

# LIBRARY SURVIVAL TIPS IN A TIGHT ECONOMY

Is your library one of the many faced with budget cuts? How can you tighten your belt and still keep your library vibrant and attractive to students?

We have comprised a collection of tips that you may find helpful as you move ahead in a tough economic climate.

- 1. Review Your Inventory.** Take stock of what you already have. Market the good titles and know which ones are popular with students. Keep books looking new by periodically checking for a recently published paperback version with an attractive new cover. [Note: Turn your new paperbacks into hardcovers by ordering the durable, cost-effective MackinBound binding.] Use Mackin's **FREE Collection Analysis** to find the gaps in your collection and make every dollar you spend count.
- 2. Choose the Best New Titles.** Your money is tight. Don't waste it on titles that won't hold the test of time. Read reviews, listen to students and colleagues, and explore Mackin's **Compendium (in print or online)** to find out the best new titles before you spend your dollars. Use **TitleMatch** on Mackin.com to prevent purchasing duplicate titles.
- 3. Market Your Library to Parents.** Make sure that parents know about you. Publish a newsletter or an online update as to what is happening. The more they know about what goes on in your library (including pictures of kids reading and researching on the computer), the more they will realize how important your library is. Let people know how many books were checked out last year.
- 4. Market Your Library to Students.** Make sure that students know about you. This is especially important in middle and high schools when students no longer make weekly visits to the library. Start a book review blog so students can see what other students like or don't like, or keep weekly updates on the school website. Have new books displayed openly. Make it easy to visit the library – lunchtime, before and after school, passes in the classrooms. Establish homework clubs to allow students to do homework in a quiet setting. Allow students to assist in shelving. Create a recommendations box for wanted titles. Have library parties to celebrate reading. Remember to use engaging library displays. Lastly, begin a "staff picks" list – principal picks, teacher picks, etc.
- 5. Utilize Volunteers.** Make use of parent and grandparent volunteers. Ask your Parent Teacher Organization to coordinate volunteers for you. Have them help with checking out books, generating overdue notices, shelving returns, and repairing books. Then you will be available to students to assist in book choices and reference needs.
- 6. Keep Good Records and a Wish List.** Make sure you know what monies you have available and when they must be used. Place orders in plenty of time to ensure that every penny is used by your library before it goes back to the general fund. Also, keep a current Wish List throughout the year in case your principal finds extra dollars in the budget that must be spent quickly.
- 7. Take Advantage of Mackin's Free Processing.** We provide full MARC electronic records, barcode labels, spine labels, mylar covers and more free of charge. Save your time and money by utilizing Mackin's services!