COLLECTION DEVELOPMENT

Mission of the Library

“Providing trusted information and resources to connect people, ideas and community.”

In a democratic society that depends on the free flow of information, the Brown County Library system, with its central facility, branch libraries, and bookmobile is the most visible symbol of education, lifelong learning, and intellectual freedom in Brown County.

Purpose of the Collection within the Context of the Mission

A library is identified and defined principally by its holdings of materials and information resources. The library fulfills its mission by selecting, acquiring, organizing, preserving, maintaining, and providing access to a collection of materials (both print and non-print) and electronic resources that address the interests and needs of the members of a diverse and complex community.

Purpose of the Collection Development Policy

This formal policy serves several vital purposes.

- Guides staff in making decisions about the selection, management, and preservation of library materials, and in allocating library budgets
- Informs the public of the principles that govern collection development at the Brown County Library
- Constitutes a public declaration of the library’s commitment to the principles of free access to ideas and information, and to providing collections that reflect a variety of viewpoints.

General Principles of Collection Development

Collection development at the Brown County Library is founded on the principles of intellectual freedom, equal access for all, and the preservation of the documentary record of culture. The library provides a collection that balances viewpoints across a broad spectrum of opinion and subject matter in formats suitable to a variety of learning and recreational interests and skills. Using selection practices that are flexible and responsive to the changing needs of the community, the library builds and maintains collections for the general public while recognizing the needs of special population groups.

Intellectual Freedom

The library makes available a diversity of ideas and viewpoints in support of an informed citizenry and a democratic society. The library supports the individual choice and judgment of its users in seeking information, and upholds the freedom of library users to read, view, and listen.

Decisions to select or retain an item are based on the merits of each work or information source as it relates to the goals and coverage of the collection. The library considers the value of each item in its entirety and within the context of the collection, not on specific passages or sections in the item itself.
COLLECTION DEVELOPMENT – page 2

Materials are not marked, labeled, or sequestered to show approval, disapproval, or judgment as to suitability of content for particular audiences. Materials are not excluded, removed, proscribed, or suppressed because of their creators’ origin, background, or views. Inclusion of an item does not constitute endorsement of its content by the Library Board. Selection of materials for adults is not constrained by possible exposure to children or young adults. Responsibility for children’s and young adults’ use of library collections rests with their parents, guardians, or caregivers.

To ensure the intellectual freedom rights of its library patrons, the Brown County Library Board has adopted the American Library Association’s Library Bill of Rights.

Access

The library makes its collections available to all. However, not all library materials can be made immediately accessible at all locations within the Brown County Library system. Selectors decide how many copies to buy and where to locate them by considering anticipated demand, the interests of local library users, physical space limitations, and available funds.

Libraries with larger or specialized collections act as resource libraries for other branches. The largest retrospective and archival collection is maintained at the Central Library, which serves as a repository resource for the entire library system.

The Brown County Library is committed to the expeditious and cost-effective delivery of materials and information to its users. Some library materials, however, may be subject to use limitations and storage due to considerations of rarity, exceptional levels of demand, cost, physical condition, and permanent value of their information content. Efforts will be made to provide access to materials and information beyond the immediate premises of a library building, or beyond the holdings of its collection, by means of requests placed through the online catalog, interlibrary loans, online searching, provision of licensed electronic resources, and access to the Internet. In all these efforts, the Brown County Library will operate within the provisions of United States copyright law.

The advent and expansion of electronic and Internet information resources poses challenges for the future of library collections and the information needs of the public. Many materials once available in print are now also being produced in electronic format. Some are now available solely through the Internet or proprietary database products. Providing access to electronic resources is an integral part of the library’s collection development efforts.

Preservation

The library recognizes the importance of a collection that reflects the past as well as the present. To achieve this, the Brown County Library preserves items of permanent or long-standing value. In accordance with established retention and preservation criteria outlined below under Collection Management, and working within financial limitations and the challenges posed by deterioration of materials, the library develops programs and procedures to insure the preservation of the documentary memory of the community.
Responsibility for Collection Development

Collection development is a process guided through all its stages by the expertise and judgment of librarians. Ultimate responsibility for the direction, purpose, and scope of collection development rests with the Brown County Library Board. Direct selection of library materials is delegated to staff members qualified for this duty by education, training, interest and job classification. The Library Director and Collection Development Manager, or in their absence, the Deputy Director, are responsible for the day-to-day administration of the policy, and delegates this professional responsibility to the librarians and staff of various library departments and branches.

