

**School of Library and Information Science  
University of Kentucky**

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**LIS 659 001 Collection Development  
Tuesday/Thursday 12:30-1:45 LCLI 359**

**Instructor: Dennis Carrigan**

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**Spring Semester 2008  
January 9 – May 2, 2008**

**Course Syllabus**

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The description for LIS 659, Collection Development, reads:

include: library cooperation, national standards, writing and implementing collection policies, strategies of selection and evaluation, contemporary publishing and book trade, electronic information resources.

What is “collection development”? There are numerous definitions, and the *ALA Glossary* definition will serve for now to answer that question:

A term which encompasses a number of activities related to the development of the library collection, including the determination and coordination of selection policy, assessment of needs of users and potential users, collection use studies, collection evaluation, identification of collection needs, selection of materials, planning for resource sharing, collection maintenance, and weeding.

(I provide additional definitions of, and comments about, collection development in a handout.)

LIS 659 is an introductory course in collection development. In the course I intend to:

- Offer a blend of the theoretical and practical, but emphasize the practical. I believe there is important theoretical underpinning for collection development, and I also believe that the individual with collection development responsibilities is in a better position to perform the practical aspects of the work if s/he has been exposed to, and takes seriously, the theoretical underpinning. However, the course will have a practical orientation, which I believe is appropriate at the master's level.
- Discuss collection development, and related activities and issues, in academic and public libraries.
- Have professionals from the field talk to the class. I have learned from teaching this course that students appreciate speakers from the “real world,” whose comments make the class more valuable to those enrolled in it.

**Textbook:** We will use this textbook: G. Edward Evans and Margaret Zarnosky Saponaro, *Developing Library and Information Center Collections*, 5th ed, Westport, CT: Libraries Unlimited, 2005. (The 4<sup>th</sup> edition will *not* work.)

**Additional reading:** In addition to the textbook, we will read and discuss a number of articles. Citations to them appear in the class schedule, below. Most are available through UK Libraries online full-text resources.

**URLs:** As you know, the World Wide Web makes easily available a remarkable volume and variety of information, and many entries in the class schedule contain URLs for relevant sites. I recently checked all of the URLs. Still, some may change during the semester. If you find that one has changed, please let the rest of us know.

**E-mail communication:** I will use e-mail to communicate with students in the class and may send Word-file attachments. Also, using e-mail will let us discuss course-related things at other than class meetings. This will require each student to have an e-mail account. I hope you will send course-related comments and questions to everyone in the class. Using the e-mail Address Book makes that easier.

**Exams:** There will be three exams, two in-class short-answer and one out-of-class essay. Each will be worth 50 points, 1/3 of course grade. All students will take the in-class exams at the same time and location. The dates are in

the class schedule, as are the distribution- and due-date for the out-of-class exam. Here is additional information about the exams:

- **short-answer exams:** Questions on the exams will pertain to (i) class lectures, including what guest lecturers say to the class, (ii) the Evans text, and (iii) readings that are discussed in class. The final exam will be comprehensive, i.e., will include material for the entire course. However, in it I will emphasize material covered subsequent to the first exam. Each short-answer exam will count for 1/3 of course grade. Dates of exams are shown in the class schedule.

- **essay exam:** I will give you a collection development-related topic at one class meeting, and you will have to write an essay on it and submit the essay to me not later than the start of the next class meeting. This exam will count for 1/3 of course grade. Distribution and due date for the essay exam are shown in the class schedule.

**Term paper:** I am not requiring a term paper.

**Grading:** The Graduate School *Bulletin* has this to say about grading:

The grading in graduate courses is done according to the following scale:

- A-High achievement
- B-Satisfactory achievement
- C-Minimum passing grade
- E-Failure

In the course, I intend to adhere to that scale. In my experience, the number is not large of those whose work shows truly high achievement. Yet, according to the Graduate School *Bulletin*, only such work merits the grade of A. As a result, grading will be on a curve, and the curve will be based on a modal grade of B+.

