

GAIL BORDEN PUBLIC LIBRARY FINDS COST-SAVING PARTNER IN CUSTOMIZED LIBRARY SERVICES

The Gail Borden Library set out to find cost savings for their taxpayers and made a strategic decision to partner with Baker & Taylor's Customized Library



Services in 2012 in order to make it happen. The Gail Borden Public Library is located in Elgin, Illinois, and serves the fifth largest library population in the state of Illinois after the cities of Chicago, Aurora, Rockford and Joliet. The recipient of the 2009 National Medal for Museum and Library Services, Gail Borden's yearly circulation is more than 2 million items.



THE CHALLENGE

Gail Borden Public Library had specific goals for their partnership with CLS. First and foremost, they wanted to find efficiencies that would result in overall cost savings for their taxpayers. They also wanted to free up staff time so they could focus more attention on customer engagement and shorten wait times for patrons at the library. And, finally, they wanted to free up resources so they could work on new initiatives at the library like digitization projects and new partnerships with community groups.

To help with all of these goals, they made a decision to move 90% of all books purchased to CLS to receive their materials fully shelf-ready with CLS processing and custom cataloging.

THE OUTCOME

QUICK RESULTS | The library's CLS services began on July 1, 2012, and the results were, as Robert Moffett, Director of Technical Services at Gail Borden Public Library in Elgin, Illinois, put it, "quick and striking." In their first month with CLS, they received 59% of their books shelf-ready and within 3 months, they ramped up this percentage to 88% of all books ordered. Moffett explains, "With such a high percentage of materials arriving shelf-ready and a cataloging error rate of only 2-4%, we discontinued our internal check for cataloging errors by November 2012. With our 90% target within reach, very low error rate and virtually all books arriving fully processed, our partnership with CLS allowed us to reorganize and right-size our Technical Services department."

KEY BENEFITS

Their partnership with CLS has enabled Gail Borden Public Library to:

- + Significantly reduce their Technical Services budget
- + Improve customer service and decrease wait times for library customers
- + Reposition staff to much needed areas within the library in Programming and Customer Service departments
- + Tackle new initiatives and community projects they previously did not have the time or resources to complete

WHAT DID RIGHT-SIZING THE TECHNICAL SERVICES DEPARTMENT MEAN FOR GAIL BORDEN? |

At their peak, the library had a full-time cataloging staff of five with three additional full-time employees on their processing team. By November 2012, they had 1.5 full-time staff for cataloging and 1.5 employees for processing. Some of the staff was repositioned from back office duties to customer service positions. They were able to add positions for all of the following needs in their Programming and Outreach and Customer Service departments:

- + Hispanic Services Program Assistant
- + Youth Services & Information Services Associate
- + Interlibrary Loan Library Associate
- + Manager of Movies, Music & More
- + ADA Librarian

In addition, the staff that remained in cataloging did not need to be cataloging 100% of the time. They found they were able to take on other tasks they never had the time for before CLS — thus finding many more positives beyond just a decrease in technical services staff costs at the library.

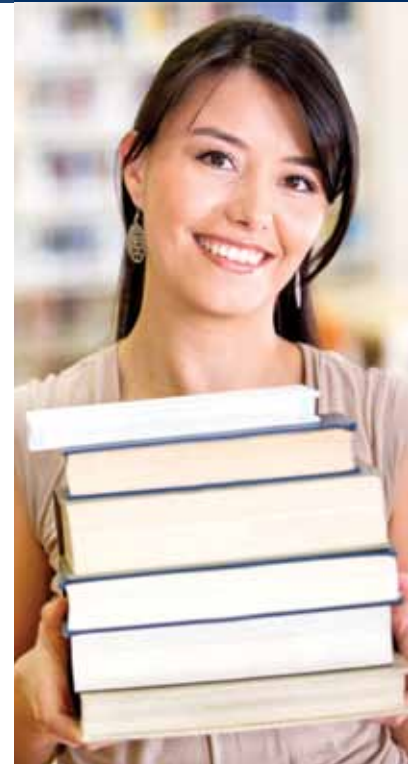
POSITIVE SIDE EFFECTS | Gail Borden found that even with a smaller technical services staff, the benefits of CLS went beyond the numbers on the budget sheet. With the cataloging team redeployed, the library was able to focus on initiatives that were previously relegated to the “wish list.” They are working on building a digital history collection for the library, which is housed on a new website they created called Elgin Area Memories. They are making new connections with community groups, teaching computer classes, visiting senior services and promoting library programs and services – all worthwhile and beneficial tasks that they were not able to focus on before CLS.

LAYING THE FOUNDATION FOR FUTURE IMPROVEMENTS | Gail Borden Public Library calls their move to CLS “greatly beneficial” for the taxpayers of Elgin, Illinois, and is able to point to a number of improvements that have directly resulted from this decision:

- + CLS is an extension of their staff, allowing them to pivot their resources to serve customers better.
- + CLS has given them direct cost savings because it is less expensive to purchase a fully shelf-ready book than to order, catalog and process the same materials in-house.
- + CLS has given them indirect cost savings for customers via staff transfers from Technical Services to Programming and Outreach and Customer Service departments.

Moffett says, “CLS has worked wonders at Gail Borden Public Library. The ground is shifting under virtually all organizations nationwide and this is especially true for public libraries. Our deep partnership with CLS has given us the opportunity to create a digital history collection for our city, shorten wait times for our users and focus on customer engagement.”

With CLS as their partner, the staff at Gail Borden Public Library is free to focus on customer engagement and customer service, and they are enjoying their ability to tackle new and exciting initiatives, ultimately bringing more services to their patrons.



Experienced
Library
Professionals

Quality,
Customized
Solutions

System- and
Shelf-Ready
Material