SESSION OUTLINE

Popular Magazine Collection
- Development
- Assessment

Creating a Sustainable Collection & Budget
- Process
- Takeaways
1. “literature review” to identify titles popular with college students
2. whiteboard survey in library lobby for direct feedback from campus community
   1. better promotion of current titles!
3. online survey using Qualtrics with cross-referenced titles
4. compiled and compared the three sets of data and came up with a proposed title list based on:
   - whiteboard survey
   - Qualtrics survey
   - presence in literature review
   - EBSCO availability
   - to reduce ordering, billing and claiming burden on staff
6. took the proposal to the appropriate committees and after some debate received approval
7. ordered 11 selected titles!
During the committee approval process we realized the selected titles did not represent the diversity of the campus community.
To develop a collection that represented under-represented populations we:
• reached out to appropriate groups on campus
• used our best collection development judgement to identify titles
• again, only selected titles available from EBSCO
  • reduced ordering, billing and claiming burden on staff
each issue is barcoded when received

most recent 4 issues are kept on display by the coffee shop
  issues left in “return magazines here” box or on tables are scanned as in-house use

older issues are moved to periodicals room
  issues left on tables or in reshelving areas are scanned as in-house use

quarterly, the oldest issues are given to Art Dept.
Budgeting for a Popular Magazine Collection

**Costs**
- just under $900/year for 17 titles
- staff time for ordering, invoicing, check-in, claiming, etc. Predictive check-in is set up to assist with claiming

**Funding**
- initial year funding came from a discretionary fund from the Dean of Libraries
- future funding will come from the serials budget with possible contributions from coffee shop proceeds
And, the not so fun part
SUSTAINABLE COLLECTION MANAGEMENT

review of all serials and electronic resources

- how can we maintain content?
- what do users use (statistics)?
- why duplicate formats
  - print and microfilm usage is consistently low
- why pay for low use titles?
  - especially those available in subscribed databases
  - available through ILL or consortial borrowing agreements
- if access isn’t important now, will it be in the future?
1. created a list of possible titles/resources/formats that could be discontinued or changed

2. brought the proposal to library faculty meetings where individual items were rejected or accepted

3. library faculty contacted their liaison departments/faculty department representatives

4. presented proposed changes: rationale, cost and usage details; offered to attend department meetings
120 titles moved from print+online to online only

cancelled a small number of titles with overlapping content

19 titles move from print only to online only

10 print titles cancelled for online Open Access (Police Chief, Journal of Accountancy, SAA Archaeological Record, School Arts, etc.)

9 microfilm titles cancelled which are available in more user-friendly formats
- or through ILL for infrequently used titles

cancelled a handful of individually ordered titles where subscribed database access meets needs
title exchanges are better than paying for something with consistently low usage
eliminating content overlap can allow remaining titles to move to more user friendly formats
expect resistance – inside and outside the library
consider alternative funding options
  • institutional grants
  • funds from circulation fines & fees
it’s an ongoing process and should be done annually
work with, not against departments
Lessons Learned

- start early!
- have more data than you think you’ll need
- be ready for lack of department feedback – keep trying!
  - may need to finally say “if we don’t hear from you by…”
- negotiate with hesitant departments
  - have departments take ownership through developing proposals for:
    - title exchanges
    - continuation of mediocre performing resources
- prepare departments for next year
  - if usage doesn’t increase resource will be cancelled
  - though also be a partner: how can library help increase usage
Lost

- format redundancy/obsolete formats
- low usage titles
- non-user friendly access points

Gained

- more sustainable budget (savings!)
- new resources, including popular magazines
- department partners
- user friendly formats/access
Questions?

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