**Grade of I (incomplete):** Except in unusual circumstances, I will not assign a grade of I. Rather, at the end of the semester I will assign the appropriate grade, A through E, based on what the student has earned on the exams.

**Attendance:** I require attendance. University policy concerning attendance and completion of assignments is in University Senate Rules 5.2.4.1 and 5.2.4.2, and I urge students to review that policy, which applies to this course.

**Terms:** The last page of the syllabus has a number of terms that will come up in the course. The student who has completed a course in collection development should be familiar with the terms and be able to define each term or provide the appropriate term if a definition or description or situation is given. The terms have been known to appear on the exams in the course.

**Course outline:**

- Collection development
  - what it is
  - what makes it critically important
- Collection management
- Universe of materials and resources
- Selecting from the universe
- Acquiring from the universe

**Related issues:**

- Evaluation
- Deselection
- Resource Sharing
- Cooperative Collection Development
- Legal issues
- Preservation
- Censorship

Chapters in the Evans and Saponaro text:	10 Acquisitions
1 Information Age – Information Society	11 Distributors and Vendors
2 Information Needs Assessment	12 Fiscal Management
3 Collection Development Policies	13 Deselection
4 Selection Process in Practice	14 Evaluation
5 Producers of Information Materials	15 Resource Sharing
6 Serials – Print and Electronic	16 Protecting the Collection
7 Other Electronic Materials	17 Legal Issues
8 Government Information	18 Censorship, Intellectual Freedom, and...
9 Audiovisual Materials	

**Class schedule:**

**§ I Collection Development – Its Essence and Importance**

**Jan 10 Lecture #1** Introduction: collection development defined; collection development vs collection management; importance of library service model for collection development; service models: public library, roles and service responses; university research library, just-in-case and just-in-time; liberal arts college library, curriculum support; organization of collection development.

**Jan 15, 17 L#2** - Collection development: what is it and why is it of critical importance? Three prior questions: (i) Why do libraries exist? (ii) Why do I say the collection is the heart of the library? (iii) What is a library collection? Theoretical underpinning for collection development: (i) collection as an investment, (ii) return on investment, (iii) resources and their allocation, (iv) opportunity cost; the collection development dilemma. **Evans & Saponaro [chapters] 1, 2, and...**

Ann Okerson, “Asteroids, Moore’s Law, and the Star Alliance,” *Journal of Academic Librarianship* 29, 5 (September 2003): 280-285;

Kenneth Sivulich, “How We Run the Queens Library Good (and Doubled Circulation in Seven Years),” *Library Journal* 114, 3 (February 15, 1989): 123-127;

Dennis Carrigan, “Toward a Theory of Collection Development,” *Library Acquisitions: Practice & Theory* 19, 1 (1995): 97-106.

**§ II Universe of Materials and Resources**

**Jan 22, 24 L#3** - Books/monographs, serials/journals/periodicals, government publications; audiovisual materials; electronic information resources; GEMS, “Brodart’s resource dedicated to the excellent works of small publishers” <http://www.gems.brodart.com>; Federal Depository Library Program [http://www.access.gpo.gov/su\\_docs/fdlp](http://www.access.gpo.gov/su_docs/fdlp) (click on About the FDLP and then click on History); US GPO Access <http://www.gpoaccess.gov/index.html>, non-print materials. **Evans & Saponaro 5, 8, 9, and...**

Norman Oder, “The Format Dilemma,” *Library Journal* 127, 19 (November 15 2002): 38-41;

Norman Oder, “The DVD Predicament,” *Library Journal* 130, 19 (November 15, 2005): 38-40;

Hur-Li Lee, “Collection Development as a Social Process,” *Journal of Academic Librarianship* 29, 1 (January 2003): 23-31.