Community/Audience

The library's community is diverse, consisting of individuals of various ages, races, faiths, levels of education, incomes, sexual orientations, ethnic backgrounds, and languages spoken. The library serves an ever-changing population. Its primary audience is the residents of Brown County. Secondarily the Brown County Library serves residents of the larger northeast Wisconsin metropolitan area and the state of Wisconsin through its role as the resource library for the Nicolet Federated Library System, an eight-county system of public libraries, and through interlibrary loan and direct/reciprocal borrowing. Green Bay and the Brown County metropolitan area have a strong, stable business and economic climate, a rich arts community, many institutions of higher education, and an abundance of active civic and cultural organizations.

The Brown County Library meets the needs of its diverse community with collections that emphasize:

- Early literacy and other initiatives for young children
- Support for students in all levels of formal education
- Lifelong learning for adults
- Recreational reading, listening, and viewing for all ages
- General research, but especially in areas of local or regional interest, or subjects in high demand
- Artistic and creative resources
- Information and fact-finding services
- Occupational and professional development materials
- The particular or specific needs of identified populations of users

The focus of each library branch varies depending upon the needs of the groups served by that branch, but the Central Library and all other library outlets work together to support the operations of the system as a whole with their individual services and collections.

Context and Scope of Collection Development at the Brown County Library

The Brown County Library's branch libraries, bookmobile, Central Library, and a variety of long-standing interagency agreements all contribute to the rich mixture of resources and information available to the county, region, and state.

The Central Library provides collections and services to both the Brown County branch libraries and to libraries throughout the northeast Wisconsin region, and also serves as a community library for people who live and/or work downtown. As a public library in an urban setting, the Central Library preserves materials for the future, especially those of local interest or significance. Through its Local History and Genealogy Department, it serves as the collective memory of the community. Like other public libraries, the Central Library provides
COLLECTION DEVELOPMENT – page 4

comprehensive collections in well-defined subject areas as well as special collections in selected topics based on historical demand.

Branch library collections are developed primarily to serve users in the neighborhood that directly surrounds each library. Service areas of libraries with larger collections extend beyond their immediate neighborhoods. Branch library collections contain primarily current, general interest materials on a wide variety of subjects for all ages. Each community library’s collection varies in size, scope, and depth according to the library’s patterns of use, the expressed needs of the community, the space limitations of the facility, and the available funding for materials.

Brown County Library considers the holdings of other libraries locally, regionally, and nationally in making selection and retention decisions. In the same way, the existence of Brown County Library’s collection enables other area libraries to develop their collections in different ways. The library also participates in reciprocal borrowing and resource sharing agreements with other libraries; e.g. NEWIL (Northeast Wisconsin Intertype Libraries) to further expand the range of materials provided.

Collection Management Selection Sources

Sources for selection decisions include, among others: published reviews, vendor or publisher catalogs, advertisements, and user requests or recommendations.

Selection Criteria

Librarians use their subject knowledge and expertise in combination with the standards listed below to select and evaluate collection items. Gifts, donations, and purchases are selected using the same criteria. These criteria are not in priority order; an item need not meet all criteria to be selected.

General Criteria

- Suitability of format or physical form for library use and as user demand dictates, based on universal criteria established in this policy
- Cost relative to the value the item contributes to the collection; basic cost
- Space required relative to the value the item contributes to the collection
- The extent to which the item supplements, expands on, or supports the existing collection, rather than duplicates it
- Relevance to observed and anticipated community needs and desires, reflecting generally accepted community standards for content and quality. In most cases, films rated NC-17 or X based on the rating code of the Motion Picture Association of America (MPAA), and music CDs rated ‘explicit content’ by the Recording Industry Association of America (RIAA) are not selected. Explanations of the rating codes are included in Appendix I and II.
- Reputation and qualifications of the author, creator, illustrator, producer or publisher of the work
- Local significance of the author or creator of the work; local emphasis
Content Criteria

- Comprehensiveness of treatment, including breadth and depth
- Skill and purpose of author or creator
- Consideration of the merit of the work as a whole, rather than a specific passage or passages, as evidenced by positive reviews from reliable sources.
- Evaluation of the currency and accuracy of the information contained, to the extent that is possible
- Representation of diverse points of view
- Representation of important movements, subjects, genres, or trends of local, regional, or national significance
- Long-term or historical significance or interest
- Relevance of the information to immediate local requirements

Electronic Format Criteria

Additional criteria are considered when selecting materials available in electronic formats.

- Ease of use of the product
- Accessibility to multiple users
- Access to needed equipment
- Enhancement of the print equivalent (if any) in terms of speed, flexibility, combinations of search terms, or general utility
- Continued access to retrospective information when necessary or desirable
- Reduction of space requirements over print products
- Reduction in number of copies of a print source when purchased for multiple locations

Gifts and Donations

Funds

The library accepts monetary gifts intended for the purchase of library materials when donors’ intentions for the gifts are consistent with the library’s collection objectives.

