

# Collection Development

Resources and skills to assist  
developing a high turn-over  
collection

# Today's topics

- Evaluating your Community
- Evaluating your Collection
- Collection development policy
- Using statistics
- Developing budgetary goals or targets
- Maintaining your collection

# Community Evaluation

Idea's to help you get to know your community.

- Becoming involved and visible by attending community meetings
- Being a part of festivals/local community events
- Interact with the community on levels that are appropriate for the library and staff

# Community Evaluation

Who lives in my  
community?

- Demographics
  - Age ranges
  - Gender
  - Immigration
  - Educational attainment
  - Fields of study
  - Occupation

# Community Evaluation

## Community Interests

How do people spend their leisure time?

- Recreational Activities
  - Organized sports
  - Facility related
- Clubs
- Commuting

# Community Evaluation

- What services do your patrons want?
- Special service clubs
  - Any type of service clubs
- Local history
  - Is there a need?
- Internet access
  - What type of connectivity do homes?

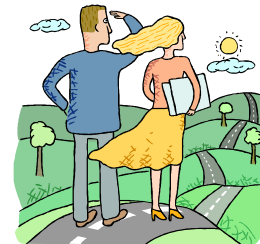
# Community Evaluation

- What has changed in your community?
  - New school
  - New recreation facility
  - Higher immigration
  - Business infrastructure

# Community Evaluation

What does the future hold?

- One certain way to find this out is to develop a community survey. With the results your library will be better prepared to adjust library services accordingly.



# Community Evaluation

## Sample questions for community survey

- 1) Approximately how often do you visit the local public library?
- 2) What type of materials do you mainly visit the local library to obtain?
- 3) How often do you request assistance from the reference librarian?
- 4) How often is the reference librarian able to fully answer your questions?
- 5) Overall, how satisfied are you with the services provided by the reference librarian?
- 6) How often do you use the library computer system to locate books or other materials?
- 7) How often are you unable to locate books or other library materials that are listed in the computer as being available?
- 8) Overall, how easy do you feel it is to use the library's computer catalog to find library resources?
- 9) How often do you request materials from other branches in the library system?
- 10) How satisfied are you with the length of time it takes to receive requested materials from other branches?
- 11) How often do you visit the local public library to use a computer to access the internet?
- 12) How satisfied are you with the availability of computers for use to access the internet?
- 13) How often do you visit the children's department at the local public library?
- 14) How satisfied are you with the selection of audio, video, and book resources provided in the children's department?
- 15) How satisfied are you with the children's reading programs provided by the local public library?
- 16) Are you male or female?
- 17) What is your age?
- 18) What is your total household income. Please include the income of all earners in your household.
- 19) Please tell us what you like most about your visits to the local public library.
- 20) Please tell us what, if anything, can be done to improve the services at the local public library.

# Collection Evaluation

Before your library can consider what it wants to accomplish, it first must take stock of what the current collection holds

# Collection Evaluation

Planning to prove a goal using common steps to plan your evaluation.

1. Define collection evaluation goals
2. Determine data needed, and how to gather
3. Choosing an appropriate evaluation technique
4. Document and disseminate results

# Collection Evaluation

- Evaluating sections of collection
  - Working with previous years annual reports will help to show you where improvements are needed
  - Some Integrated library systems provide you with detailed information on the collection
  - Using public library services compilation statistics also allows you to cross compare with libraries of similar size

# Collection Development Policies

- Policies can help alleviate the stress of having to come up with “on your feet” answers
- Many items should be incorporated into the Collection Development policy that is written in an understandable and easily readable format

# Collection Development Policy

In your collection development policy some ideas to include but not limit too;

1. What is collected
2. What will not be collected
3. How collection is maintained
4. How collection is evaluated
5. How to challenge material in collection

# Collection Development Policies

Examples of what should be included in your libraries policy

1. Introduction
2. Mission, Values, and Goals
3. Community Served
4. Responsible for Collection Development (who)
5. Intellectual Freedom Statement
6. Funding and Allocations
7. Selection policies, procedures and priorities
8. Special collections
9. Weeding/deselecting
10. Gifts and donations
11. Cooperative relationships
12. Handling complaints and challenges

