Collection Development and Management for 21st Century Library Collections: An Introduction

Vicki L. Gregory
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>List of Figures</td>
<td>ix</td>
</tr>
<tr>
<td>CD-ROM Contents</td>
<td>xi</td>
</tr>
<tr>
<td>Preface</td>
<td>xiii</td>
</tr>
<tr>
<td>Acknowledgments</td>
<td>xvii</td>
</tr>
<tr>
<td><strong>1 The Impact of New Technologies on Collection Development</strong></td>
<td>1</td>
</tr>
<tr>
<td>Overview</td>
<td>1</td>
</tr>
<tr>
<td>The Long Tail</td>
<td>3</td>
</tr>
<tr>
<td>Web 2.0/Social Networking</td>
<td>6</td>
</tr>
<tr>
<td>The Information Commons, Open Access Serials, and Open Source Software</td>
<td>8</td>
</tr>
<tr>
<td>Globalization</td>
<td>9</td>
</tr>
<tr>
<td>Vocabulary</td>
<td>11</td>
</tr>
<tr>
<td>Discussion Questions</td>
<td>11</td>
</tr>
<tr>
<td>References</td>
<td>12</td>
</tr>
<tr>
<td>Selected Readings</td>
<td>13</td>
</tr>
<tr>
<td><strong>2 Assessing User Needs and Marketing the Collection to Those Users</strong></td>
<td>15</td>
</tr>
<tr>
<td>Overview</td>
<td>15</td>
</tr>
<tr>
<td>Who and What Will Be Studied?</td>
<td>17</td>
</tr>
<tr>
<td>Where Are Data Collected?</td>
<td>18</td>
</tr>
<tr>
<td>When Should the Data Be Collected?</td>
<td>20</td>
</tr>
<tr>
<td>How Are the Data Interpreted?</td>
<td>20</td>
</tr>
<tr>
<td>Tips for a Good Study</td>
<td>21</td>
</tr>
<tr>
<td>Marketing Your Collection</td>
<td>21</td>
</tr>
<tr>
<td>Conclusion</td>
<td>26</td>
</tr>
<tr>
<td>Vocabulary</td>
<td>26</td>
</tr>
<tr>
<td>Activities</td>
<td>27</td>
</tr>
<tr>
<td>Discussion Questions</td>
<td>28</td>
</tr>
<tr>
<td>References</td>
<td>28</td>
</tr>
<tr>
<td>Selected Readings</td>
<td>29</td>
</tr>
</tbody>
</table>
## 3 Collection Development Policies

Overview 31
Purpose of Collection Development Policies 33
Basic Elements of a Collection Development Policy 35
Vocabulary 52
Activities 52
Discussion Questions 52
References 52
Selected Readings 53

## 4 Selection Sources and Processes

Overview 55
Considerations in the Selection Process 56
Selection Criteria 60
Selection Teams 64
Selection Differences for Internet Resources 65
Tools for Acquiring and Selecting Materials 66
General Review Sources Online 74
Other Selection Means 74
Open Access Movement 75
Vocabulary 77
Activity 77
Discussion Questions 77
References 78
Selected Readings 78

## 5 Acquisitions

Overview 81
The Principal Goal of Library Acquisitions 81
The Nature of Library Resources 82
Sources of Library Materials 84
Gifts and Exchanges 92
Vocabulary 98
Discussion Questions 98
References 99
Selected Readings 99

## 6 Budgeting and Fiscal Management

Overview 101
Accountability 102
Types of Budgets 103
Budget Scenarios 105
Setting Budget Priorities 105
Gathering Information for a Library Materials Budget Request 106
Consortium Purchases 108
Bookkeeping Terminology 109
Activity 111
References 112
Selected Readings 112

7 Assessment and Evaluation of the Collection, Including Deselection (Weeding) 113
Overview 113
Evaluating or Assessing the Collection 114
Deselection or Weeding the Collection 119
Conclusion 126
Vocabulary 126
Discussion Questions 127
Activity 127
References 127
Selected Readings 128

8 Cooperative Collection Development and Resource Sharing 131
Overview 131
Library Consortia 131
Cooperative Collection Development Defined 132
Benefits and Challenges of Cooperative Collection Development 133
Consortial and Access Relationships 134
Interlibrary Loan 135
Conclusion 136
Vocabulary 136
Case Study 136
Discussion Questions 137
References 137
Selected Readings 137

