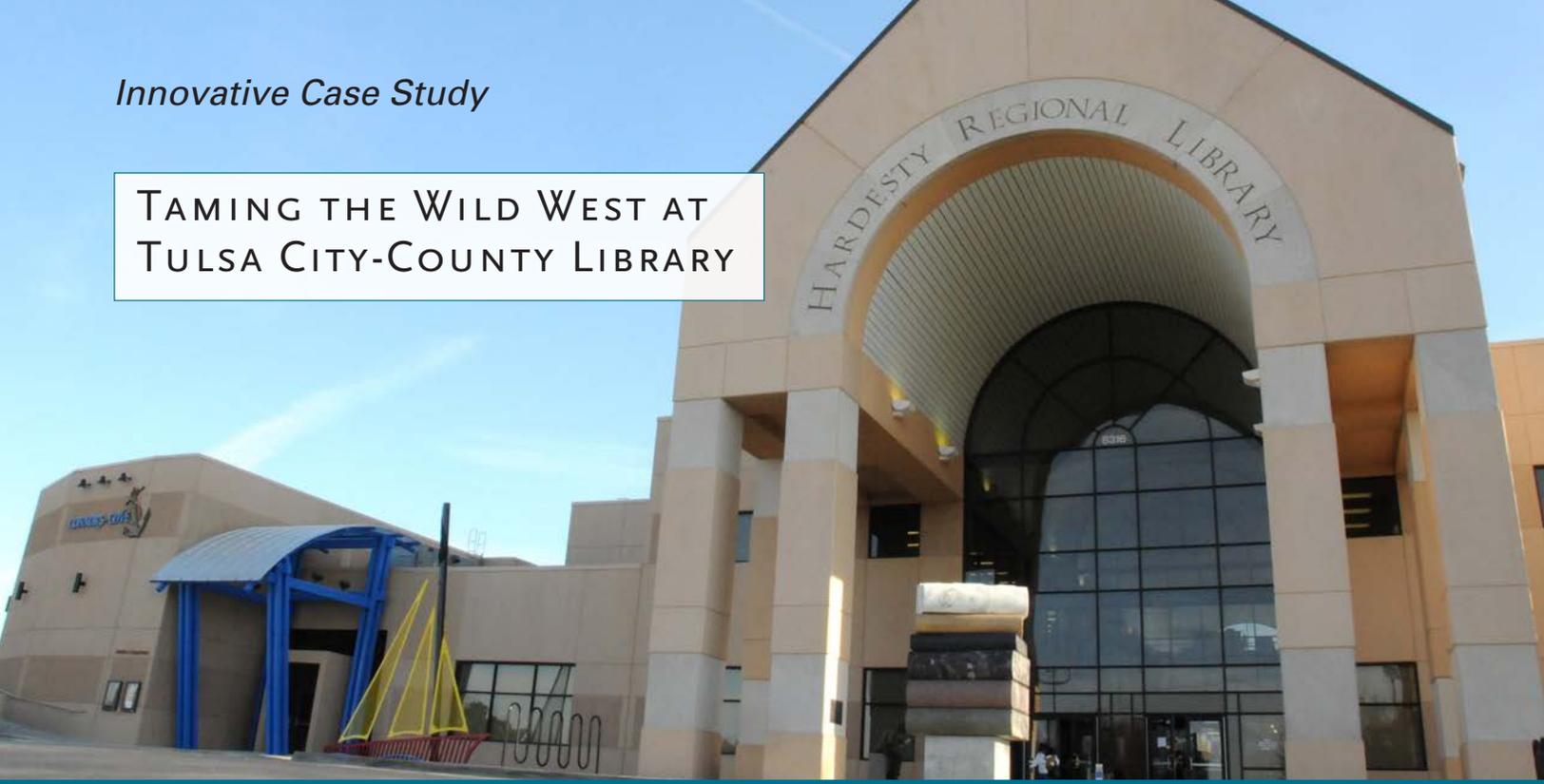


TAMING THE WILD WEST AT TULSA CITY-COUNTY LIBRARY



The stated goal of Tulsa City-County Library (TCCL) staff is to provide the highest quality service to its customers. Staying viable, embracing change, imagining new possibilities, operating sustainably are core values of the TCCL. With such clear and ambitious mission, it's no wonder that Tulsa City-County Library is ranked as a top 10 library system in the nation.¹

CHALLENGE

Providing the highest level of service while retaining operational efficiency is a challenge, and selecting the right technology for the job can be part of the challenge. For example, some titles are in particular demand at many of Tulsa City-County Library's 24 branches. The challenge for library staff is to make enough copies – and no more – available at locations that serve communities, each with their own character. Meanwhile, new materials become available and patron tastes change from month-to-month and year-to-year. Staff at TCCL are working with a smaller budget than in previous years and are constantly looking for ways to make smarter and more strategic purchasing decisions.

As the adult fiction selector, I want to be able to send certain genres of material, as well as specific titles, to locations with the highest demand. Decision Center gives me the quantitative data I need to make informed choices and meet the needs of our patrons.

—Amanda Owens, Materials Selector
Tulsa City

SOLUTION

Amanda Owens, Materials Selector at TCCL, takes the utmost care in her role at the Library: "I want to send certain genres and specific titles to locations with the highest demand. For example, I send zero new Westerns to some locations because the demand doesn't justify the purchase and customers at those locations can request them from other ones."

As a user and development partner for Decision Center, Innovative's collection management tool, staff at TCCL have the strategy to succeed in this environment. For effective collection development, simple reporting or 'circ numbers' may not be enough to make service and budgeting as good as they can be. Libraries need to track demand through time, get items into patron hands more quickly; and optimize what they collect, and where, to make service and budgeting more effective.



RESULTS

With Decision Center, library staff implements a strategy of buying fewer copies initially and then add copies for titles in high demand. Decision Center goes beyond a snapshot of ‘inventory’ and shows how customer needs meet library budget through time. Collection management data provided by library technology needs to be “directly applicable to buying,” says Owens, rather than a generic system or branch circulation number. “If we don’t take the time to look at the reports we would continue buying the same books for a given location indefinitely. This is a good example of the intelligent reporting Decision center gives us.”

TCCL staff also use the Popular Authors display in Decision Center, which provides a ranking of the most popular authors at a specific location in recent months. Popular Titles also gives staff a purchase recommendation based on the performance of that author’s previous titles. This allows staff to tailor purchasing decisions more precisely than ever before.

Owens says: “We get most of the quantitative data we need from Decision Center and combine it with knowledge of the communities, feedback from branch staff and ongoing discussions between all stakeholders. Decision Center provides the statistical foundation and recommendations, and the staff fill in the rest.”

¹Central Connecticut State University America’s Most Literate Cities, 2012.

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– Amanda Owens,
Materials Selector
Tulsa City-County Library.

About Decision Center

Decision Center is a comprehensive collection management solution that provides timely and focused action recommendations for budgeting, selection, weeding, floating, shelving allocation, and more. By accessing current and complete data from the Sierra Services Platform, Decision Center provides courses of action that help your library create customer-driven collections while streamlining collection management workflow.

About Tulsa City-County Library (OK)

With 1.8 million items in its collection and a circulation of over 6 million each year, Tulsa City-County Library employees strive to provide the highest-quality service to its customers. The library has 450,000 registered customers and 24 branches. Staff answers over half-a-million reference questions a year. Tulsa City-County Library is ranked as a top 10 library system in the nation.

For additional information:

email: info@iii.com
call: 510.655.6200
on the web: iii.com

