

User Friendly Media Centers Update 2

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Door Signs: Your first chance to provide a friendly invitation and provide information about your center.

What we All Do: Signs we all have in our media Centers to help students find the different areas.

What we don't realize:

- Students don't look at the signs until they go to your OPAC (computer look up stations)
- Then they start looking to determine where the books are located **if** you have what they need.

Making User Friendly MARK Records

1.Keyword enhancements-520 (Summary Tag)

2.Subject enhancements-650 (Subject Tag)

3.Series Tag enhancements 440 (Series Tag)

4.Making Dewey Decimal Friendly

5.Little things that make a big difference

High Interest Books-440 Tag it

Put the word in **Bold** in the search term space and click on the Series button.

1.**Ms. Kerr's Holocaust Books—Kerr**

2.**Girls-** High Interest Girl Books

3.**LDS-** LDS authors

4.**Cowboy-**books other than Louis L'Amour

5.A Child called "It" similar books-**IT**

6.**College** (Books for college bound students)

7.**Best** (Books on Random House most popular books by customers and editors selection)

8.**RR** (Books for reluctant readers—YALSA's list)

USER Friendly OPACs

Making Dewey Work for You

American History	973	Sports	
1493-1600	973.1	Sports-General	796
1600-1775	973.2	Football	796.1
1775-Revolution	973.3	Basketball	796.2
1783-1809	973.4	Soccer	796.3
War of 1812	973.5	Survival	797.35
1815-1861	973.6	Running	796.4
Civil War 1863-1868	973.7	Skiing	796.5
1870-1898 Reconstruction	973.8	Tennis	796.6
World War I	973.9		

Fiction Books-Series with more than one Author

Biographies vs. 920

- Rock Groups—Beatles, U2
- Princess Diana (B Dia)
- Attila the Hun (B-Att) Joan of Arc (B-Arc)

Reference Books

- 1.Reference Books that I believe would get usage in the General collection are moved to the general collection.
2. Books that are extremely large and get very little usage Are moved to the reference collection.

3 digit midgets

Do Not classify books past 2 digits right of the decimal

- 1.Students can't find the books because they don't understand the shelving sequence
- 2.Aids puts the books in the wrong place because they don't "get it" on where to put the books.
- 3.They absolutely create more confusion than what they are worth.
- 4.Take the book and round up or down the number
i.e. Autism 616.928982 make it 616.9 or 616.92

American authors in 813 and British authors in 823

Put literature in the fiction area unless its:

- 1.Greek Classis 851
- 2.Author Criticisms 813
- 3.Essays 814.3
- 4.Literature Criticism 813.5

Creating Lasting Customer Relationships

- 1.Natural affinity: Students look for someone who is the most like them, people they like.
- 2.Trust, predictability, consistency, and honesty.
- 3.Speed. Get fast, You cannot deliver your product to fast.
- 4.Apparent expertise.
- 5.The Magic words. "Thank-You" or "Your Welcome" Did you find what you were looking for?
- 6.Passion. Students catch your passion.

Why Do Companies loss Customers

- 1% Die
- 5% Move Away
- 7% are Lured elsewhere
- 9% go to the competition
- 15% leave because of a quality problem
- 63% leave because they feel ignored!

Purchasing Books

1. Purchase books on specific topics,
I.E. Horses, Capital Punishment,
Steroids, Stem cells, Civil War etc.
2. Allocate a small piece of your
budget strictly for student
Requests for books. Take care of your
Students who are readers