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Responding to the Need for Change Through Strategic Collection Development

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<http://libguides.pittstate.edu/content.php?pid=521902>

Strategic Collection Development and Planned Abandonment

- Strategic is defined as as “carefully designed or planned to serve a particular purpose or advantage.”
- Planned abandonment is “examining and possibly ending services that brought a library success in the past and, instead, continually reestablishing means of being relevant to our patrons and communities” (Evangeliste and Furlong, x)

Problems We Were Facing

- **We had had a change in leadership in June 2013.**
- **Budget Flat**
- **Encouraged to Change by University Administration**
- **Little Used, Out of Date Print Journal Collection**

Other Problems We Were Facing

- **Some Databases Were Not Being Used**
- **Desire to Make Room for Other Services and Resources in Our Library**
- **Desire to Be More Relevant to Patrons**
- **Increasing Journals and Databases Costs**

Past Approach

- In the past, we used reactive “solutions.”
 - We reacted to the situation rather than creating optimum, workable solutions.
 - We cancelled journals and databases due to cost rather than looking more strategically at what is the best solution for everyone.
 - With some resources, we continued to renew them without knowing whether they were still needed.
 - We did not have much contact with teaching faculty, so were not entirely aware of their needs.
 - We had rarely weeded our journal collection before 2010.

Turning of the Tides

- **We desire to be more relevant to our patrons by providing services and resources we do not currently have.**
- **We must carefully evaluate our subscriptions for their value and how well they fulfill current needs.**
- **How do current subscriptions impact other needs?**
 - **Other Needed Subscriptions**
 - **Need for Shelf Space**
 - **Other Needed Services**

Current Proactive Solution

- **Strategic Evaluation of All Existing and New Journals and Database Subscriptions**
 - **Content and Duplication in Other Resources**
 - **Usage Statistics**
 - **Cost of Subscriptions**
 - **Cost Per Use**
 - **Indexing of Journals**
 - **Curriculum Changes**
 - **Format**
 - **Liaisons Talk With Teaching Faculty**
 - **Interlibrary Loan Requests**

Journals Subscriptions Analysis

ORDERED 9/24/2014	CONTINUE SUB		\$90.00	Print only w/o memb \$82			\$9.20	\$90.00	WE BIND 1 X PER 2 YEARS	0.5	195537	LOEX Clearinghouse for Library Instruction Institutional Membership	Unknown
ORDERED 9/24/2014	CONTINUE SUB	STAY W/ PRINT - NO PRICE DIFF IN END	\$1,071.00	Online only \$898	HIGH COST TITLE		\$39.29	\$1,020.00	WE BIND 4 X PER YEAR	4	195537	Management Science	ABVIFORM, Compendex, ERIC, MathSciNet, Gale Databases, Business Source Premier
ORDERED 9/24/2014	CONTINUE SUB		\$30.00	Not avail.			\$4.75	\$30.00	WE BIND 1 X PER YEAR	1	195537	Mark Twain Journal	MLA International Bibliography, Gale Databases
CANCELLED PRINT + ONLINE AND ORDERED ONLINE 9/29/2014	CHANGE TO ONLINE AS NEEDED IN 2013	WE HAD REQ CHANGE TO ONLINE ONLY LAST YR, BUT WE HAVE P+O	\$782.00	Online only \$782	HIGH COST TITLE		\$31.46	\$894.00	WE BIND 1 X PER YEAR	1	195537	Mass Communication & Society	Academic Search Premier, PSYCINFO
ORDERED 9/24/2014	CONTINUE SUB		\$145.00	Not avail.			\$8.65	\$145.00	WE BIND 2 X PER YEAR	2	195537	Materials Evaluation	Applied Science & Technology
ORDERED 9/24/2014	CONTINUE SUB PRINT	MATH DEPT SAID OK TO CANCEL PRINT IF WE SUBSCRIBE TO ONLINE ONLY- SUBSCRIBE PRINT	\$146.00	Online only \$146			\$2.58	\$146.00	WE BIND 1 X PER YEAR	1	195537	Mathematical Intelligencer, The	MathSciNet, Academic Search Premier, Other Ebsco Databases

