



Memorandum

**TO: NEIGHBORHOOD SERVICES &
EDUCATION COMMITTEE**

FROM: Jill Bourne

**SUBJECT: LIBRARY COLLECTION
DEVELOPMENT**

DATE: November 30, 2018

Approved

Date

12/6/18

COUNCIL DISTRICT: Citywide

RECOMMENDATION

Accept the Library's informational report on Library Collection Development.

OUTCOME

The Neighborhood Services & Education Committee will learn about the Technical Services Unit and Collection Development initiatives that support the Library's strategic priority of acquiring materials to enrich lifelong learning programs and services for all ages.

BACKGROUND

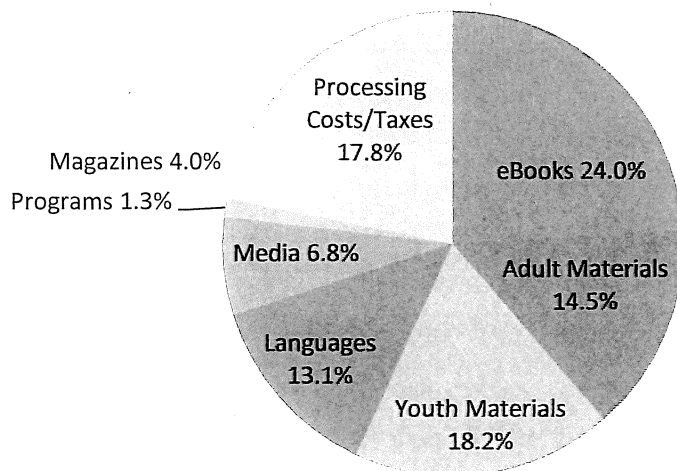
San José Public Library is one of the busiest library systems nationwide, with more than six million visits and 8.3 million items checked out in fiscal year 2017-2018. More than 500,000 residents possess library cards, and each customer borrows an average of sixteen items per year. The Library's 24 locations house a collection of 2.1 million items, covering a broad array of subjects in multiple formats for a wide range of ages, languages, educational backgrounds, and interests. Customers have access to more than 87 eLearning and eMaterials collections (databases) and more than 200,000 eBooks.

ANALYSIS

The Library expands access to information in San José by acquiring materials and collections to support early education, schools, STEAM initiatives (Science, Technology, Engineering, Art, and Math), career and entrepreneurial endeavors, health and well-being, cultural and language learning, as well as artistic and musical interests.

Budget

The 2017-2018 materials budget of \$6 million allows for the Library to purchase both digital (online) and physical materials for the public. Of that amount, approximately 24 percent was allocated to digital resources and eBooks, 14.5 percent to adult materials, 18.2 percent to children's and youth materials, 13.1 percent to international language materials, 6.8 percent to media items, 1.3 percent to reference and program support items, 4 percent to magazines and newspapers. The remaining 17.75 percent was utilized for processing costs and taxes.



Technical Services and Collection Development

Technical Services is a specialized unit within the Library that oversees the selection, ordering, receiving, cataloging, processing, and payment of materials for the collections. In 2017-2018, the Library added more than 270,000 physical items and two new eMaterials collections, providing online access to new eBooks for adults and children and access to the New York Times online.

Within the Technical Services unit, the Collection Development team is comprised of three central selectors located at the King Library, in addition to 30 librarians throughout the Library system who select materials for specific areas of the collection. Under this model, 16 librarians select English materials and 14 select materials in international languages, including Vietnamese, Spanish, and Chinese, and an additional 16 languages.

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Tools used in making selection and purchasing decisions include:

- Professional expertise – Librarians always keep in mind the guiding mission of providing materials to support the community’s lifelong learning, homework, and entertainment needs of all ages. Materials selectors look for titles that are popular and appropriate for the general public, while working to build a diverse collection.
- Reviews – Library and publishing journals provide reviews and suggested purchases. In addition, librarians keep their finger on the pulse of the publishing industry through trade journals and by monitoring media outlets to stay on top of upcoming titles by top authors to pre-order materials that will be in high demand. This ensures that these items are often on the library shelves on the same day that they are released for general sale in bookstores and other outlets.
- Data analysis – Librarians are trained to look at many factors, such as “turnover” rate, when making decisions about purchases. Turnover is the rate of circulation per item in a collection area and is evaluated for each part of the collection. Collection HQ, a data analysis tool, is used to analyze library circulation. The tool allows staff to identify circulation trends by subject, author, format and branch. The Library uses this data for specific subjects and authors, informing decisions to transfer materials between branches to meet customer demand.
- Census data – Staff use branch Community Profiles and American Community Survey demographics as a foundation for their purchasing decisions and budget recommendations. Staff use information from these resources such as age of population and languages spoken at home as guidelines for allocating funds and making purchases to best meet community needs.
- Customer input – Customer input into the purchasing process is provided through:
 - Circulation: Librarians pay close attention to circulation numbers and look for trends in usage. Community members “vote” for the type of materials they want through the authors, subject areas, and formats they choose to check out.
 - Purchase suggestions: An online suggestion form provides a more direct way in which community members let staff know their specific needs and interests. Staff consider submissions in making current and future purchases.
 - Holds: Requests, or holds, are another very popular service for Library customers. Books, DVDs, CDs, and audiobooks may be requested, either online or with the assistance of staff, and sent to the branch location of the customer’s choice. On average, 43,000 items are routed monthly to branch locations for convenient pick up. Selectors assess the number of holds on a given item and make additional copy purchases for high demand materials to maintain a ratio of no more than five holds per item. This ensures that the most in-demand materials will get to customers in a timely manner.

