Make New Friends: open a collection to new users
What is the Curriculum Material Center (CMC)?

32,000 items including:

- Picture books, middle grades & YA fiction
- Nonfiction
- Professional literature for educators
- DVDs and audiobooks
- Graphic novels
- Teacher resource materials such as educational games, manipulatives, or books with lesson plans and classroom activities.
CMC History

• No Resource Sharing for the past 20 years.
• Wanted to stop ILL for Distance Learners (lost 1 package).
• Seven department heads within the last 20 years.
• Attitude: If books were not in the CMC, Education students would not have access to them.
• 1 week loan period.
Discovery

• CMC:
  • Initial conversation with Department Head:
    • Extend the loan periods for picture books
    • Increase general usage of collection
    • Become part of the DIVerse Families Database

• ILL:
  • Lend CMC items through ILL/DDS
How to create an “Elevator” pitch

1. Identify the goal.
2. Make your point. Create the hook – reel them in – get their attention.
3. Give the “talk” in less than it takes to ride in an elevator – 2-3 minutes.
Approach

• Know when the best time is to approach someone with a new idea.

• Alleviate staff fears –
  • Lost items / never returns the book
  • No immediate access for students
  • Loan periods longer than a week
  • Books going around the world
  • Popular - Florida Sunshine / current year imprints
Gathering of Data – be prepared

• Compiled data for the CMC staff to review at their staff meeting.
• Met with CMC Department Head first and reviewed data with her.
• Focused data on the advantages of sharing their collection.
Statistics

Circulation Statistics

Lending requests for **CMC** items
Collections within the CMC that were being requested through lending 2015-2018

CMC feared that libraries wanted only textbooks, DVDs, popular, and manipulatives.
ILL vs Circ usage: 2017-2018

Circulation
- Picture: 39%
- Fiction: 28%
- General, Textbooks, Professional: 29%
- DVD: 4%

ILL
- Fiction: 39%
- General, Textbooks, Professional, Ref, Reserve: 48%
- Picture Book Collection: 10%
- DVD Collection: 3%
Worried for NOTHING 2015-2018

Number of times item was circulated
YEAR THAT THE REQUEST WAS SUBMITTED TO ILL / YEAR ITEM WAS PUBLISHED

Afraid of lending current year imprints

Legend:
- # of requests in 2015
- # of requests in 2016
- # of requests in 2017
- # of requests in 2018

Graph showing the number of requests submitted each year, with a peak in 2015 and a decline in 2016.
Who requests our stuff?

- Academic: 70%
- Public: 28%
- School: 0%
- International: 1%
- Government: 1%
- School: 0%
Where are the requests coming from?
Things they were unaware of

- Only one on the string = 37
- Last on the string = 28
- Of the 1403 requests:
  - 890 were unique titles (requested only 1 time)
  - 513 were titles that were requested more than once
    - 118 titles were requested twice
    - 39 titles were requested three times
    - 8 titles were requested 4 times
    - 16 titles were requested more than 5 times
Outcome of our elevator talk

42 cancelled

66 filled