**Jan 29, 31 L#4** - Serials/scholarly journals in collection development: their place and problems; journal impact factor; e-serials and aggregators; Harrassowitz, *Electronic Journals: A Selected Resource Guide* ([http://www.harrassowitz.de/top\\_resources/ejresguide.html](http://www.harrassowitz.de/top_resources/ejresguide.html) ); Open Access and Public Library of Science (<http://www.publiblibraryofscience.org/> ) and BioMed Central (<http://www.biomedcentral.com/> ) ARL (Association of Research Libraries) annual statistics (<http://www.arl.org/stats/arlstat/> ); ARL Office for Scholarly Communication (<http://www.arl.org/scomm/index.html> ); SPARC (Scholarly Publishing and Academic Resources Coalition) (<http://www.arl.org/sparc/> ); JSTOR, the scholarly journal archive (<http://www.jstor.org/> ); special challenge of “grey literature” ([http://www.nyam.org/library/pages/what\\_is\\_grey\\_literature](http://www.nyam.org/library/pages/what_is_grey_literature));

### **Evans & Saponaro 6, and...**

John R Hayes, "The Internet's first victim?" *Forbes*, December 18 1995, pp. 200-201;  
Lee C Van Orsdel & Kathleen Born, "Serial Wars," *Library Journal* 132, 7 (April 15, 2007): 43-48 (periodicals price survey 2007);  
Mia Liza A Lustria and Donald O Case, "The SPARC Initiative: A Survey of Participants and Features Analysis of Their Journals," *Journal of Academic Librarianship* 31, 3 (May 2005): 236-246;  
Richard Monastersky, "The Number That's Devouring Science," *The Chronicle of Higher Education*, October 14, 2005 (journal impact factor);  
Sharon Begley, "Science Journals Artfully Try to Boost Their Rankings," *The Wall Street Journal*, June 5, 2006, B1 (journal impact factor);  
Richard Monastersky and Lila Guterman, "Hot Type," *The Chronicle of Higher Education*, June 13, 2006, p. A18;  
David Glenn, "Planned Merger of 2 Big Journal Publishers Worries Academic Librarians," *The Chronicle of Higher Education*, December 15, 2006, p. A15.

**Feb 5, 7 L#5** – Electronic information resources; their growing importance: UK Libraries World Wide Web Subject Catalog (<http://www.uky.edu/Subject/>) and Online Full-Text Journals Database; Johns Hopkins University Eisenhower Library Digital Knowledge Center (<http://dkc.mse.jhu.edu/>), Internet Scout Project and Scout Report (<http://scout.wisc.edu/> **Evans & Saponaro 7, and...**

Michael Buckland, "What Will Collection Developers Do?" *Information Technology and Libraries* 14, 3 (September 1995): 155-159;  
William Fisher, "Now you see it; now you don't: the elusive nature of electronic information," *Library Collections, Acquisitions, & Technical Services* 27, 4 (Winter 2003): 463-472.

### **§ III Selecting from the Universe**

**Feb 12, 14 L#6** – Identifying materials and resources (print, AV, other electronic, Web): reviews; core and recommended lists; bibliographies; CHOICE magazine and CHOICE reviews online (<http://www.choiceonline.org/SiteLicen03ChoiceScripts/Mainmenu.asp>); current versus retrospective collection development; acquiring out of print material (<http://www.abebooks.com/>); Association of American University Presses *Books for Understanding*, an online resource for current and archived topics (<http://www.aapnet.org/booksforunderstanding.html>); **Evans & Saponaro 4, and...**  
Kathleen Sullivan, "Beyond Cookie-Cutter Selection," *Library Journal* 129, 11 (June 15, 2004): 44-46.