Materials

The library accepts donations of materials that are in good condition if deemed valuable to the collection. The library reserves the right to make final disposition of all gifts received. Gifts may be added to the collection or rejected at the discretion of the library. Gift materials not added to the collection are not returned to the donor. Unused gifts may be given to the Friends of the Brown County Library for public sale or disposed of in some other way.

Retention, Preservation, and Review of Materials

Retention and Preservation Criteria

The library operates on the premise that retention and preservation decisions are another type of selection choice. With the same criteria used to select new materials, the library retains or preserves materials of long-standing value to its mission and collections. Significant and valuable portions of the collection that no longer fill a current or projected public need may be withdrawn with approval of the Library Board.
Retention
Condition, content, inherent value, and use are the primary criteria used to determine the continued retention of materials in the collection. Many fields of knowledge are drastically altered by new discoveries and changes in culture. As demand declines, the library selectively removes multiple copies, making exceptions for areas of special importance to the overall collection. The library also removes worn, damaged, and obsolete materials that cannot be repaired and are no longer usable.

Preservation
The library preserves those materials that cannot be replaced, but that continue to have long-standing or permanent significance to the overall collection. The library may use a variety of means to preserve such materials, including preservation photocopying, microfilming, encapsulation, digitizing, replacement of content through the purchase of another edition, rebinding, de-acidifying, custom reprinting, and use restriction. The library also encourages preservation of materials by educating the public and staff about care of materials and by instituting procedures for proper handling and storage of materials.

Withdrawal of Materials
The Library Board recognizes that withdrawing materials from the collection is an important part of maintaining the library collection. Withdrawal of library materials is the responsibility of the Library Director and Collection Development Manager, or their absence, the Deputy Director, who authorizes qualified staff to assist. Withdrawn materials become the property of the Friends of the Brown County Library, and are offered for sale to the general public at their book sales. The proceeds from such sales are available to the Library through the Friends to enrich its collection and services.

The withdrawal policy of the Library includes the same factors as the selection policy and is not intended to sanction removal of library materials based upon any controversy.

Evaluation Criteria
Evaluation techniques are used to measure collection usefulness in terms of scope and depth, as well as strengths and weaknesses.

Among the measures and evaluation techniques used by library staff are:
- Age and condition of items in the collection
- Comparison of the collection with accepted core collection lists
- Frequency of requests placed through the online catalog and interlibrary loan
- Circulation
- In-house use of materials
- User surveys
- Relevance to observed and anticipated community needs and desires
- Long-term or historical significance or interest
Request for Review

Library users may occasionally object to titles that have been selected for the collection. Persons seeking the reconsideration of a book, videocassette, compact disc, or other item are asked to complete a "Request for Review of Library Materials," available from the Administrative Office at the Central Library. The library, upon receipt of a completed form, reviews the item for inclusion in the collection in light of the library's overall objectives, its Collection Development Policy, the Library Bill of Rights, and the American Library Association's guidelines on intellectual freedom. All completed reviews become public records.

Policy Review

This Collection Development policy is periodically reviewed, revised, and/or reaffirmed by the Library Board.
Specific content information on each rated film is in the “check this box” section. In the case of Wanted, the rating explanation was as follows, “Rated R for strong bloody violence throughout, pervasive language and some
"The recording industry takes seriously our responsibility to help parents identify music with explicit lyrics. We believe that not all music is right for all ages and our Parental Advisory Label was created for just that reason. Parents can use the label to identify music that may not be appropriate for their children and make the choice about when—and whether—their children should be able to have that recording. Music can also be an opportunity—an outlet for parents or other adults to talk to kids and an opportunity for adults to tune into what kids are thinking and feeling. Listen to the music they choose and ask them why they like a certain song or album. What do they think the artist is saying?"

- Hilary Rosen
President and CEO, RIAA
April 2000

"Talking with your kids is a must today. Raising your child is one of the most gratifying jobs you'll ever have—and one of the toughest. Try as you might to be the best parent you can be, our complex world challenges you every day with disturbing issues that are difficult for children to understand and for parents to explain. Yet, surveys show that children, especially 8 to 12-year olds, want their parents to talk with them about today's toughest issues—subjects like sex, HIV/AIDS, relationships, violence, drugs and alcohol. And that's great because it allows you to provide accurate information, set in a moral context that you feel comfortable with."

