



LEVERAGING
BOOK LEASING
TO FUEL AN
**INNOVATIVE
OUTREACH
PROGRAM**

MONTCLAIR PUBLIC LIBRARY

Montclair, N.J.

NEEDS:

- Tailored collection to support mobile outreach program
- Popular materials segmented by age range
- Ability to return items, due to limited storage

OUTCOMES:

- Increased circs
- Quick turnaround of orders
- Reduced time from delivery to circulation
- Expanded community outreach

OUTREACH IN MONTCLAIR

The original impetus for this project was Montclair Public Library's (MPL) quest to expand their outreach. The library wanted to target underserved areas of their local community and to support the many town festivals where a library presence could benefit their patron base. Staff realized that having a motorized vehicle could help them be more efficient and save time. They had outgrown their book bike and settled on the purchase of an eTuk.

What is an eTuk? It's a 13-foot long, six-foot tall, electric vehicle, with room for one (open air) driver, that can go upwards of 25 miles per hour, and has two compartments to house materials — perfect for books!

Popularity of the eTuk soon took off. According to Ken French, MPL's Head of Collection & Materials Services, "It's a kid magnet. Bring it to an outreach event and the kids just flock to it!" Given the popularity of their fledgling outreach program, the next priority for MPL was to secure a reliable supply of popular materials to power it. Enter McNaughton lease program. Brodart staff met with the library to explore opportunities to augment their collection with leased materials.



Originally, staff had stocked their eTuk collection with extra copies already owned by the library, with a focus on local events, including gardening, farmers markets, nature, local animals, classics, and popular titles – including fiction, picture books, and nonfiction. It quickly became apparent at the end of the warm weather eTuk season that there wasn't enough room to house the extra copies they'd purchased. Additionally, the Library prefers to showcase newer material instead of filling shelves with duplicate copies.

McNaughton offered a number of attractive benefits for the library, including easy ordering, hassle-free returns, shelf-ready cataloging/processing, and fast delivery.

In 2022, the library made the formal decision to use McNaughton Leasing for their entire eTuk collection. Timing, however, was tight. Materials had to be ordered, received, and put into circulation in time for the first festival of the year – in a span of only six weeks!

Selection lists also dovetailed with available space, as leased materials fit neatly into the eTuk compartments. Orange and green McNaughton banding help merchandise materials to patrons and offer the added benefit of making returns easy to sort. "This worked out a lot better than any other previous time we stocked the eTuk," says French.

Staff were very pleased with how the collection performed – significantly better than it had in previous years. The children's collection circulated so well, it had to be restocked three times in the first quarter of 2022 alone! All of the adult and teen materials enjoyed multiple checkouts as well. Moreover, the majority of items were returned by patrons. And staff are pleased that libraries aren't penalized for lost or stolen items with McNaughton Leasing (thankfully very few items are still outstanding).

"We are satisfied customers!"

-Ken French, Montclair Public Library

Initial results in the first year validated the decision to lease. Enola Romano, MPL's Senior Children's Librarian, says, "I was impressed by how quickly Brodart staff at every level were able to do this – it all came together in a month and a half! Everything shipped just in time to make it for the first event of the season. We were all under a quick deadline. It was the quickest I've seen anything happen here in eons!"

MPL's browsable mobile collection is divided into children's, teen, and adult materials – which aligns neatly with McNaughton's curated plans and selection lists. Based on circulation trend data, staff decided to focus their McNaughton program primarily on children's material, as well as adult and teen bestsellers. Brodart's collection development librarians created selection lists that supported the library's parameters, including easy readers, picture books, and materials focused on upcoming festivals.

The resulting mix of titles included graphic novels, which Romano dubbed "masterful," as they now circulate continually.



On the strength of their eTuk program and leased collection, MPL has been able to expand their footprint in the community. Staff are overjoyed with their McNaughton book leasing experience. Ken French succinctly summed up the library's experience with McNaughton by saying, "We are satisfied customers!"

TAKE THE NEXT STEP

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BRODART CO.
500 Arch Street, Williamsport PA 17701
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