# CLA Position Statement on Intellectual Freedom

## Canadian Library Association / Association canadienne des bibliothèques Position Statement on Intellectual Freedom

*Approved by Executive Council ~ June 27, 1974; Amended November 17, 1983; and November 18, 1985*

- All persons in Canada have the fundamental right, as embodied in the nation's Bill of Rights and the Canadian Charter of Rights and Freedoms, to have access to all expressions of knowledge, creativity and intellectual activity, and to express their thoughts publicly. This right to intellectual freedom, under the law, is essential to the health and development of Canadian society. Libraries have a basic responsibility for the development and maintenance of intellectual freedom.
- It is the responsibility of libraries to guarantee and facilitate access to all expressions of knowledge and intellectual activity, including those which some elements of society may consider to be unconventional, unpopular or unacceptable. To this end, libraries shall acquire and make available the widest variety of materials.
- It is the responsibility of libraries to guarantee the right of free expression by making available all the library's public facilities and services to all individuals and groups who need them.
- Libraries should resist all efforts to limit the exercise of these responsibilities while recognizing the right of criticism by individuals and groups.
- Both employees and employers in libraries have a duty, in addition to their institutional responsibilities, to uphold these principles.

# Collecting statistics

Statistics play an important role in developing your collection, policy and future goals.

## *Percentage of Acquisitions Rate*

- Using one part of the collection as your base
- Example: Number of acquisitions in one calendar year, divide by number of items in collection, equals a percentage point, then multiply by 100
- $350/15,000 = 0.02 \times 0.1 \times 100 = 2.3\%$

Therefore, your annual acquisition rates are 2.3%

# Collecting Statistics

## Finding your turnover rate/ratio

Total circulation divided by total items equals average circulation of each item.

- Example:  $18000/5000 = 3.6$
- As a result, the turnover rate is 3.6

Another example to find the turnover rate in a specific collection.

Divide the number of items in specific collection by the number of circulations in that section.

- Example:  $1800/500 = 3.6$
- As a result, the turnover rate in that specific section is 3.6

# Collecting Statistics

## Finding your total circulation per capita

### Total population:

- Total circulation divide by total population equals circulation per capita.
- Example:  $1800/986 = 1.82$  circulation per capita

### Total volumes per capita:

- Total number of items divide by total population equals volumes per capita.
- Example:  $2600/986 = 3.73$  volumes per capita

# Collecting Statistics

## Material Expenditures by Capita

Total dollars spent on materials divide by  
capita

Example:  $\$6,500/987 = \$6.53$  per capita

# Collection Budget

Developing a collection budget can be a major task, with annual budgeting it can eliminate the majority of work;  
some tips to help you plan.

1. Gather previous years budget requests
2. Working with staff and statistical information broken down from the annual report
3. Know the current trends.
4. Remember your collection development policy to help develop budget lines for goals of the CDP
5. Keep in mind changes that may or may not occur with Vendors
6. Adding into your budget grants that you are applying for that targets specific areas of the collection
7. Databases that are available to public libraries

# Weeding/Deselecting

## Ettlinger's 5 point WIDUS Deselecting test

1. Worn Out
2. Inappropriate
3. Duplicated
4. Uncirculated
5. Superseded

## Deselecting Test

One black mark = Question  
Two black marks = Withdraw  
WIDUS decision

Just apply successively the elements in the WIDUS scale. If the book is worn out, inappropriate, duplicated, uncirculated, the constitutes one strike against the book, and it is a possible reject. With two categories applicable, there are two strikes against it, and it becomes a probable reject. Take one last look at it and decide.

**THREE STRIKES** and it's out.

# Weeding/Deselecting

CREW guidelines  
M.U.S.T.Y  
8/3/MUSTY

M = Misleading (and/or factually incorrect)

U = Ugly (worn and beyond mending or rebinding)

S = Superseded (by a truly new edition or a much better book on the subject)

T = Trivial (of no discernible literary or scientific merit)

Y = Your collection has no use for this book (irrelevant to the needs and interests to the community)

8 years or older in copyright

3 years or more from last circulation date

1 or more MUSTY factors

**A good collection has something  
to offend everyone, if it doesn't  
we are not doing our jobs.**