- Lynne S. Dumas
Author, Talking With Your Children About a Troubled World

www.parentalguide.org

Today's families have many entertainment choices available to them. There are well-known parental guideline systems in place for movies, records, television and video games that offer parents and caregivers advance, cautionary information so they can better supervise their children's choices.

With www.parentalguide.org, the entertainment industry has come together to provide a central resource for parents and caregivers seeking more information about these guidelines.

www.parentalguide.org sponsored by:

- ENTERTAINMENT SOFTWARE RATING BOARD
- MOTION PICTURE ASSOCIATION OF AMERICA
- NATIONAL ASSOCIATION OF BROADCASTERS
- NATIONAL CABLE TELEVISION ASSOCIATION
- RECORDING INDUSTRY ASSOCIATION OF AMERICA
- TV PARENTAL GUIDELINES

The Parental Advisory is a notice to consumers that recordings identified by this logo may contain strong language or depictions of violence, sex or substance abuse. Parental discretion is advised.

RIAA

Recording Industry Association of America
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Information on the Recording Industry Association of America’s Parental Advisory Label Program
Talk with your kids.

The Parental Advisory Label is a tool that alerts parents to explicit content and helps them make the right decisions about the music their children listen to.

In 1985, the Recording Industry Association of America partnered with the National Parent Teacher Association and the Parents' Music Resource Center. That partnership resulted in specifying that music releases which contain explicit lyrics, including explicit depictions of violence and sex, be identified so parents can make intelligent listening choices for their children.

The record industry's Parental Advisory Label lets parents take that responsibility for their families and respects the core American value of freedom of expression that tolerates unpopular speech and frowns upon censorship.

The RIAA created and now administers the Parental Advisory program. Individual record companies, working with their artists, decide which of their releases should be labeled. There are a number of factors that are considered when a record company chooses to release a record. Once a record company signs an artist to a contract, the artist is typically given a recording budget and works independently with producers and musicians to record. Typically, the record company will have more involvement in material and song selections for new artists than established artists, but in all cases the initial recordings are the artist's personal vision.

In some instances, record companies suggest that an artist re-record certain songs or revise the lyrics. Sometimes songs are simply removed from an album. In other instances, the artist and the record company agree that there is musical and artistic credibility in the whole of the work even when the lyrics may be explicit. In those instances, the RIAA's Parental Advisory Label is applied prominently to the permanent packaging. The RIAA and its member companies take the Parental Advisory program very seriously. Indeed, virtually every recording that has generated controversy in the media has been found to bear the Parental Advisory Label. And artists appreciate that this is a voluntary program that, instead of seeking to censor their words, provides them the opportunity to help parents and families make the right choices for themselves.

The RIAA does not represent the record retailers, but RIAA works closely with the National Association of Recording Merchandisers (NARM) on this issue. Some retail outlets will not carry labeled product. Other retailers have in-store policies forbidding the sale of records containing the Parental Advisory Label to those under a certain age. The decision is made by the retailer according to how that store feels it can best serve its own community.

**10 Tips for Talking with Kids about Tough Issues.**

1. Start Early
2. Create an Open Environment
3. Start Conversations with Your Child
4. Trust Yourself
5. Talk About Your Values
6. Be Honest
7. Be Patient
8. Listen Carefully and Watch Closely
9. Use Everyday Opportunities to Talk
10. Talk About It Again And Again

Talking With Kids About Tough Issues is a national campaign by Children Now and the Kaiser Family Foundation.

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**FAQ**

Q. What does the label mean?
A. It is a notice to parents that recordings identified with the logo contain strong language or depictions of violence, sex, or substance abuse. Parental discretion is advised. The label is a non-removable logo that record companies voluntarily place on products to better inform consumers and retailers while also protecting the rights of artists.

Q. Does the label determine appropriateness of certain recordings for certain listeners?
A. The use of the Parental Advisory Label is not a determination as to whether a recording is or is not appropriate for particular listeners. Rather, the non-removable label is a "heads up" to parents (and consumers, retailers and wholesalers) that parental discretion is advised when purchasing the particular recording for children or when listening to the recording in the home.

Q. Who decides what gets labeled?
A. The decision to label a particular sound recording is made by each record label in conjunction with the artist.

Q. How much product gets labeled?
A. Virtually every sound recording to come under public scrutiny has featured a Parental Advisory Label. The fact is, these recordings account for a fraction of the music being produced. For example, in an average record retail store with 10,000 individual album titles, approximately 500 might carry the Parental Advisory Label. That's less than half of one percent of the store's total inventory.

OTHER USEFUL SOURCES OF INFORMATION:
www.talkingwithkids.org
www.drugfreeamerica.org
www.break-the-cycle.org