Action Item: Proposed new circulation modifier

**Proposed new circulation modifier name**: ***high demand***

**Circulation rules:** 7 day, no renewal, no holds, OPAC invisible

**Fine:** $1/day

Henry County Library System is proposing a new circulation modifier to support what they call a “Lucky Day” collection. Items in this collection are high demand titles, generally with large number of holds. With this collection, if the title happens to be on the shelf when the patron is in the library, it is their lucky day and they can check it out. There are no holds and the copy is invisible in the OPAC. The copy only circulates for 7 days and has a $1 a day fine to support rapid return to the shelf.

* Voluntary use – libraries can have a similar collection or not, depending on local needs and budgets.
* Can be any media – print book, audiobook, DVD.
* Can be adult, YA, or juvenile.
* Library can name the program and any shelving location how they wish (Lucky Day, etc.)
* Library should not leave titles in collection past high demand period.
* Once it is removed from the high demand collection, the circulation modifier will be edited to the appropriate one and other item attributes, such as shelving location, will be edited for regular circulation.

**Cataloging and Bibliographic Maintenance Committee Vote:**

**Do you agree with the new circ modifier?**

Yes: 6

No: 0

No vote: 2

**Any other name suggestion?** None

**Any changes to circ rules?** None

**Comments from HCLS:**

(Every 3 months the library will pull older pub date titles and replace with new titles)

HCLS launched the Lucky Day Collection on September 1, 2016 with 60 high-demand adult fiction titles. These titles were selected based on existing holds lists, bestseller lists, and known circulation patterns at all five HCLS libraries. For every item in the Lucky Day Collection, an identical item was available in the regular collection using the usual circ modifiers for a new book. The Lucky Day collection was meant to appeal to fast readers and frequent library visitors. We also hoped that by making the collection browsable in-person only, it would encourage patrons to discover new authors and see what’s popular with their fellow patrons. Having an identical copy in the regular collection meant that slower readers, less frequent library visitors, and those who simply don’t mind being on a waiting list in order to get two weeks to savor every word of a new release did not have to use the Lucky Day collection if they did not wish to.

Every time a Lucky Day copy was checked out, HCLS staff briefly explained the special circulation rules for the Lucky Day collection. They also asked the patron if they had a hold on the regular copy and if so they cancelled the hold. Patrons were also given a physical copy of a half-page chart explaining the Lucky Day collection and the differences between Lucky Day copies and regular collection copies (attached). We believe that having the staff actively educate patrons about the program helped to eliminate any confusion about due dates and fines. One employee also noted that the Lucky Day Collection gave staff another opportunity to engage patrons in conversations about bestsellers and personal favorites.

HCLS tracked circulation of the Lucky Day Collection for the first 30 days of the trial. We believe the numbers support the continuation of the Lucky Day (or high-demand) circulation profile as an option in Evergreen. Since the circulation profile would be optional and no library would be required to use it, we believe that it would be of benefit to libraries wishing to increase turnover of popular items and reduce wait times for new items.

Beyond the numbers, we had a significant amount of positive feedback from patrons and staff. My personal favorite was the patron who wanted contact information for the person who came up with the Lucky Day idea so she could take that person to lunch as a thank-you. Not necessary, but the sentiment was very much appreciated! Below are more anecdotal accounts from our staff.

From the McDonough library:

*“Our regular, high use fiction readers love it & want more. And I do think it’s made a significant difference in the long holds list for bestsellers.”*

*“Some people are interested in a wider variety of item types. One patron requested large-print items and one employee suggested children's items.”*

*“A patron was checking out a large stack of books, including one Lucky Day title. When staff explained the circulation parameters, the patron’s 10-year-old son piped up and said, ‘Wow, mom, you better read that one first!’ He gets it, and so did she!”*

From the Fairview library:

*“Those patrons who use it are enthusiastic about it.”*

*“As far as Fairview patrons are concerned, there are those who absolutely love the Lucky Day collection, and some simply don’t want the risk of checking it out for fear of keeping it too long and having to pay the $1.00 per day late fee.”*

From the Fortson branch:

*“We have had nothing but positive feedback from the patrons checking out the collection. 99% get them back on time. They have commented they love not having to wait on the regular copy and check each time they come in. It is also another way for us to engage the patrons in conversation about the latest book. I say it is a win-win.”*

*“Where do I begin, other than HAPPY PATRONS!!!!*

*When a patron has been placed on a waiting list for a popular book, sometimes their patience grows thin. The joy on their faces when the book is available for immediate check out! Amazingly there’s no complaints about the checkout time, and it’s turned in before the 7th day. We have had patrons offer Kathy lunch just for coming up with the idea.*

*I know you asked for the good, bad, and the ugly….but I only have good news to spare. I hope PINES will allow us to continue with the lucky day collection.”*

**Comments from the Cataloging and Bibliographic Maintenance Committee:**

I really like this idea. I cannot think of any changes to be made to the circ rules or the name. I tried to think of any problems with this proposal and the only ones I can think of are the same old problems libraries see every day—regular collection title becomes long overdue, title gets damaged, patron claims not to know about the different checkout time or fines, etc.

*This is a good service for libraries that can have (i.e. afford) extra copies of high demand titles, and have the resources to manage the program. Something I foresee is that patrons who visit PINES libraries outside of their home system might expect all PINES libraries to have the program; so it may be incumbent of the “Lucky Day” libraries to inform patrons that the program is not available at all PINES libraries.*

*A question that now comes to mind is whether the patron is allowed to return “Lucky Day” at any PINES library, or only to a participating library?*

I don't see any problems with the new cir modifier and the circ rules. I like that it applies to any item type (book, audiobok, dvd, etc). It's kinda similar to "bestseller", except for being invisible in the OPAC and non-holdable. I can't think of alternative names, but will think about it the next few days.

Just for curiosity and others may want to know too: I'm assuming there's a special area or shelf for luck day books. Does Henry Co. put any special labels/stickers to help staff & patrons identify it's a lucky day book and shelf it accordingly? Is there a copy/shelf location designated/created in the catalog for the lucky day book too?

*I have no problem with it. Actually I think it’s a good idea – I am more of a browser myself and would enjoy coming across something I wasn’t expecting to be on the shelf.*

As long as it's voluntary, I think it's a good idea for systems who want to implement it. That being said, our materials budget would probably not allow us to put it to use here.

Also, I know it's an age-old debate, but I have a bit of a concern about the $1 a day late fee. Although I understand the purpose of it, it seems like it rewards people who have the money to spend and people who don't have the money have to wait on long holds lists. Just my two cents!