

YA and TMS Displays and Merchandising Guidelines | 2017

January 2017 | YA Services Coordinator

Goal

In order to promote the YA Fiction and Teen MakerSpace collections, YA staff will create a variety of displays throughout the year to highlight materials of interest.

Display and visual merchandising spaces are meant to appeal to browsers, those patrons who may not be looking for a specific title and are open to the power of suggestion. They are also meant to create a point of impact “sale”. Businesses use this frequently; by placing items by the cash registers they know that they may get you to have an impulse buy. We want to use the same, proven principles to create impulse reading opportunities.

A few important guidelines should be followed:

In the spaces provided to promote YA collection, we want to focus on YA and TMS materials. Teens can and often do read other materials and are, in fact, welcome to read anything in the library, but in the YA display space we want to focus on highlighting and promoting YA/TMS materials. In order to be able to continue to justify having a robust YA/TMS budget, we need to make sure we have the statistics that justify these collections. Promotion is key.

We want all displays to be inclusive. Therefore, we should make sure that each display includes diverse authors and diverse main characters. Our focus should be not on making displays about diversity, which still “others” marginalized people groups, but on making all displays diverse, which is an inclusive practice. For example, every display should be examined to make sure it includes GLBTQA+ titles, mental health titles, titles with characters that have a disability, and titles that are written by marginalized authors. Instead of having a GLBTQA+ display, create a dystopian display that includes dystopian titles that include GLBTQA+ characters, for example. There are, of course, always exceptions to every rule. For example, for Pride Week/Month, we may want to have a special GLBTQA+ display.

In every display and merchandising effort we do, we want to make sure that we are communicating to our teen patrons that we value and respect them and are willing to put forth the time and effort in serving them. That means we want to create quality displays that communicate this value and respect.

Visual Merchandising

Visual Merchandising is the practice of putting materials out in attractive ways to help our teen patrons make reading selections. We do visual merchandising in several ways.

1. On the top of the YA shelves, we put new books on face out display.
2. On the shelf on the ramp going down into the TMS, we put face out new book or thematic displays.

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3. On the shelf provided for us on the slat wall, we put rotating book displays.

General Notes about Visual Merchandising

Whenever possible, books should be front facing so teen patrons can see the covers in their direct line of eyesight. Try to avoid putting titles at an angle.

Please make sure any titles you pull for visual merchandising or display are attractive and in good condition. For example, avoid titles with excessively worn covers, frayed edges, etc. Titles in really bad shape should be given to the YA Services Coordinator for review.

If a title on display hasn't checked out after about a week, consider pulling it off of the display and replacing it with a new title.

Slat Wall Displays

Ideally, the displays on the slat wall outside the TMS should be changed every 2 weeks. There are exceptions to this rule, including during the Teen Summer Reading Challenge, which typically lasts for about 6 weeks.

Target Goal for Slat Wall Displays: 21 Unique Displays with Varying Themes

Each Slat Wall Display Should Include the Following Elements:

Books: Primarily, our focus is on books. So we want to make sure we include as many books as possible.

Additional Visual Elements: any additional visual elements can be used to help make sure our displays are eye catching and attractive. This can include thematic words which express the point of the display, pictures, etc.

Interactive Elements: In the past, some fun interactive elements have been included. For example, during our Make display teens could take a button. Or, for an additional example, teens were invited to write down their favorite first line from a book to make an interactive display. These types of displays are encouraged as long as there is still ample space for teens to pick up and check out a book.

Creativity: We want our displays to be as creative and eye catching as possible. Our goal is to attract the attention of our teen patrons and get them to approach the display so they will select books to check out and read.

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Display and Visual Merchandising Organization and Communication

Display Notebook

In order to help us better track our use of displays, we will keep a display notebook. It will include the following information:

1. Past displays
2. An upcoming display calendar
3. Potential display ideas that we are interested in exploring

Display Responsibility

All YA staff are responsible for maintaining displays daily. This means when we notice any holes in a display, we should take a moment to grab an appropriate title out of the collection and put it on display. When you walk by, please take a moment to glance and make sure everything looks tidy and if not, take a moment to tidy the display up. (All Staff)

In addition, staff who express interest will be included in developing and putting up/taking down displays. Depending on interest, some type of schedule can be created to help facilitate communication regarding this matter. (Display Designers)

Each display designer will be responsible for printing off a photograph of their display and placing it in the past displays portion of the notebook. Be sure to record the theme and date.

The YA Services Coordinator will be responsible for creating and communicating the display calendar. There may be times when specific display idea or themes will be pre-determined, for example Teen Tech Week and Teen Read Week. Other times, the person responsible for the display may be assigned and given more freedom for that display theme. If no display theme is assigned, please make sure and clear display theme with YASC before purchasing any supplies and creating the display. When communicating your display theme to YASC, please have an estimate of supplies needed and cost available before seeking approval.

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Overall Display and Merchandising Goals

Professional looking quality – We want to use quality supplies, take our time, and create professional looking displays that communicate to our teen patrons that we care about them and are willing to put the time and effort into displays. Even we don't have the materials on hand to create a quality display, shelve that idea until we can purchase needed materials and take another display approach.

Cleanliness – Again, well maintained displays communicate to our patrons that we are professional who care to invest our time and resources into them. Keep displays tidy and stocked daily.

Diversity – Diversity is an important goal because it helps us ensure that our teens see people who look and have the same experiences as them in our collections while also making sure we open new doors to them by introducing them to characters who look different or have different like experiences than them. Books should be both windows and doors and we have to make a concentrated effort to make sure we build collections and displays that achieve both of these goals.

Maintained Daily – Taking a moment to glance daily at our displays helps us to make sure that we are diverse, cleanly maintained, and professional looking in our displays.

Consistency – We want to make sure we are creating consistently quality displays on a consistently rotating basis by following consistent procedures and rubrics.