



BEYOND BOOKS

LAUNCHING, EXPANDING, AND MARKETING A
SUCCESSFUL LIBRARY OF THINGS

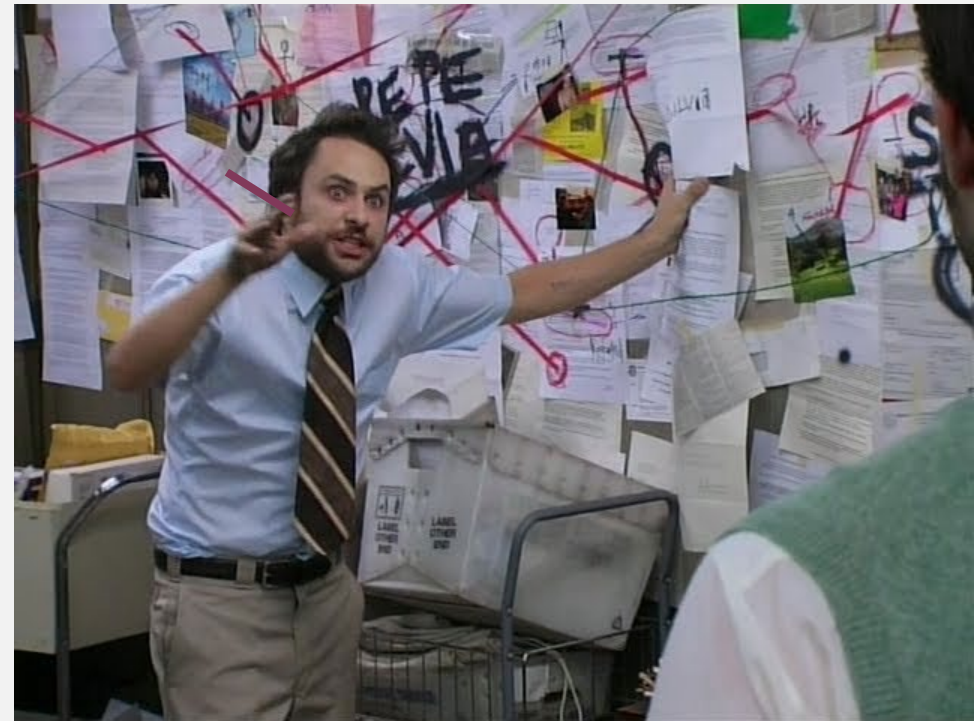


SWAN EXPO 2026

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GENEVA PUBLIC LIBRARY

PRESENTATION OVERVIEW

- Why Library of Things matters
- Starting a collection
- Processing your collection
- Marketing your collection
- Expanding your collection
- Maintaining your collection



OBJECTIVES

- Identify core steps for launching or expanding a Library of Things collection.
- Apply practical processing strategies to nontraditional collections.
- Promote your Library of Things collection with practical strategies for displaying and marketing a Library of Things collection.
- Takeaway a list of practical workflows and resources for purchasing and processing your collection.

WHY LIBRARY OF THINGS?

- **THE LIBRARY IS MORE THAN JUST BOOKS!**
 - Patrons are looking for equipment, tools, technology to check out.
 - Growing demand for experiential materials and accessible tools.
 - Supports equity, creativity and lifelong learning.

STARTING YOUR COLLECTION

- **CHOOSING A MANAGEABLE STARTER SET**

- We chose digitization tools!
- Alternate ideas include: board games and puzzles, accessibility items, recreational items, gaming systems and tools.

- **SOURCING ITEMS**

- We chose Amazon.
- Alternate ideas: donations or other online suppliers.



STARTING YOUR COLLECTION

- **BUDGETING**

- How much money do you want going toward initial items?
 - Don't forget to budget for replacement of broken, grubby and popular items.
- 60/20/20
 - Think about spending 60% on initial items, 20% on replacement items, and 20% on additional "copies" of popular items.



PROCESSING YOUR COLLECTION

- **PACKAGING**

- Hard clear plastic boxes are purchased as much as possible.
 - This will depend on your shelving and organization.
 - Keeping boxes uniform and clear helps staff and patrons find the items on shelf.
 - We purchased our boxes from Amazon.



