



# COLLECTION DEVELOPMENT

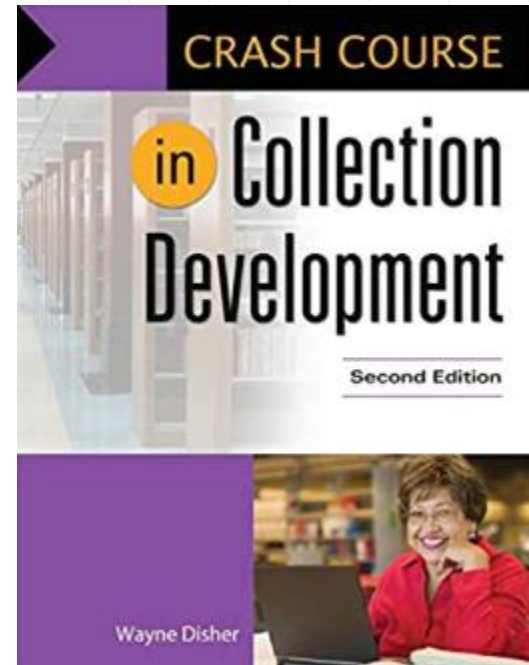


**Jenny Shonk**  
**Continuing Education & Outreach Librarian**

# COLLECTION DEVELOPMENT IN 5 STEPS

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1. Analyze your community
2. Evaluate your collection
3. Create a collection development policy
4. Make better (& conscious) selections
5. Merchandise!



# ANALYZE YOUR COMMUNITY

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## Questions to ask ...

- Who does your library serve?
- Who is your library chartered to serve?
- What do they want?
- What do they need?



## Basic Steps

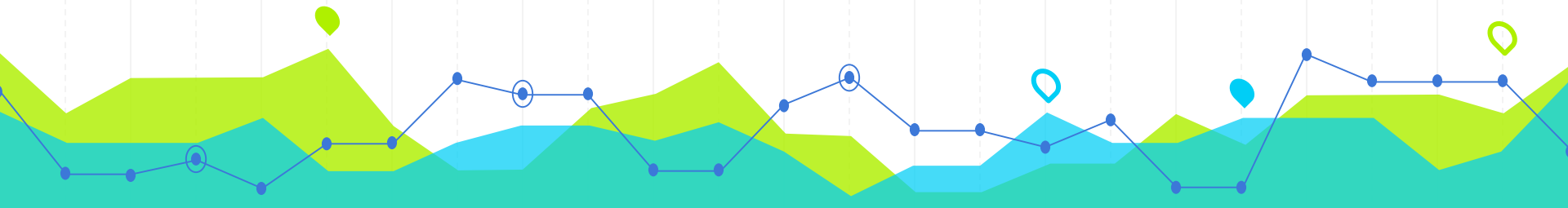
1. “Define Your Borders”
2. “Neighborhood Immersion”
3. “Collect Your Data”
4. “Make Sense of Your Data”

# EVALUATE YOUR COLLECTION

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Spend your budget (& time) wisely

- How many copies are available in the system?
- How many holds does your specific library have?
- Are there any gaps in your collection?
- What areas are circulating the most? The least?
- For a specific book or topic: Where else is this information?



# KEEP CALM AND WEED ON!

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## CREW Method

- **C**ontinuous
- **R**eview
- **E**valuation
- **W**eeding

## Time vs Age

- 3 years
- 5 years
- 10 years

## MUSTIE

- **M**isleading and/or factual inaccuracies
- **U**gly – Condition: worn out beyond mending or rebinding
- **S**uperseded by a new edition or better source
- **T**rivial – of no discernible literary or scientific value
- **I**rrelevant to the needs and interests of your community
- **E**lsewhere – the material may be easily borrowed from another source



