



Living on a Fixed Income

No matter what your budget, it's always limited—the trick is learning to make it *scalable*

Every year that you don't increase your materials budget you're effectively cutting it—the cost of budget and processing of books increases 5-7% every year.

Policy vs. Plan



Policy guides: Where you select. What you select. Who selects.

Plan guides: When you select. Why you select. How you select.

Policy shouldn't change year to year but plan should be updated regularly.

**If you fail to plan,
then you plan to fail.**

What should be included in your plan?

- Goals & priorities for different collection areas – Tied to your mission or library's strategic plan
- Identified needs and plans for targeted growth
- Timelines and goals for weeding and evaluation
- Guidelines for weeding
- Criteria for adding/removing formats
- Justification for how funds are allocated

Examples of goals:

- 80% annual turnover in picture books, median collection age of 5 years in 600s.
- Weeding timelines—entire collection evaluated and weeded every 12 months
- Identified needs—what areas you will focus on in the next year.
- What would you do if you suddenly had money?



Knowing Your Community (& their needs)

- Demographics (Language, Cultural backgrounds, Socio-economic, Ages, Education)
- Weighing usage vs. potential usage – Who uses the library now? Who doesn't? Do you know why?



Language—demographics alone shouldn't dictate how you divide up your budget

Socio-economic—can drive the tipping point on adoption of new formats and technology

Ages— children's books cost less but there are more formats

Why don't they use library? They don't know about it. They don't need it/They don't think they need. Inconvenient.

Leveraging Your Plan to Get Funding



Go to Governing Authority with real statistics and a plan

Seeking out grants from Friends or other sources

This is where we are, this is where we should be, this is how we'll get there.

What we need, why we need it, how we'll do it, how we'll maintain it .

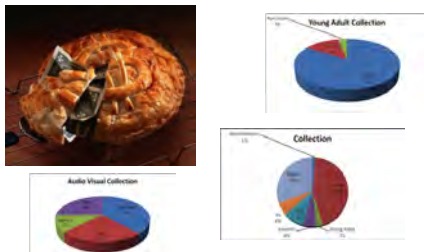


Just like in your home there are options for scaling your expenses. If you have a fixed income and your rent goes up, you cut back someplace else but you need to have the essentials.

So what are the essentials for libraries?

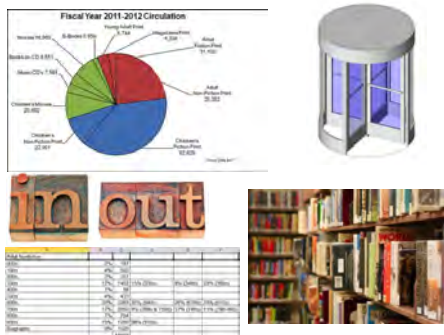
If you have areas and priorities for growth identified you can allocate additional funds to those areas when they are available.

Dividing up the Pie – Standards vs. Real World



Standards can be a good starting point but should be adjusted to meet local needs and use patterns.

Does the cost of databases and/or econtent come from your materials budget or is it separate? Does it matter?



Circ by area

Turn over rate

Shelf "real estate"

Copyright age

Last circ

Cummulative circ

Date added

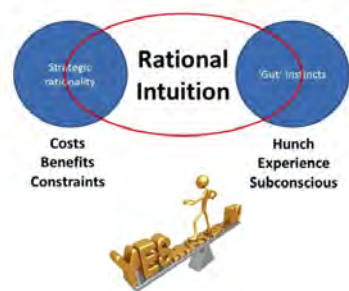
Circ per year –per last 3-5 years



From Intellectual Freedom Manual: Libraries should provide materials and information presenting all points of view on current and historical issues.

Reality: The challenge of the times is to develop a formula which balances competing needs.

A balanced collection reflects a diversity of materials and resources, not an equality of numbers.

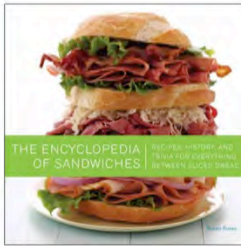


Good selectors develop a “feel” for what will be popular or what the community needs. However, these decisions are not based solely on gut instincts, they are informed by knowledge of how the collection is used, reviews, being aware of popular authors, etc.

You can only buy one? Which do you get?



Mediocre Review, Celebrity Chef



Brief but good review, Freelance Food Writer

Having guidelines for selectors that are tied to your goals and budget allocations is essential.

If you are working with a severely limited budget you need to decide early on if you are going to be guided primarily by star reviews, popularity and requests, circulation, etc.

Adding (and removing) Formats



Has adoption/ownership of a new technology reached a certain percentage of the population – do you serve a community of early adopters? Accept that you may need to purchase same title in more than one format.