9 Legal Issues in Collection Development 139
Overview 139
Copyright and Licensing 140
Digital Rights Management 153
Donations: Legal and Tax Issues 160
Diversity Issues 163
Americans with Disabilities Act Issues 164
Vocabulary 167
Activities 167
Discussion Questions 168
References 168
Selected Readings 168

10 Professional Ethics and Intellectual Freedom 171
Overview 171
Professional Ethics 171
List of Figures

Figure 1.1 Normal Distribution of Popular Titles in a Subject Area 5
Figure 3.1 Hard versus Soft Science 32
Figure 3.2 Conspectus-Like Example Using Dewey Decimal Classification (Large Academic Library): Sea (Naval) Forces and Warfare 41
Figure 3.3 Conspectus-Like Example Using the Dewey Decimal System (Small to Medium-Size Public Library): Public Administration and Military Science 42
Figure 3.4 Conspectus-Like Example for a Library Using Library of Congress Classification: Books (General, Writing, Paleography) 43
Figure 3.5 Subject Descriptions of a Senior High Collection 45
Figure 3.6 Example from a Senior High School Collection Mapping 47
Figure 3.7 Sample Challenge Form 49
Figure 5.1 Major Library Vendors 86
Figure 5.2 Representative Pricing Samples for Electronic Serials 88
Figure 6.1 Typical Public Library Materials Budget 107
Figure 7.1 Shelves in Need of Weeding 120
Figure 9.1 Sample Digital Rights Management Process 157
Figure 9.2 OCLC FirstSearch DRM, Periodical Owned by Local Library 158
Figure 9.3 Sample InfoTrack DRM Document Delivery Option for Periodical Not Owned by Local Library 159
CD-ROM Contents

The companion CD-ROM found on the inside back cover contains two major resources.

The first is a set of 21 collection development and management policies from each of the major types of libraries. Policies from small, medium, and large libraries are represented. The policies are reproduced in PDF format.

The second resource is an Excel spreadsheet listing 360 major publishers, distributors, and wholesalers. This directory comprises the major companies from whom libraries buy books, periodicals, and audiovisual materials of all kinds. Each company’s website and a brief description of their products or services can be found here.

The author and the publishers express their gratitude to each library who kindly granted permission for their policies to be reproduced here. A listing of those libraries by library type appears below.

Academic Libraries
Berry College Memorial Library, Mount Berry, GA
Boise State University, Albertsons Library, Boise, ID
Canisius College, Buffalo, NY
Central Piedmont Community College, Charlotte, NC
Dartmouth College Library, Hanover, NH
Florida Atlantic University Libraries, Boca Raton, FL
Kenyon College, Library and Information Services, Gambier, OH
St. Mary’s University, Louis J. Blume Library, San Antonio, TX
Portland Community College, Portland, OR

Public Libraries
Campbell County Public Library System, Gillette and Wright, WY
Morton Grove Public Library, Morton Grove, IL
Newark Public Library, Newark, NJ
Pasadena Public Library, Pasadena, CA
Pikes Peak Library District, Colorado Springs, CO
School Libraries
Liberty County School System, Hinesville, GA
Stockbridge High School Library, Stockbridge, MI
University Laboratory High School Library, Urbana, IL
Whitefish High School Library, Whitefish, MT

Special Libraries
Northeastern Seminary, Rochester, NY
University of Kansas Medical Center, Dykes Library, Kansas City, KS
University of Maryland, Health Sciences and Human Services Library, Baltimore, MD
Preface

Collection Development and Management for 21st Century Library Collections: An Introduction describes how librarians select, acquire, and maintain resources in all formats.

Unlike previous textbooks in this area, the approach used here is not strictly based on formats per se, but rather on the processes that librarians need to use in evaluating, gathering, maintaining, and preserving materials. In other words, there are no separate chapters dedicated to books, serials, or electronic resources; instead, each conceptual chapter covers multiple formats. As has always been the case, but especially as witnessed over the last 35 years spanning my professional career, the formats of the materials collected and used by libraries change, but the overall processes used to select and evaluate them tend to remain the same. In the pages that follow, I describe the synergy and drive behind planning, developing, licensing, acquiring, and managing collections that are both physical and virtual, used in-house and remotely, and constantly changing.

