DEVELOPING A SUSTAINABLE COLLECTION STRATEGY

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COLLECTION PROFILE TEMPLATE

- Subject Discipline:
- Librarian/Curator:
- Budget:
  - Endowments
  - Grant activities

- Description of Collection:
  - Size
  - Call number range
  - Scope
  - Years
  - Related subjects
  - Online/Print
  - Approval/Standing
  - Just in Time/Case
  - Strengths/Weaknesses
  - Peer libraries
COLLECTION ASSESSMENT TEMPLATE

- Usage & circulation
  - # of print by firm order
  - # of print by approval
  - Funds expended

- Usage & cost per use
  - # of e-books
  - # of e-journals by package or membership
  - # of streaming video
  - # of databases

- Usage per title: of OA/OER
  - # of e-books
  - # online journals
SIMPLIFIED CHECKLIST

Phase 1
a) College/Department to support
b) Number of Faculty
c) Number & Type of Students
d) Number & Type of Researchers

Define collection & budget profiles
a) Summary statement /collection goals
b) Call number ranges / related subject areas
c) Budgets for monos/serials/other resources
d) Number of monos/serials/other resources
e) Resources received annually via:
i. Multidisciplinary packages & databases
ii. Open Access / OER
iii. Memberships (e.g. HathiTrust)

Phase 2

Conduct quantitative analysis
a) Circulation and usage stats
c) Cost-effectiveness studies (e.g. cost per use)
d) Open Access/OER usage

Phase 3

Conduct qualitative analysis
a) User surveys / interviews
c) Use studies

Phase 4

Revise parameters / fund management
a) Set new objectives / reallocate budgets
c) Revise approval plan/DDA profiles
e) Prioritize databases/resources & wishlists

Communicate to stakeholders
a) Know your audience - tailor the message

Phase 5
i. Library colleagues
ii. College/university faculty and deans
SIMPLIFIED CHECKLIST = 6 PHASES OF ASSESSMENT

① Define users
② Define collections & budget
③ Conduct quantitative analysis
④ Conduct qualitative analysis
⑤ Revise parameters/budget
⑥ Communicate to stakeholders
PHASE 1: IDENTIFY USERS

① What is your mission for service?
② Define your user base
③ Determine user needs
PHASE 2: DEFINE COLLECTIONS & BUDGETS

① Analyze collections: physical & online
② Determine budget and allocations
③ Techniques & Tools: OA/OER; social impact; vendor reports; Google Analytics
PHASE 3: QUANTITATIVE ANALYSIS

① Generate usage and circulation reports
② Determine budgets spent on collection by format
③ Review cost per use and other metrics
④ Compile lists of resources rec’d from memberships, approval/DDA plans
⑤ Develop method for analyzing OA/OER resources
PHASE 4: QUALITATIVE ANALYSIS

① User surveys
② Face to face interviews
PHASE 5: REVISE COLLECTION PARAMETERS / BUDGETS

1. Re-allocate budgets
2. Revise approval / DDA plans
3. Cancel underused/non-used journals
4. Prioritize resources – develop wishlists
PHASE 6: COMMUNICATE TO STAKEHOLDERS

① Know your audience
② Marketing vs P.R.
③ Tell a story
KNOW YOUR AUDIENCE

- **Colleagues:**
  - Lots of story, lots of info
  - Less background/definitions/explanation
  - More time on new information and what it means

- **Library Administrators:**
  - More story, more data with explanation of key points
  - Comparisons of similar institutions

- **Institution Administrators:**
  - Overview, simpler story
  - Comparison of similar institutions
  - Creating a scaffold for more advanced understanding
TELL YOUR ASSESSMENT STORY: WHAT, HOW, WHY, NEXT

① Be accurate
② Be clear
③ Be concise
TAKEAWAYS:

- Use a template or checklist so data collection are consistent.
- Qualitative/quantitative assessments are challenging and time consuming.
- Studies currently suggest that OA/OER resources serve as a compliment to subscriptions. Not all disciplines are OA/OER heavy.
- Understand the components of how to communicate the “who, what, how, when”.