

Let's see what is on display at the library!

Assessing library displays

What?

Books, DVDs, CDs, Audiobooks, Magazines, Puzzles, Board Games, etc! Additional materials can also go on display to add to the theme like bookmarks, decorations, fabrics, flyers, posters - basically anything that helps create a cohesive display.

Why?

Materials presented in a new and unique fashion are more likely to get patrons to check out materials that they would have not otherwise known we supply. We do this to bring awareness to our college community on literacy topics as well as diverse and current topics and to showcase campus events in relation to library materials.

How?

In Summer of 2021, the library created a Google Form of various questions: Where was it located, what materials were displayed, what was the engagement, did it have any check outs, etc. When a display is taken down, the form is completed by library staff.

Results

Since June 2021, **33** displays have been recorded in the Display Assessment Form...

- **28** included materials available for check out
- **5** had no materials available for checkout (Blackboard Interactive Displays)
- **15** had at least 1 item checked out
- **15** displays were created to bring awareness to specific current or historical events, groups, issues, etc.
- **10** display ideas suggested by campus community
- **9** displays resulted in additional conversations (questions about materials, topic, or other library related functions)
- **7** promoted an ECC Program/Course/Event.

Not every display will be a hit, but those are just as important to record as those that do really well.

Assessment allows the library to have a deeper insight to how the displays have impacted our community. This helps up know when to repeat a theme or retire one, which area we should highlight more often, which location gets the most foot traffic, which was the most popular, any standout conversations, etc. It provides a track record.

FUN FACT

Displays help with collection development! When we decide on a theme for a display it gives us an opportunity to closely evaluate what materials we have which can let us know if we need to update materials or weed them!

While this Display assessment form is still under a year old, we plan to continue gathering data, review results annually, and expand on our displays in order to grow and diversify what we promote and showcase.

We hope to have more displays in collaboration with different programs and events on campus as well as encouraging interaction and checkouts through each display.

