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COLLECTION DEVELOPMENT		

COLLECTION DEVELOPMENT

Mission of the Library

To be your place for information, entertainment, community, and culture.

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
- Declares 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.. 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.

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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 collection, by 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.

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. 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. (See page 5)

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Responsibility for Collection Development

Collection development is a process guided 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. Secondly 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

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. 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

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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 or community that directly surrounds each library. Service areas of regional 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

Brown County Library considers the holdings of other libraries locally, regionally, and nationally in making selection and retention decisions. In the same way, 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.

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
- 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), 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

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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 removed with approval of the Library Board.

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Retention

Condition, content, inherent value, and use are the primary criteria used to determine the continued retention of materials in the collection. As demand declines, the library selectively removes titles, 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, to the best of its ability, 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 Collection Development Manager as overseen by the Library Director, who authorizes qualified staff to assist. Withdrawn materials are given to 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

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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.