Databases Analysis

e-Resources Budget/Expenditures												
DATABASE	VENDOR	EXP DATE	FY2011COST	FY2012COST	FY2013COST	DATE PAID	2011 Usage - Total Searches	2011 Cost Per Use	2012 Usage - Total Searches	2012 Cost per Use	PRIORITY CODE (see priority codes tab)	COMMITMENT FOR FY13/14?
ABI/Inform Complete <i>(usage figures at right are all 3 ABI databases together)</i>	Proquest	7/31/2013	\$ 6,955.00	\$ 11,770.00	\$ 12,250.00	8/30/2012	23556	\$0.50	30239	\$0.41	1	
Academic Search Premier	Ebsco	7/31/2011	\$ 19,055.00	\$ 19,665.00	\$ -		n/a	n/a - state library	n/a	n/a - state library	n/a - state library	
Academic ASAPCengage <i>(usage figures at right are all Gale databases together)</i>	Gale	9/1/2013			\$ 7,950.00	11/30/2012	86291	n/a - state library	20975	\$0.38	varies - see gale databases tab	
Access Science-McGraw Hill (Un)	Lyrisis	6/30/2013	\$ 2,304.24	\$ 2,675.01	\$ 2,812.19	9/28/2012	56	\$47.77	38	\$74.01	2	
American Chemical Society-ACS Journals <i>(cost at right includes both Web Editions and Archives)</i>	Lyrisis	12/31/2013	\$ 14,866.85	\$ 17,787.00	\$ 23,526.00	2/1/2013	2077	\$8.56	1421	\$16.56	1	
AMERICAN HISTORY IN VIDEO	Alexander Street Press						69	\$0.00	63	\$0.00	2	
American Mathematical Society <i>(database is MathSciNet - paid out of Loveridge this past year - cost per use calculated based on that) database implemented in 8/2011</i>	American Mathematical Society	12/31/2011		\$ 3,608.55		9/20/2011	299	\$49.89	659	\$17.55	2	

Databases & E-Journal Usage Statistics

DATABASE AND JOURNAL USAGE STATISTICS FOR SOME KEY RESOURCES			
	2011	2012	2013
American Chemical Society Journals	2077	1936	2539
Books 24 x 7	3058	7050	6523
JSTOR Archives	13736	13704	14620
Oxford Journals	115	214	233
SAGE Premier / Backfiles	1812	8757	7584
Wiley Journals	641	1152	1180

Results & Conclusions

- **Developing a strategic collection development focus has helped us to improve the content and usefulness of our resources and collections.**
- **Weeding Out of Date, Irrelevant Journals to make Room for Needed Materials**
- **It has also helped us to better utilize our resources overall.**
- **Cancelled Journal and Database Subscriptions that are Not Relevant to Have a Collection Focused on Curriculum and Research Needs**
- **Increased Engagement of Faculty With Librarians**
- **More Faculty Send Students to the Library to Use library resources**
- **Increased Usage of the Some of the Library's Electronic Resources**

Future Plans & Thoughts

- We plan to continue talking to faculty and students, examining content of resources, usage statistics, and finding out what is needed.
- We plan to continue to do judicious weeding of out of date and irrelevant journals.
- We hope that by using strategic collection development, we will create a wave of positive opinion on campus and continue to be relevant.

References

Changing Roles of Academic and Research Libraries

<http://www.ala.org/acrl/issues/value/changingroles>

Databases Subscriptions Analysis (PSU Library Services)

<http://libguides.pittstate.edu/content.php?pid=521902>

Databases and Journal Usage Statistics for Some Key Resources (PSU Library Services)

<http://libguides.pittstate.edu/content.php?pid=521902>

Journal Subscriptions Analysis (PSU Library Services)

<http://libguides.pittstate.edu/content.php?pid=521902>

Evangeliste, Mary and Katherine Furlong, eds. Letting Go of Legacy Services : Library Case Studies. Chicago : ALA, 2014.