Collection Development

BOULDER PUBLIC LIBRARY
Collection Development: Who we are!

- Laura Hankins- Collection Development Manager
  - Boulder Public Library employee since 2002 (17 years!!)
  - Bachelor of Arts - History, University of Florida
  - Master of Library Science, University of South Florida 1998

Primary duties
- Manage department staff
- Acquisitions budget management & allocations for BPL collections
- Vendor negotiations
- Collection Steering Committee Chair
- Selector of music, Spanish language materials, special ordering (Amazon or call direct to vendors)
- Collection moves, reductions, additions to floorplan or new item types
- Collection Development Policy
Collection Development: Who We Are

• Gina Scioscia - Librarian II
  • Digital collections
  • BPL statistics & Director’s Report
  • Systemwide maintenance lists
  • Periodicals

• Brett Keniston - Librarian I
  • Adult & Teen fiction book selector
  • Adult Media selector
  • Staff Picks blog & display supervisor
  • Suggest a Purchase (patron submissions)

• Terzah Becker - Librarian I
  • Adult Nonfiction book selector
  • Adult Media selector
  • Social Media Team (Facebook, Twitter)
  • Suggest a Purchase (patron submissions)
  • Department volunteer manager

• Ann Berry - Collection Dev. Specialist
  • Childrens book selector all levels
  • Childrens Media selector
  • High Demand Holds Systemwide
  • Suggest a Purchase (patron submissions)
Collection Development? What is it?

Collection development and collection management is an important library function and involves three major aspects:

- **Budgeting**
  - Allocations are determined by audience level, genre and format. All are determined by demand & popularity within community

- **Selection**

- **Evaluation**

All are guided by the [Collection Development Policy](#)
**Collection Development:** How we help (in addition to buying materials)

- We are trained reference librarians and can aid the community with most information requests. We really love the hard questions!

- We help the Boulder community on the public service desks & telephone call center an average of 75-80 hours per month.

- Staff Training; databases, electronic media, readers advisory and reference skills

- We teach digital literacy basics to seniors in conjunction with Senior Services on a quarterly schedule.

- We supervise & train volunteers for the **Tech Drop-In Program**; twice weekly at Main and beginning in January 2020 once per week at Meadows branch.

- We host annually **The Research Rendezvous** for school aged kids participating in **National History Day**. 100 kids participate, once per year.
Collection Development: What We Buy

Physical books for children & adults
- Children: board and picture books, early readers, nonfiction, chapter books and Teen fiction
- Adults: fiction, nonfiction, large print, Staff Picks

Media for children & adults
- Music
- DVDs (documentaries, TV shows, and feature films)
- Audio books

Downloadable & streaming books & films
- Overdrive, Ebrary, hoopla, Kanopy

Databases for research & entertainment: history, trade and academic journals, craft projects, auto repair and more

Magazines & newspapers-physical & digital
Acquisitions Budget:
Determining where it should be allocated

• Print vs. Electronic 2019
  • Several formats offered are experiencing dramatic inflation in cost.
    - eBooks, eAudio and newspapers (up 14-40% for 2020)
• 36% eBooks & eAudio
• 40% Print collection
• 12% Information databases or video-based learning
• 12% Periodical subscriptions, support tools, Carnegie, BoulderReads, Interlibrary Loan
**Acquisitions Budget: how do we compare?**

- 36% of our total City of Boulder acquisitions budget allocated for E materials.

<table>
<thead>
<tr>
<th>2019</th>
<th>Allocation</th>
<th>Percentage of Acquisitions budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boulder</td>
<td>381,178</td>
<td>36%</td>
</tr>
<tr>
<td>Jefferson County Public</td>
<td>1,900,000</td>
<td>24%</td>
</tr>
<tr>
<td>Denver Public Library</td>
<td>1,640,000</td>
<td>27%</td>
</tr>
<tr>
<td>Anythink (Rangeview District)</td>
<td>685,000</td>
<td>34%</td>
</tr>
<tr>
<td>Poudre River District</td>
<td>516,000</td>
<td>40%</td>
</tr>
</tbody>
</table>
Electronic Content vs. Print
The increase in demand for electronic (25% over 2018)

- Isabel Allende’s new novel, *A Long Petal of the Sea*
  - Print book = $15.40 vs. Overdrive eBook = $55.00
  - Audio CD = $39.99 vs. Overdrive eAudio = $76.00
    - eBook costs avg. 3 - 4x the cost of print
    - eAudio costs avg. 2 - 3x the cost of CDs

Kanopy & Hoopla streaming collections are transactional and cost per circulation. These are budgeted by a monthly allocated amount and lending limits.
Collection Development: How We Choose What to Buy

- Relevance
- Publicity, reviews and demand
- Local significance
- Fit with the larger collection
- Reading level
- Reputation/significance

Condensed from the Collection Development Policy

- Format
- Price and availability
- Digital licensing requirements
- Ease of use
- Speed, flexibility and layout of electronic resources
- Full-text availability
Collection Development: Our Vendors

• **Ingram**: preferred vendor for books; 42% discount (on most)

• **Midwest Tape**: preferred vendor for audiobooks and DVDs

• **Recorded Books**: some audio and DVD standing orders

• **Amazon**: for books we need but can't get anywhere else
How much does it actually cost to get a book?

<table>
<thead>
<tr>
<th></th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>RFID Programming</td>
<td>$0.35</td>
</tr>
<tr>
<td>Barcode scanning (outsourced items)</td>
<td>$0.10</td>
</tr>
<tr>
<td>Barcodes (2)</td>
<td>$0.40</td>
</tr>
<tr>
<td>Branch label</td>
<td>$0.20</td>
</tr>
<tr>
<td>Label</td>
<td>$0.20</td>
</tr>
<tr>
<td>MARC record (outsourced bibs)</td>
<td>$0.35</td>
</tr>
<tr>
<td>Mylar jacket - taped</td>
<td>$0.69</td>
</tr>
<tr>
<td>Property stamp (2)</td>
<td>$0.40</td>
</tr>
<tr>
<td>Spine label</td>
<td>$0.20</td>
</tr>
<tr>
<td>Laminated PB covers</td>
<td>$1.85</td>
</tr>
</tbody>
</table>

- Average cost of processing per item: $2.85 + the cost of the book.
Collection Development: High-Demand Holds, Suggest-a-Purchase and Author Submissions

• We buy more copies of items with lots of holds.
  3 holds to 1 copy for books, 5-to-1 for audiobooks, 6-to-1 for DVDs, and 7-to-1 for Overdrive. We can modify this for special cases.

• Patrons can suggest purchases through their library accounts.
  We evaluate these on a case-by-case basis. Patron suggestions
  We try to be as responsive as we can to the requests from the community

• Authors and publishers can suggest purchases via a form on our website.
  We evaluate these on a case-by-case basis. Authors and Publishers
How many materials do we buy each year?

- Children’s materials?
  
  10,425

- Adult materials?
  
  19,950

30,375 new materials each year!
Collection Development: Displaying what we buy!

- Quarterly nonfiction displays showcase books on topics popular with our Boulder community
- Staff Picks displays at all branches
- Collection Development and Patron Services staff work together on face-outs and weekly displays
Questions?