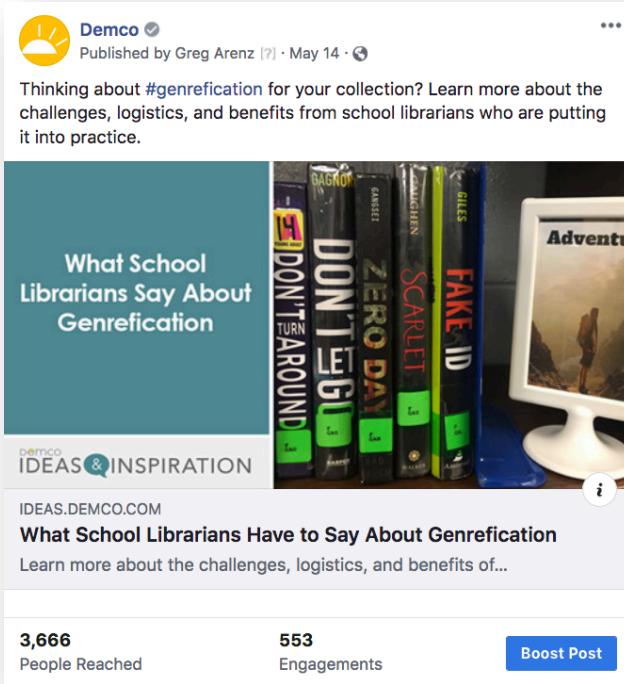


# Genre Labels Nurture Campaign

## Promote Gated Genrefication Case Study

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Demco  Published by Greg Arenz [?] · May 14 · 

Thinking about #genrefication for your collection? Learn more about the challenges, logistics, and benefits from school librarians who are putting it into practice.

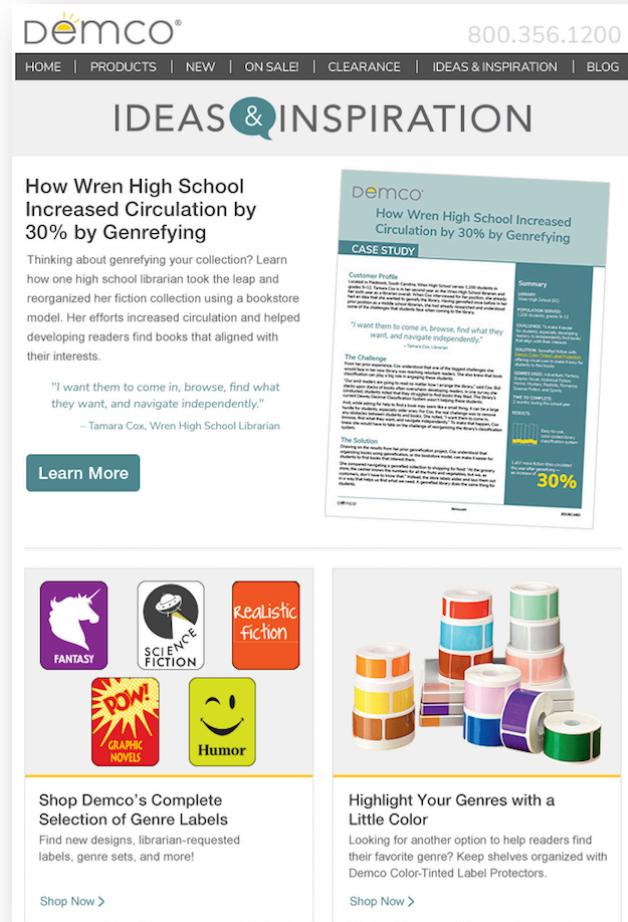
What School Librarians Say About Genrefication

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What School Librarians Have to Say About Genrefication

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## IDEAS & INSPIRATION

How Wren High School Increased Circulation by 30% by Genrefying

Thinking about genrefying your collection? Learn how one high school librarian took the leap and reorganized her fiction collection using a bookstore model. Her efforts increased circulation and helped developing readers find books that aligned with their interests.

"I want them to come in, browse, find what they want, and navigate independently."

– Tamara Cox, Wren High School Librarian

[Learn More](#)

Demco: How Wren High School Increased Circulation by 30% by Genrefying CASE STUDY

Customer Profile: Wren High School is a public high school in the U.S. Service Center in the state of Georgia. The school has a population of 1,000 students in grades 9-12. The school's mission is to provide a safe and supportive environment for students to learn and grow. The school's library is a central part of the school's mission, and the librarian, Tamara Cox, is responsible for maintaining the library's collection and ensuring that it meets the needs of the students and faculty.

The Challenge: The school's library collection was not organized in a way that made it easy for students to find what they wanted. The books were stacked on shelves in a haphazard manner, and it was difficult for students to navigate the collection. This lack of organization was causing circulation rates to be low, and students were not finding books that aligned with their interests.

The Solution: Tamara Cox decided to take action and implement a genrefication project. She organized the books into categories based on genre, and she created a bookstore-style layout for the shelves. This made it easier for students to find what they wanted, and it also helped to increase circulation rates. The school's circulation rates increased by 30% as a result of this genrefication project.

Summary: By implementing a genrefication project, Tamara Cox was able to increase circulation rates by 30%. This is a significant achievement, and it demonstrates the power of organization in improving library services.

30%

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Read this case study to learn how genrefication helped Drakes Creek Middle School Library. [Download Now](#)

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**How to Boost Circulation for Under \$300!**

Drakes Creek Middle School Library, KY

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#### 5 Steps to Ditching Dewey

Are you entertaining thoughts of ditching Dewey and exploring subject-based classification in your library? Nationally Board Certified Librarian and Mover and Shaker Tiffany Whitehead gives you tips and tricks to help you start genrefying your library.

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"...genrefication is the single best thing that I've done for my school library program."  
— Tiffany Whitehead, Librarian at Episcopal High School



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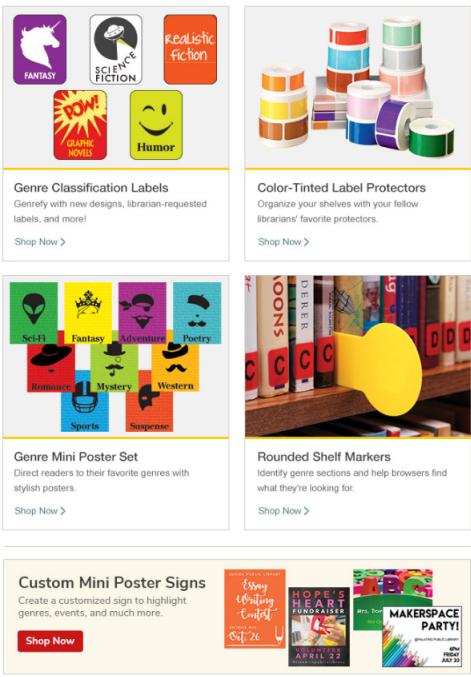


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