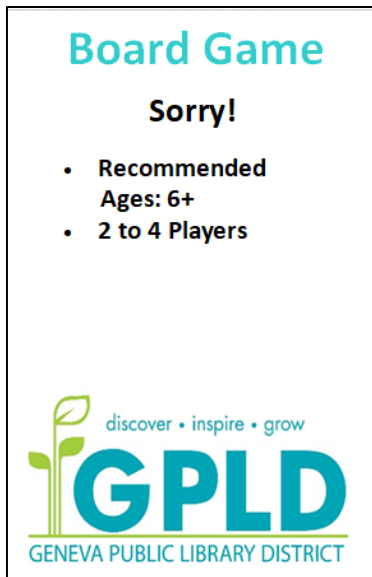
PROCESSING YOUR COLLECTION

- **LABELING (INSIDE)**
 - Instruction sheets & content cards
 - Are always laminated and kept with the item when possible.
 - Generally, instruction sheets can be found online and do not need to be scanned or copied.
 - Contents cards are maintained by collection management staff. Our marketing department designed the initial template, and Ellen and Margaux make the contents cards for each game.

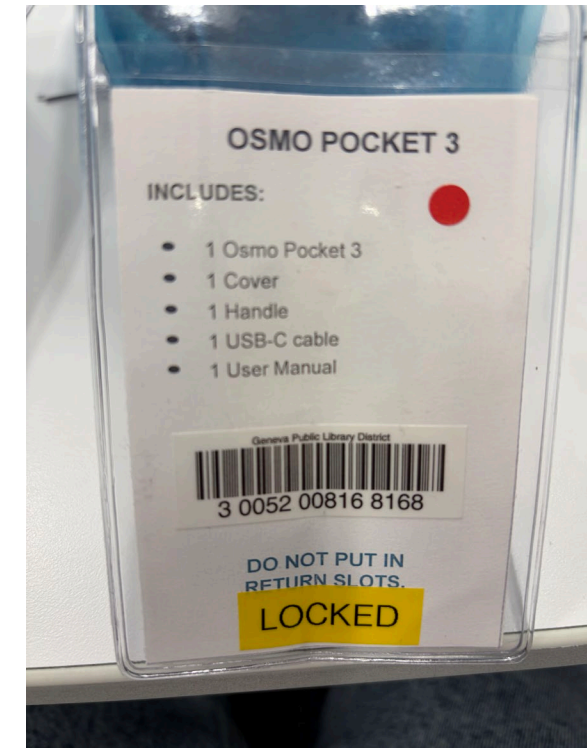


PROCESSING YOUR COLLECTION

- LABELING (OUTSIDE)



- Every technology label (tag) includes:
 - Title and barcode
 - A bullet point list of everything included
- Depending on your shelving, boxes may need additional labels for accessibility.
- Board games and puzzles have a simplified label because we include a contents card in the box
 - Open space included for barcode



HOUSING YOUR COLLECTION

- **STORAGE**

- Old Building
 - Closet space:
 - We first put this collection by our circulation department for circ team members to check out.
 - We moved it to storage near the Digital Services Team which worked better.



HOUSING YOUR COLLECTION

- **STORAGE**

- New Building version 1:
 - Learning Locker space:
 - Space specifically designed for Library of Things items staffed by our Innovation Team.
 - Patrons would request items to be retrieved from storage.
 - Patrons could browse items by looking through DVD cases with a photos of items.



HOUSING YOUR COLLECTION

- OPEN AND LOCKED SHELVING ON SERVICE FLOOR, AND STORAGE



Open Shelving



Locked Cabinet



Storage

CIRCULATING YOUR COLLECTION

- CIRCULATING THE COLLECTION

- New Building 2.0

- Open and locked shelving:

- We now shelf items by price point with anything under \$150 out on open shelving.

- These items can be checked out by any cardholder.

- Large or expensive items are housed in a locked storage closet or locked shelving.

- These items have DVD cases for patrons to browse though.

- These items can only be checked out by Geneva Library cardholders.



