# CONTENTS

List of Figures ix

Preface to the Fourth Edition xi

Acknowledgments xiii

## 1 Introduction to Collection Development and Management 1

Components of Collection Development and Management 1
Historical Overview 3
Theories of Selection 21
Future of Collection Development and Management 25
Notes 26
Suggested Readings 34

### 2 Organizational Models, Staffing, and Responsibilities 37

Collection Management and Development Responsibilities 37
Assignment of Responsibilities 40
Skills and Competencies 45
Learning after School 48
Organizational Models 54
Ethical Issues 57
Notes 68
Suggested Readings 73

# 3 Planning, Policy, and Budgets 77

Planning in Libraries 77
Planning Models 78
Environmental Scanning 80
Why Undertake Formal Planning? 82
Collection Development Policy Statements 82
Writing the Collection Development Policy Statement 88
Budgeting and Finance 97
Notes 112
Suggested Readings 116

#### 4 Developing Collections 119

Universe of Published Materials 119

The Selection Process 121

Notes 150

Suggested Readings 157

#### 5 Vendor Relations, Negotiation, and Contracts 161

Overview 161

Vendor Relations 162

Negotiation 164

Contracts 172

Notes 189

Suggested Readings 194

#### 6 Managing Collections 197

Weeding 197

Storage 207

Preservation and Conservation 211

Review and Cancellation of Continuing Resources 219

Collection Protection and Security 223

Notes 227

Suggested Readings 235

#### 7 Marketing, Liaison Activities, and Outreach 241

Understanding Marketing 241

Marketing Concepts 244

Managing the Marketing Cycle 250

Liaison and Outreach Activities 260

Social Media 266

Notes 270

Suggested Readings 276

# 8 Collection Analysis, Accountability, and Demonstrating Value 281

Collection Analysis as a Management Tool 281

Historical Overview of Collection Analysis 285

Approaches to Collection Analysis 287

Electronic Resources and Collection Analysis 290 Methods of Collection-Based Analysis 292

Methods of Use- and User-Centered Analysis 299

Cost-Benefit Analysis, Social Return on Investment, and Balanced Scorecards 307

Conducting the Analysis and Preparing a Collection Analysis Report 309

Notes 312

Suggested Readings 319

# 9 Collaborative Collection Development and Management 323

Overview 323

Resource Sharing 325

Bibliographic Access 331

Coordinated or Collaborative Collection Building and Management 332

Infrastructures for Cooperative and Collaborative Collection Development and Management 348

Attributes of Successful Consortia 351

Challenges to Collaborative Collection Development and Management 353

Evaluating Collaborative and Cooperative Collection Development and Management 355

Notes 356

Suggested Readings 363

Appendix A

Professional Resources for Collection Development and

Management 367

Appendix B

Selection Aids 375

GLOSSARY 383

INDEX 403