CREATING A CIRCULATING TOY COLLECTION:
FROM CONCEPT TO IMPLEMENTATION

Margaret Howard & Virginia Phelps
Chesterfield County Public Library, Virginia
WHY WE CHOSE TOYS

- Strategic
- Demand-driven
- Supported
OVERVIEW

- Idea
- Initial cost
- Collection Launch
  - Summer: 60%
  - Winter: 40%
## Cost

<table>
<thead>
<tr>
<th>Human Resources</th>
<th>Physical Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Manager</td>
<td>Toys</td>
</tr>
<tr>
<td>Selectors</td>
<td>Mesh Bags</td>
</tr>
<tr>
<td>Designer</td>
<td>Laminates</td>
</tr>
<tr>
<td>Proofreader</td>
<td>Bins</td>
</tr>
<tr>
<td>Photographer</td>
<td>Utility shelves</td>
</tr>
<tr>
<td>Cataloger</td>
<td>Printing</td>
</tr>
<tr>
<td>Processors</td>
<td>Miscellaneous supply</td>
</tr>
<tr>
<td>Trainer</td>
<td></td>
</tr>
<tr>
<td>30 hours</td>
<td>$1,200</td>
</tr>
<tr>
<td>20 hours</td>
<td>$300</td>
</tr>
<tr>
<td>80 hours</td>
<td>$500</td>
</tr>
<tr>
<td>3 hours</td>
<td>$500</td>
</tr>
<tr>
<td>8 hours</td>
<td>$50</td>
</tr>
<tr>
<td>25 hours</td>
<td></td>
</tr>
<tr>
<td>100 hours</td>
<td></td>
</tr>
<tr>
<td>2.5 hours</td>
<td></td>
</tr>
</tbody>
</table>
TOY CIRCULATION JUNE 2017 - NOVEMBER 2018
Avoid

- Batteries
- Screens
- Choking hazards
SAFETY & CONVENIENCE

- Choking Hazards
- Recall Lists
- Risk Management
- Reputable Companies
- Maximum amount of pieces per toy
PACKAGING
Focus on

- Cognitive learning / Thinking and Reasoning Skills
- Fine motor skills / Hand and Finger Skills
- Gross motor skills / Coordination and Movement
- Imaginative Play / Imagination and Pretend Play
DECISIONS

- How we chose which branch
- How we set the rules
- How the toys are packaged
- What the catalog looks like
<table>
<thead>
<tr>
<th>Call #</th>
<th>TOY STA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Descript.</strong></td>
<td>1 toy train set (18 pieces) : wood, color ; 41 x 11 x 6</td>
</tr>
<tr>
<td><strong>Summary</strong></td>
<td>This wooden train has three cars with upright rods for stacking the differently shaped blocks. Build the steam engine and then load up your cargo. Helps teach basic color recognition, sorting, fine motor skills and problem solving. Encourages imaginative play and beginning counting skills.</td>
</tr>
<tr>
<td><strong>Audience</strong></td>
<td>&quot;Ages 2+&quot; -- packaging.</td>
</tr>
<tr>
<td><strong>Local Subj</strong></td>
<td>Hand/finger skills. Coordination/movement. Special collection.</td>
</tr>
<tr>
<td><strong>Alt Author</strong></td>
<td>Melissa &amp; Doug (Firm)</td>
</tr>
<tr>
<td><strong>Title</strong></td>
<td>Classic toy stacking train.</td>
</tr>
<tr>
<td><strong>ISBN/ISSN</strong></td>
<td>000772005722</td>
</tr>
</tbody>
</table>
Stack Train

Barcode: 32665322130677
Please take this card to the circulation desk and a staff member will assist you in checking out the toy.

Develops Coordination/Movement
Manufacturer Recommends Ages 2+

Contents 18 Items:
Engine Car, 2 Cars, 15 Colored Blocks

MECHANICS: PHOTO CARD

- Includes Barcode
- Skill
- Age recommendation
- Contents
TOYS

Available for checkout

Select a card and visit the desk to get your toy and take it home!

MECHANICS: SIGNAGE

Choose RED titles to improve thinking and reasoning skills

Choose BLUE titles to develop hand and finger skills

Choose GREEN titles to develop coordination and movement

Choose PURPLE titles to encourage imagination and pretend play
MECHANICS: SHELVING
Dust! Mop! Sweep!

Please return item inside the library—do not return to book drop. Item can be returned to any library.

Manufacturer Recommends Ages 3+

MECHANICS: CHECKOUT & CHECK IN
Cleansing

- Clorox Anywhere Hard Surface
  - Safe for food prep areas and kills 99.9% of bacteria on hard surfaces

- Soft toys – laundry when necessary
SURVEY

Would you check out another toy from the library? Why/why not?

How can toy checkout be improved?

Currently, this service is only offered at the Clover Hill Library. Would you like to see this service expanded to other libraries?

We are looking to expand our collection of toys. Do you have any recommendations?

Any additional comments or suggestions?
TOP SURVEY RESPONSES

Financial Benefit (33%)

Storage Benefit (16%)

Environmentally Conscious (8%)
More Branches

▪ Ettrick Feb 2018
▪ Chester Oct 2018
▪ Bon Air Summer 2019
  ▪ First collection purchased by the Friends of the Library

Increase scope (ages 5-10)
QUESTIONS?

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