**Feb 19, 21 L#7** - Selecting wisely: from mission statement to item selection; central role of the collection development policy; Columbia University Libraries Collection Development Policies (<http://www.columbia.edu/cu/lweb/services/colldev/>); collection/collecting "levels" and the three time horizons; Vanderbilt University Central Library collecting levels (<http://www.library.vanderbilt.edu/central/conspec.html#hisconspec>); Bettendorf, Iowa, Public Library collection development policy (<http://www.bettendorflibrary.com/policies/collect.htm>); Oberlin College collection development policy (<http://www.oberlin.edu/library/collectiondev/Default.html>); Library of Congress Collection Development Home Page <http://lcweb.loc.gov/acq/devpol/> and handbook, *Collection Development and the Internet* <http://lcweb.loc.gov/acq/colldev/handbook.html> (although not maintained since January 2003, still a good discussion); **Evans & Saponaro 3, and...**  
Merle Jacob, "Get It in Writing: A Collection Development Plan for the Skokie [IL] Public Library," *Library Journal* 115, 14 (September 1, 1990): 166-169;  
Hendrik Edelman, "Selection Methodology in Academic Libraries," *Library Resources & Technical Services* 23:1 (Winter 1979): 33-38.

**Feb 26, 28 L#8** – Fiscal management: sources of money; allocating the money; materials budget allocation formulae; encumbering **Evans & Saponaro 12, and...**  
Barbara Hoffert, "Circ's Up, Budgets Leap," *Library Journal* 132, 3 (February 15, 2007): 38-40; Barbara Hoffert, "Budgets Rebound," *Library Journal* 131, 3 (February 15, 2006): 38-40;

Michael D Cooper, "The Costs of Providing Electronic Journal Access and Printed Copies of Journals to University Users," *Library Quarterly* 76, 3 (July 2006): 323-351.

[Mar 3 - Midterm of Spring Semester (Monday)]

#### § IV Acquiring from the Universe

**Mar 4 L#9** – Acquiring materials: Evans & Saponaro, "eight standard methods of acquisition" (pp 235 et seq) also: BWI (<http://www.bwibooks.com/>) and its collection development services; Brodart (<http://www.brodart.com/>) and its McNaughton Plan <http://www.books.brodart.com/products/mcnaughton.htm>; Blackwell's Book Services (<http://www.blackwell.com/index.asp>); EBSCO ([www.ebsco.com](http://www.ebsco.com)); Ingram Library Services (<http://www.ingramlibrary.com/Default.asp>); YBP (formerly Yankee Book Peddler) (<http://www.ybp.com/>); Harrassowitz (<http://www.harrassowitz.de/>); gifts and exchange programs. **Evans & Saponaro 10, 11, and...** Teresa Jacobson, "Spending Spree," *Library Journal* (March 15, 2006): 30-33 (opening day collections).

**Mar 6 – First Exam**

**Mar 11, 13 – Spring break; no class**

#### § V Related Issues

**Mar 18, 20 L#10** - Evaluating the collection: academic libraries and standards; public libraries and output measures; ACRL (Association of College and Research Libraries) Standards for Libraries in Higher Education (<http://www.ala.org/ala/acrl/acrlstandards/standardslibraries.htm>); OCLC WorldCat Collection Analysis (<http://www.oclc.org/collectionanalysis/default.htm>); RLG conspectus "collection assessment tool" (<http://www.rlg.org/conspechist.html> (Although the site was frozen in 2004, it provides a brief history of the RLG Conspectus). Evaluating collection development: two kinds of selection error. **Evans & Saponaro 14, and...** Scott Stebelman, "Using *Choice* as a collection assessment tool," *Collection Building* 15, 2 (1996): 4-11; Debbi Dinkins, "Circulation As Assessment: Collection Development Policies Evaluated in Terms Of Circulation at a Small Academic Library," *College & Research Libraries* 64, 1 (January 2003): 46-54.