CIRCULATING YOUR COLLECTION

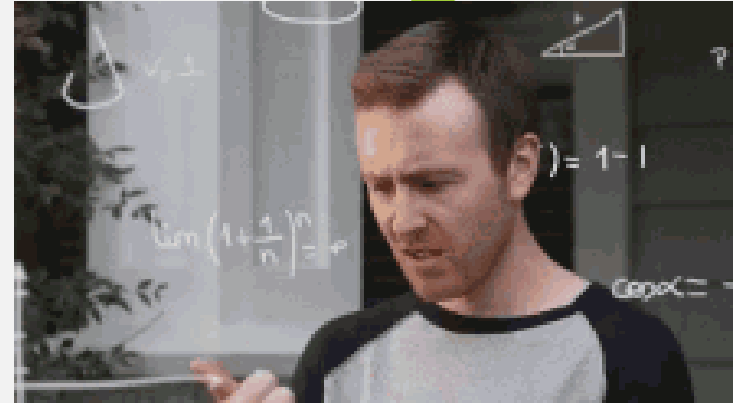
- **MAKING CIRCULATION EASIER**

- Counting items

- We don't count every item
 - Ex. 1,000 piece puzzles

- We do count most using:

- Patron feedback forms—Patrons tell staff what they have found missing or wrong with the item so we do not have to test every item, every time.
 - Staff feedback forms
 - These forms allow us to tell patrons what is missing before they use the



FEEDBACK FORMS

Missing pieces?

Please circle if there are any missing or broken pieces.

1-3 4-7 8-10 10+

Comments:

Thanks for your help!

Geneva Public Library District

Missing pieces?

Please let us know if there are any missing or broken pieces.

Thanks for your help!

Geneva Public Library District

Problem with item?

Please let us know if you experience any problems with this item.

Thanks for your help!

Geneva Public Library District

ITEM NOTED FORM

Item Noted:

Please Keep Slip in Item.

*You will **not** be held accountable for items listed below.*

Item Barcode:

30052005836635

This item does not have:

1 Player token

1 Aircraft piece

Date: 7/22/25

Geneva Public Library District

BACK-UP SUPPLIES



Extra Pieces



Extra Cables



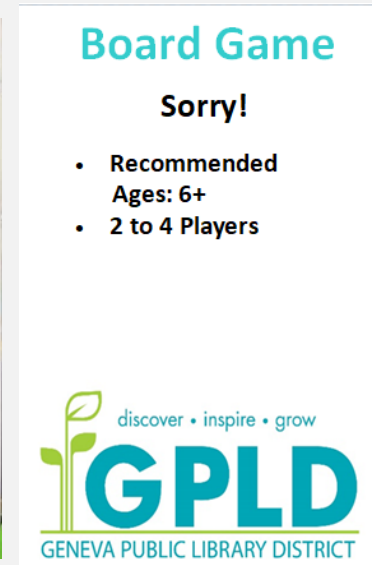
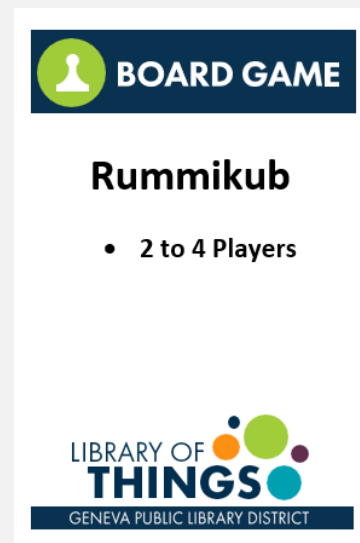
Specific Pieces for Games

MARKETING & COMMUNITY ENGAGEMENT

- **MARKETING**

- Makerspace
- Programming:
 - Ex. Digitize All the Things, Board Game Night, DIY classes, D&D

- Branding:



MARKETING & COMMUNITY ENGAGEMENT

- MARKETING

- Email, Social Media and Visibility:



MARKETING & COMMUNITY ENGAGEMENT

- SHELving



MARKETING & COMMUNITY ENGAGEMENT

- SHELving



MARKETING & COMMUNITY ENGAGEMENT

- DISPLAYS



MARKETING & COMMUNITY ENGAGEMENT

- PUZZLE TABLE!



EXPANDING YOUR COLLECTION

- **USING CIRCULATION DATA TO DRIVE GROWTH**
 - Track your collection and buy more of what checks out.
 - Buy additional copies of items with waitlists, holds, etc.
- **FIND GAPS IN YOUR COLLECTION**
 - Find new equipment for accessibility needs, patron requests, other library collections, updating equipment to the newest version.
 - Find new categories of items to purchase



EXPANDING YOUR COLLECTION

- **EXPANDING YOUR CATEGORIES OF ITEMS:**
 - We moved from having a digitizing collection
 - To collecting for the following categories:
 - A/V items
 - Computers & Devices
 - Crafting & DIY tools
 - Digitization Equipment
 - Electronic Accessories
 - Recreational Equipment
 - Board Games & Puzzles
 - Experience Kits—New!