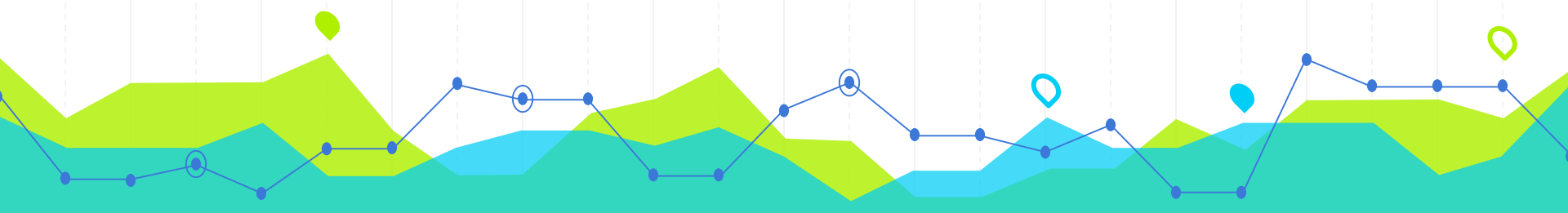
# DEVELOPING POLICY

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Make sure to consider:

- Freedom to Read
- Library Bill of Rights
- Intellectual Freedom

Make sure to include:

- Selection of materials
  - Deselection (weeding)
  - Reconsideration requests
  - Donations
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# MAKING SELECTIONS

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## Journals FLLS can route to you...

- Library Journal
- School Library Journal
- Voya
- Video Librarian

## Consider the Investment:

- Booklist
- Publisher's Weekly
- Forecast

## Electronic Resources

- New York Times
- ALA
- Goodreads
- NoveList
- Amazon
- Library Blogs
- Award Lists
- Kirkus

## Remember...

- Staff input
- Patron input, see "*The Case for Quality Book Selection.*"
- Request items from other libraries to preview
- CHECK YOUR BIASES!

# REVIEWS... SHOULD I PURCHASE?

## A good choice!

- Starred Reviews
- “engage readers”
- “highly recommended”
- “well researched”
- “solid addition for \_\_\_\_\_ collections”
- “worth buying”
- “Appeal to reluctant readers”
- “Debut novel worth noticing”

## Maybe!

- “while not for everyone...this title will appeal to \_\_\_\_\_ persons”
- “could be used for...”
- “slow starter but...”
- “make the book enjoyable if they can overlook the writing flaws”
- “If they stick with it they could find it growing on them”

## Not a good choice!

- “marginal purchase”
- “flat characters”
- “difficult to follow”
- “nothing new to offer”
- “consider \_\_\_\_\_ or \_\_\_\_\_ instead”



# MERCHANDISING & PROMOTION

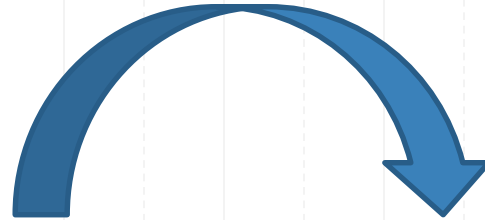
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- Book displays
- Book lists
- Shelf talkers
- Staff picks
- Book reviews

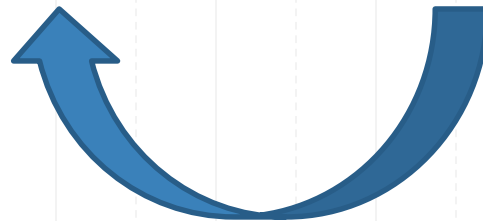


# & REPEAT!

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Collection management is a **continuous cycle**. Make sure to take time to periodically analyze your community, review policies, and look at statistics!



# FURTHER READING

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- Anythink Libraries Merchandising Guide: <https://bit.ly/2NRIuQx>
- *Crash Course in Collection Development* by Wayne Disher
- *Developing Library and Information Center Collections* by G. Edward Evans
- *Developing an Outstanding Core Collection* by Carol Alabaster
- *Evaluating And Weeding Collections In Small And Medium-sized Public Libraries: The CREW Method* by Joseph Segal
- *Fundamentals of Collection Development and Management* by Peggy Johnson
- Public Libraries Online Visual Merchandising: <https://bit.ly/2D4UgIk>
- *The Weeding Handbook: a Shelf-by-Shelf Guide* by Rebecca Vnuk
- Webjunction Collection Development webinars: <https://learn.webjunction.org/>

Also visit: [www.flls.org/collection-development](http://www.flls.org/collection-development)