



BOOKS SERVICES CASE STUDY

Client: Pioneer Library System

Location: Norman, Okla.
(Serving three counties in the Oklahoma City metro area)

Library Type: Public



Brodart Support:

- Opening Day Collection (ODC) services
- Collection development lists
- Material-in-hand cataloging
- Custom processing
- McNaughton® lease service

Pioneer Library System wanted to expand its footprint and open several new branches. On the strength of successful results and trust earned over a 20-year partnership, Pioneer once again turned to Brodart for help.

Their planned expansion required in-depth collection development, along with highly-detailed cataloging and processing profiles specifically tailored to the branches' demographics.

Brodart provided guidance and assistance with planning, choosing appropriate materials for patrons, and coordinating the openings. This entailed identifying collection categories, developing collection ratios, cataloging and processing, and overseeing quality control.

As Jennifer Marshall, Pioneer's Collection Manager, explains, Brodart helped answer some key questions about opening day collections. "We hadn't opened a new library in many years. We really weren't sure what to expect or how to go about it. So we

Client Benefits:

- ✓ Two new branches opened successfully — with more in development
- ✓ Collections tailored to patron demographics and usage preferences
- ✓ High-circulating popular titles
- ✓ Streamlined workflow

contacted our rep at Brodart and they helped us through it."

Collection development is equal parts art and science, balancing hard data about community demographics with judgment calls about what librarians believe is going to circulate among patrons. Choosing materials for a new branch is a particular challenge; no one can know for certain ahead of time what will prove popular. Therefore, up-front strategizing is critical.

To kick-start the project, Pioneer and Brodart staff held a series of in-depth meetings, at which they discussed patron needs and appropriate materials for the new branches. The library also outlined desired criteria to be incorporated into their lists. This process resulted in collection development lists that reflected Pioneer's desired specifications for new materials.

Brodart subsequently developed detailed cataloging and processing profiles and supplied sample materials for review. These had to be custom tailored,



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as Pioneer has some specific requirements. For example, Pioneer prefers to apply special GMDs in its MARC records. They also use different cutters in their cataloging record for titles that are part of a series, as opposed to classifying them by author.

Pioneer's Executive Director, Lisa Wells, is pleased that Brodart's ODC efforts help Pioneer avoid unnecessary headaches caused by having to add hours or staff to complete the project. "The professionalism and expertise Brodart brings to the process enables our selectors to efficiently add selection for these new collections into their daily work processes," she says. "We are not adding staff or hours to build these new collections, and I greatly value the effectiveness of the process."

In addition to ODC support, Pioneer relies on Brodart's FASTips standing order program and Diamond TIPS custom selection lists for day-to-day collection development needs. This streamlines the library's selection process and relieves pressure on librarians to search for appropriate new titles.

Pioneer also depends on Brodart for leasing multiple copies of current, popular titles, through the McNaughton® lease program. These are the first books that patrons see when they walk in the door. The library uses wheeled gondolas positioned near entrances to display in-demand materials. Titles are stacked on the gondolas, with as many as possible displayed face-out, and these books are among the most highly circulated. Pioneer's McNaughton® subscription helps ensure they receive the hottest titles in time for eager readers, while allowing for the books to be returned once demand wanes.

Thanks to the long-standing partnership between Pioneer and Brodart, the library has successfully opened two new branches and is continuing to meet the daily needs of patrons throughout the Pioneer Library System. Brodart is currently working on a third ODC for Pioneer, with another to follow after that.

“Throughout our relationship with Brodart, we have been able to provide balanced collections in a timely fashion to our citizens. And, at the end of the day, that’s one of the core values of the public library!”

Lisa Wells
Executive Director
Pioneer Library System