EXPANDING YOUR COLLECTION

- ADDING LOT ITEMS TO OTHER COLLECTIONS:
 - Aging Well Collection
 - Experience Kits



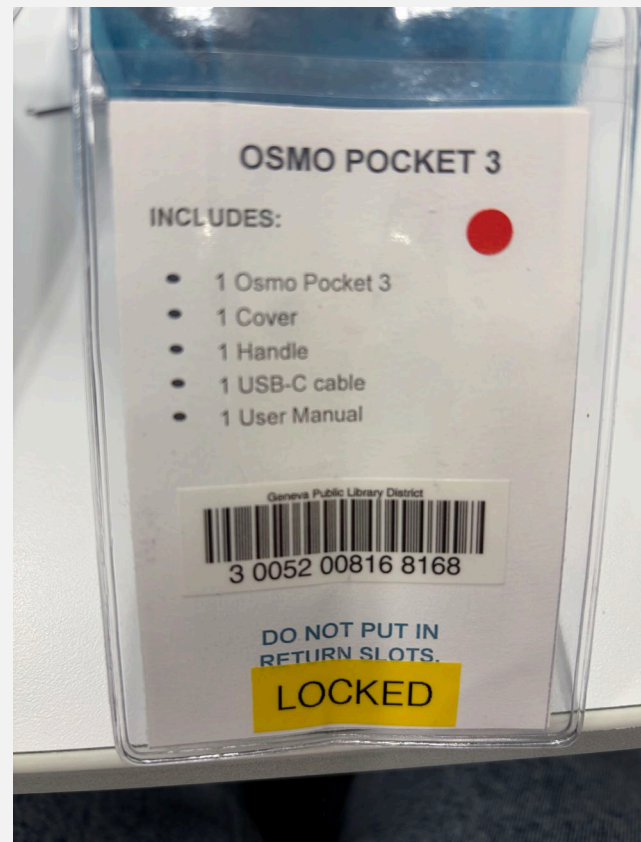
SUSTAINABILITY & MAINTENANCE

- **REPAIR VS. REPLACE**
 - Do what your budget allows.
 - Repair as staff time can allow then budget for replacements
- **ANNUAL REFRESH**
 - Budget for the newest version of your current items
 - Ex. Laptops, digitizers, cameras, etc.
 - Don't forget to include upgraded cables as tech evolves
- **KEEPING ABREAST OF CHANGING TECHNOLOGY**
 - Keep your collection relevant to patron needs.