**Mar 25, 27 L#11** – Deselection: weeding the collection; use of materials; the 80/20 "rule"; University of Pittsburgh study; use of storage facilities; Harvard University Depository (<http://hul.harvard.edu/hd/>); Duke University Library Service Center (<http://www.lib.duke.edu/lsc>); **Evans & Saponaro 13, and...**

William A Britten, "A Use Statistic for Collection Management: The 80/20 Rule Revisited," *Library Acquisitions: Practice & Theory* 14, 2 (1990): 183-189; Scott Seaman, "Collaborative Collection Management in a High-density Storage Facility," *College & Research Libraries* 66, 1 (January 2005): 20-27.

**Apr 1, 3 L#12** – Resource sharing: cooperative collection development; Farmington Plan; Triangle Research Libraries Network (<http://www.trln.org/>); CONSORT Colleges cooperative collection development (<http://www.wooster.edu/library/oh5/cccd/default.html>); Center for Research Libraries (<http://www.crl.edu/>); OhioLINK (<http://www.ohiolink.edu/>); **Evans & Saponaro 15, and...** Rob Kairis, "Consortium level collection development: a duplication study of the OhioLINK Central Catalog," *Library Collections, Acquisitions, & Technical Services* 27, 3 (Autumn 2003): 317-326.

**Apr 8, 10 L#13** – Legal issues: copyright; interlibrary loan; "rule of fives"; document delivery; Stanford University Libraries Copyright & Fair Use Center (<http://fairuse.stanford.edu/>); Copyright Management Center (<http://copyright.iupui.edu/>); Copyright Clearance Center (<http://www.copyright.com/>). **Evans & Saponaro 17, and...**

Richard Schockmel, "The Premise of Copyright, Assaults on Fair Use, and Royalty Use Fees," *Journal of Academic Librarianship* 22, 1 (January 1996): 15-25.

[Apr 11 – Final Written Exam for May '08 graduates; does NOT pertain to this course]

{ Apr 10 – Essay exam distributed  
Apr 17 – Essay exam due

Apr 15, 17 L#14 – Preservation and conservation; Council on Library and Information Resources (<http://www.clir.org/>). **Evans & Saponaro 16**

Apr 22, 24 L#15 – Censorship and intellectual freedom; ALA *Library Bill of Rights, Freedom to Read*, and other statements; First Amendment to the US Constitution; filtering; ALA Office for Intellectual Freedom (<http://www.ala.org/alaorg/oif/>); collection development and self-censorship; is selection censorship? **Evans & Saponaro 18**

**Final Exam** Although the final exam will emphasize material covered since the first exam, nevertheless it will be comprehensive. We will comply with the UK final exam schedule, which means the final exam will be: **Thursday, May 1, at 1:00 PM.**

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## Terms Used in the Course

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What “business” are libraries in?

- information services
- library services

Major concerns of this course:

- collection development
- materials selection
- acquisitions

Peculiar slant of this course:

- resources
- asset
- investment
- return on investment
- benefits
- opportunity cost
- efficient
- effective
- cost-effective

What individuals or groups does a library serve?

- legal service area
- service community
- service-area population

How does the library commit to serve them?

- mission statement
- collection development policy statement

Important distinction

- [current] collection development
- retrospective collection development

Service models for the research-university library

- traditional model
  - ownership/warehouse/just-in-case
- [perhaps] emerging model
  - nonownership/access/just-in-time

Service models for the public library

- public library “roles”
- public library “service responses”

Money is involved

- materials budget
- allocation
- allocation formula
- passive reallocation
  - monographs to serials
  - non-STM to STM

Pesky things that keep coming

- serials
  - periodicals
  - journals
  - magazines
- electronic information products as serials

Ways to acquire stuff:

- firm order [often title-by-title]
- standing order
- blanket order
- approval plan
- subscription
- lease
- gift
- exchange
- McNaughton Plan
- Greenaway Plan
- all-important profile

Help to acquire stuff:

- vendor/wholesaler
- subscription agent
- aggregator
- occasional need to claim

Legal issues

- copyright
- open access
- interlibrary loan
- document delivery
- Rule of 5s
- Fair Use

Odds and ends

- 80/20 “rule”
- journal impact factor