



Create a more human library

Tips For Maximizing Usage of Your 3M™ SelfCheck™ System

Libraries who have achieved very high usage levels on their 3M SelfCheck Systems have been successful because of:

LOCATION, LOCATION, LOCATION

The location of your SelfCheck System may be one of the most important factors for success.

Best locations in an existing library

- On the circulation desk. Patrons are used to coming to the circulation desk to check out materials. Your SelfCheck System will be used more since patrons are conditioned to go to the desk. Position your SelfCheck System as the 'first option' for checkout.
- Patrons are conditioned to go to a certain location at the desk to checkout. Replace those terminals with your SelfCheck System. If you plan to keep the existing circulation terminals, locate your SelfCheck System as close as possible to them. Patrons will see the system as they wait in line and will want to try it.
- The closer to the existing circulation terminals the better.

Access to the 3M SelfCheck System

- Make the area easily accessible.
- Have the traffic patterns been considered?
- Are the system and its surroundings inviting?
- Allow approximately 12 inches of workspace on each side of the system for borrowers to place their materials.

Eliminate as many potential blocks as possible!

Fines/Threshold

- Raise the fines threshold on your circulation software. This will maximize the number of borrowers who can use your SelfCheck System by minimizing the blocks on their record.

Address check

- Decrease the frequency of the checks:
 - Annual vs. Semiannual.
 - Biannual vs. Annual.

Staff/Management Support **Are you prepared for success?**

Is there support throughout the organization?

- Those libraries that have high usage also have very strong internal support for the system.
- Support must be from the top down.
- The SelfCheck System should be viewed as the primary means of checkout.

Staff benefits

- Is staff aware that the SelfCheck System will:
 - Help reduce repetitive motion injuries.
 - Free up staff to offer more personalized services.

Customer benefits

- Self-service is the ultimate service!
- Customers can now check out their own materials quickly, easily and in private.

Bar Code Location

Consistent bar code location is important

- Both patron checkout and staff assisted checkout/in will be greatly improved if bar codes are located in a consistent manner.
- Preferred locations - Outside front or back cover, perpendicular and within 4 inches of the spine.

Bar code duplication

- Duplicating systems are available should you decide to re-bar code portions of your collection.

Signage/Floor Graphics/Carpet

Do your patrons know that the 3M SelfCheck System is available?

- Hand out introductory bookmarks to patrons who come to the desk.
- Does staff direct them to the SelfCheck System whenever possible?

How to make a good sign:

- Be positive. Tell the user what to do rather than what not to do.
- A professional sign will last longer and get your message across.
- Use graphics to draw attention or illustrate complex instructions.
- Personalize your sign with the library logo.
- Short, simple instructions help avoid confusion.
- Plain, block fonts are easier to read than script or fancy Italics.
- Use bullet points versus sentences/paragraphs.
- Is the sign easily read from its intended viewing distance?
- Have someone review your sign as a final check before production.
- Place your sign(s) where they will have high visibility.

Floor graphics

- High impact graphics direct borrowers to your system.
- Use durable, adhesive-backed graphics for hard surfaced floors.
- Use standard messages or customize them.

Carpeting

- Directional arrows in carpeting control traffic flow and lead borrowers to your SelfCheck System.

Patron Assistance Program/ New Patron Orientation

Introduce your new 3M SelfCheck System to your borrowers.

- Advance publicity such as bookmarks and signs announcing the arrival of "A Great New Service" will generate excitement among the staff and borrowers.

Assign a staff member or volunteer to assist first-time users.

- Plan to maintain the assistance program for at least one borrowing period (Approx. 3 weeks).

Include the 3M SelfCheck System in your orientation materials.

- List self-service as one of the many services you provide.
- Show self-service checkout on the map of your library.

Awards/Incentives

Make it fun! Everyone loves to win!

- Incorporate local business coupons on the SelfCheck System receipt using the header or footer text.
- Ask them to turn in their receipt to forgive an overdue item or possibly a \$1.00 reduction in late fines.
- Sponsor a contest to name your new SelfCheck System.
- Have a 'Check It Out Yourself' Contest.
- Have the SelfCheck System users enter their names for a drawing.
- Have the staff wear buttons promoting self service.
- Give away merchandise like a book bag, donated coupons to a local restaurant, donated passes to the local movie theater, etc.
- Forgive any outstanding fines for those who are willing to use the SelfCheck System.