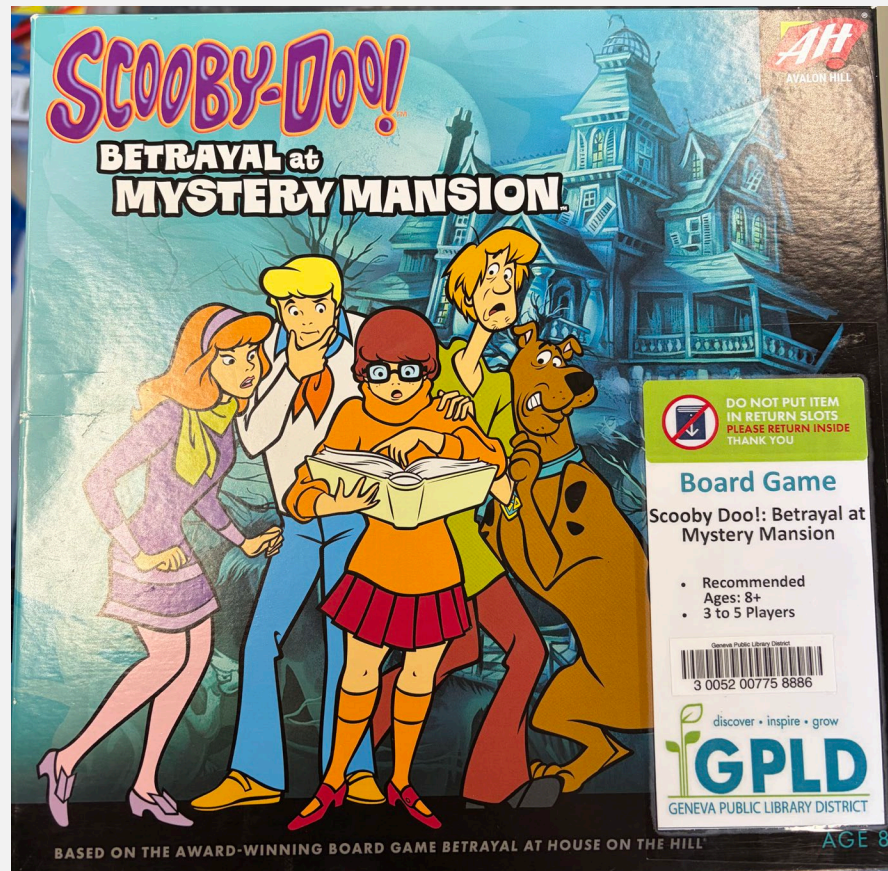
EXAMPLE PROCESSING WORKFLOWS

- **ORDER ITEM FROM AMAZON**
 - We have an Amazon Business account that gives us free shipping
- **UNPACK ITEM, LIST CONTENTS & PRICE**
 - Item unpacked into plastic box and sticky note is added to help with cataloging.
- **CATALOG ITEM**
 - We have templates saved in Workflows
- **PROCESS ITEM**
 - Add like items to small baggies
 - Label baggies, items
 - Laminate and label instruction sheets
 - Add a tag with item name, barcode and list of components
 - RFID tag item
- **DOUBLE CHECKS**
 - Different staff member checks Workflows, tags, labeling that everything matches.
 - Inventory and discharge

EXAMPLE TECHNOLOGY TAG



EXAMPLE BOARD GAME & PUZZLE TAGS



RESOURCES

- **OUR FAVORITE THINGS:**
 - Really Useful Boxes
 - Band Joes
 - Mesh Zipper Pouch Bags
 - Hard Zipper Cases
 - Small Clear Plastic Baggies
 - Metal Luggage Tag Loops



RESOURCES

- **OUR FAVORITE WEBSITES:**

- Board Game Geek
 - Contents pages,
 - Game instructions
 - Purchase ideas
- Amazon
 - Item descriptions
 - Ordering
- Product Websites
 - Product manuals
 - Cataloging descriptions
- Penworthy
 - Memory Kits
 - Children's Kits

The screenshot displays the Penworthy website's product page for the 'Sharp Minds Kit'. The header features the Penworthy logo, a navigation bar with links like 'FULL CATALOG', 'DECISION WIZARD', 'REWARDS & INFO', 'KIT RESOURCES', 'ACTIVITY PAGES', and 'BEAR'S DEN BLOG', and a shopping cart icon showing '(0, \$0.00)'. The breadcrumb trail reads: 'Home > Full Catalog > Collections > All Penworthy Titles > Sharp Minds Kit'. The main product image shows the 'Sharp Minds Kit' packaging with a 'Stay Sharp' label. Below it, a caption says '(click cover image above to see full inside spreads)'. To the right of the image, the product title 'Sharp Minds Kit' is followed by 'Sharp Minds Kit' and 'Series: Stay Sharp Kits'. A description states: 'Engage the mind with the Sharp Mind Kit. A collection of engaging brain games, puzzles, and sensory tools designed to support cognitive wellness, relaxation, and social connection. Kits are sold in their entirety; components are not available for individual sale.' To the right of the description, a list of metadata includes: 'Character 1: Stay Sharp', 'Character 2: Mental Fitness', 'Copyright: 0', 'Pub Date: -', 'Size: 19x6x13 R', 'Pages: 0', 'Interest Grade: Adult', 'Reading Level: -', 'Classification: -', 'GRL: -', 'AR: -', 'Lexile: -', 'Dewey: -', 'Language: English', 'Penworthy Release: 06-2026', 'Item #: 10420', 'Available: 7', and 'Review: -'. On the far right, the price is listed as 'Price: \$164.99' with 'Add to Cart' and 'Next' buttons. The bottom right corner of the page has a small red circular icon with a white arrow pointing up.

Questions???

- What questions do you have for us?