When removing—consider the impact—look at circs! Allowing things to die via attrition vs. wholesale deselection.

Shopping with Someone Else's Money



Models of selecting: centralized, decentralized, hybrids

Experts don't have to be professionals or even staff.

Reviews: What are you using? How important are they?



Reviews...how important are they?

Traditional resources

Crowd sourcing

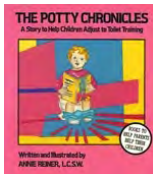
Popculture



What you should know about the publishing world...

Publishers control market not reviews

Marketing in many cases drives demand



Times you **really** want to use reviews:

Filling collection gaps.

Considering whether to add a donation.

The Moving Target



- Ebooks & Econtent
- Self-publishing
- Patron Driven Acquisition
- Processing & Technical Services
- New products that can help you.

Ebooks & Econtent



Can you really compare ebooks to print?

Usage of music CDs has dramatically fallen off in recent years in our libraries.

Products like Zinio are making libraries rethink the need for print magazines.

The World of Self-Publishing

One approach is to consider the public's interest in self-publishing as a service opportunity rather than a collection development concern. There is much libraries can do to align themselves with the inversion of the vanity label on self-publishing and capitalize on the passion and dedication of proud creators.
—Library Journal 4/11/13



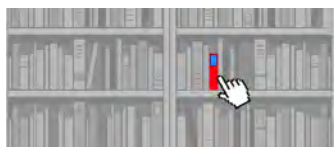
Need to address self-published materials as a part of your collection development plan and policy.

Consider: 1) only add those books of local interest—often the best local history resources are self-published. 2) consider adding donations by local authors and even creating a special shelf in the library to highlight local authors.

Also, watch for real world usage.

P.D.A. Patron Driven Acquisition

The adoption of PDA has been facilitated by a shift in collection management philosophy away from "just-in-case" collecting to a "just-in-time" strategy for providing access to collections.



What academic libraries are trying.

Using dummy records.

Balance demand with decimating your budget.

Does PDA skew the collection?



If you have an older collection, don't have expertise in local reports, guidance from a community of users can be useful

Evaluation a.k.a. Weeding



The Politics of Weeding in Lean Times



Weeding needs to be a part of your collection development plan.

Lease or Purchase?

Why Weeding is Important



Statistics show that having fewer books on the shelf, provided they are good books, equals better circulation.

To Weed or Not To Weed? Checklist of Weeding Factors

Intellectual Content

- Author
- Publisher
- Date
- Reading level
- Current interest?

Aesthetic Content

- Illustrations
- Format
- Visual Appeal

Physical Condition

Circumstances

- Circulation Stats
- Any more copies?
- Expense to replace
- Similar resources?

Suitability

- Contributes to Mission
- In school curricula?

Key word is Continuous



Continuous
Review
Evaluation
and
Weeding

Using CREW as a model, go through your collection development plan and set goals and local standards for specific collections, formats, and subject areas.

CREW Criteria

Musty

Ugly

Superseded

Trivial

Irrelevant to your collection

Elsewhere (I.L.L.)

What to Weed or Using CREW

610	5/3/MUSTIE
629	X/2/MUSTIE
630	5/3/MUSTIE

Copyright Date
Is it more than X year(s) ago?

Maximum
permissible time
without use

Advice for Specific Sections: YA Fiction

- Be ruthless in this section
- Currency is key
- Paperbacks
- >5 years, remove if not circulating well

Advice for Specific Sections: Media

- Worn out
- Out-of-date
- Rarely used
- Supplied elsewhere
- Trivial or faddish

Advice for Specific Sections: Picture Books

- Think boutique (high-quality, current selection)
- Be aware of ephemeral interests
- Board books should be replaced more often since they get the most abuse
- Replace worn copies of perennial faves (multiples)

Juvenile Nonfiction Evaluation Criteria

1. content (misleading, inaccurate, or out of date)
2. quantity of books of that type or subject
3. new editions or better books of the same nature are available
4. interest level
5. reading level
6. format
7. physical condition
8. circulation
9. duplicate copies

Easy Book Evaluation Criteria:

1. circulation
2. physical condition
3. interest level
4. format
5. duplicate copies
6. reading level
7. quantity of books of that type or subject
8. new editions or better books of the same nature are available
9. content

Tips for making it easier



- Find the person on staff who enjoys it
- Let paraprofessionals and volunteers pull items for evaluation
- Start with the no brainers – duplicates, ugly copies, “dusty” books
- Do it in cycles rather than all at once

Replace?

Not 1 to 1

Repair?

Minor repairs on an item in High demand that cannot be replaced

Recycle? **YES!**



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