Although collection development, the acquisitions process, and collection maintenance issues are universal concerns for all types of libraries, in different library settings, differences in emphasis on the various elements of collection development and maintenance processes become quickly apparent. Ethics, intellectual freedom, copyright, and licensing impact all areas of collection development and management like never before. Therefore, while it is important to take an overarching view of these processes, differences engendered by type of library will be brought out where appropriate.

The primary audience for this book will naturally be students in graduate programs of library and information science. However, librarians changing professional assignments into collection development and maintenance or those needing to catch up on, for example, electronic materials should also find this work useful.

In many schools of library and information science, collection development is included within a broader picture of collection management or maintenance and often folded into those courses. Many classes will actually emphasize, in such cases, not collection development itself but collection management, sometimes with but a week or a single instructional unit given
over to acquisitions. Thus, it is important to make clear distinctions among these three major elements:

- **Collection management** may be best defined as the process of information gathering, communication, coordination, policy formulation, evaluation, and planning that results in decisions about the acquisition, retention, and provision of access to information sources in support of the intellectual needs of a given library community.

- **Collection development** is thus the subpart of collection management that has primarily to do with decisions that will ultimately result in the acquisition of materials.

- **Acquisition** is the process of actually securing materials for the library’s collection, whether by purchase, as gifts, or through loan or exchange programs.

### Organization

*Collection Development and Management for 21st Century Library Collections: An Introduction* begins with a comprehensive overview of the field, moves into individual chapters covering each step of the collection life cycle, and ends with a chapter looking at the future.

Chapter 1 takes a look at how new elements are influencing library collections today: open access, Web 2.0, the “Long Tail,” and globalization. Each of these elements affects how and what the library owns, leases, or uses.

Chapter 2 looks at needs assessment from a collection development standpoint and at marketing the collection. A needs assessment is similar to market research but in this case with a library emphasis. Marketing plans are discussed and examples of marketing activities are drawn from different types of libraries.

Chapter 3 concerns the purpose and component parts of a good collection development policy, and Chapter 4 covers the selection of library resources with an overview of sources for reviews, selection criteria, and variables in the process among different types of libraries.

Chapter 5 concerns all aspects of the acquisition of print, electronic, and audiovisual resources along with a discussion of gifts to libraries and exchange programs in which some libraries participate. Exchange programs can be local, national, or international.

Chapter 6 discusses the budget and fiscal management of collection development and acquisitions departments. A short introduction to bookkeeping is included with most of the terminology that a new acquisitions librarian will need to know.

Chapter 7 is about the evaluation and assessment plus the weeding of a collection. Differences in procedures among different types of libraries are discussed.
Chapter 8 looks at cooperative collection development and how resource sharing facilitates a good cooperative collection development program.

Chapter 9 examines the legal issues that concern collection development librarians, such as copyright and licensing of electronic resources. This chapter is not intended to make lawyers out of librarians, but will introduce you to a number of these important concepts in order to better inform you as to how to recognize those issues and how best to proceed when you are confronted with them. In addition, legal obligations related to issues of diversity and the Americans with Disabilities Act are also discussed here. Because Chapter 4 covers some diversity issues as well, this chapter focuses on the issues not discussed there along with issues of special needs users.

Chapter 10 concerns ethics and intellectual freedom as they affect acquisitions and collection development librarians, particularly because these librarians may be wined and dined by vendors. Intellectual freedom is one of the core values of librarianship and, since it is often tied to censorship, can also be viewed as a professional ethics area.

Chapter 11 addresses preservation of both print and electronic materials. This is an area of great concern as electronic materials can be quite ephemeral unless libraries or other organizations specifically target them for preservation.

Chapter 12 is a look into the future of collection development and collection development librarians as viewed by several authors. One predicted difference from their current role concerns more active involvement in the creation and maintenance of locally produced digital materials. Another has to do with quality assurance of materials that users find on the web, particularly when searching in the library or on its website. Naive users may view these materials as being just as much a part of the collection as the carefully selected materials on the library shelves.

The text ends with a selective bibliography of further readings for each part of the collection management life cycle.

This book's companion CD-ROM contains examples of collection development policies as instituted at various university, college, community college, public, school, and special libraries. These policies illustrate the differing approaches taken by the various types of libraries represented and were selected as indicative of how the factors and considerations described in the text can be successfully melded into a policy.

As with all areas of library work, continuing education, involvement with professional associations, and reading the newly published library literature will be important to maintain your professional skills if you intend to become a collections librarian. I hope you will keep reading, keep learning, and keep building better collections that meet the needs of your users.