Innovative Approaches to Service

In 2000, the San José Public Library system examined and improved its service model to better meet 21st Century customer service needs. That analysis resulted in adopting a bookstore model as a guiding vision of how branches would be designed, establishing a new approach (which became a model for many other libraries) to the arrangement of collections to create a more welcoming and browsable environment. The Library continues to emphasize popular materials and an appealing bookstore look and feel through merchandising, with materials shelved face-out and displayed on end panels and bookcases, rather than just traditional spine-out library shelving. This section of the library is known as the Marketplace, and contains new adult books, computer books, career materials, home and garden books, and Lucky Day materials.

“Floating” collections are used to decrease the time materials spend in transit and offer a greater variety of materials to customers. The premise is simple: items remain at the location where they are returned, rather than routing them back to a “home” branch or the Dr. Martin Luther King, Jr. Library. Collections are thus refreshed and materials circulate throughout the system as items placed on hold are transferred to new locations and customers return items to different locations.

New Materials

San José Public Library collections include more than traditional library materials. Items that may be checked out by library customers include Home Energy Kits, ukuleles, Wee Play kits for early education, and seeds from the Seed Library at the Berryessa Branch. In addition, the Library loans science-related kits such as Squishy Circuits (a design kit with activities to create circuits and explore electronics using play dough) and Science Kits with different experiments with 10 different themes (turbines, structures, and physics).

In March 2015, *Lucky Day* collections launched at all locations. Lucky Day collections feature adult bestsellers displayed prominently in the lobby near the entrance. These collections consist of additional copies of the top bestselling titles and offer an alternative to placing a hold request. Because the items are exempt from holds and renewals, customers can browse the most desired titles in person and make serendipitous discoveries, rather than always having to place holds to access bestsellers. This collection includes adult fiction and nonfiction as well as popular movies. In June and July of 2018, an electronic Lucky Day collection was launched using the Cloud Library platform mirroring the print collection.

Children's Collections

Children's collections comprise close to 800,000 items, constituting 37 percent of total physical holdings. Popular collections include board books (books with sturdy, laminated cardboard or plastic pages especially for babies and toddlers), picture books, and beginning readers. In FY

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2017-18, 20 percent of all children's materials that were checked out were beginning readers, and this is the most popular library collection. Children's general fiction titles for various ages are often among the top circulating titles system-wide every month. Fiction and nonfiction titles in languages other than English are collected with an emphasis on picture stories, easy-to-read fiction titles, illustrated folk tales, popular subjects, and picture dictionaries.

Collections also provide support for homework for children of all ages. Science, technology, engineering, and mathematics are an important part of education in a competitive global marketplace and collections are selected with the aim of sparking interest among children in these important topics.

Trends also include an increase in leisure reading for children and youth – often in fiction, but also in nonfiction topics such as animals, planets and space, dinosaurs, and other fun topics. With many types of factual information now readily available online (such as information about states and countries), the Library is devoting fewer resources to such areas. Instead, educational books that are nonfiction but that have an engaging creative edge, such as titles like, *You Wouldn't Want to be a Nurse during the American Civil War!: A Job that's not for the Squeamish*, by Kathryn Senior and David Salariya, appeal to many children.

Languages

The San José Public Library provides fiction and nonfiction titles (including best sellers, popular materials, and current general works) in more than 20 languages and dialects. With more than 360,000 language materials, language collections represent almost 17.5 percent of total physical holdings and account for 10 percent of all materials checked out by library customers in FY 2017-18. All languages include adult, young adult, and children's level materials as well as media items such as DVDs and audiobooks.

English as a Second Language and citizenship services offered at Family Learning Centers in seven branches across San José are supported by specialized collections in multiple languages. In addition, there are Citizenship Corners located at ten Library branches. These are spaces dedicated to providing resources, such as citizenship test preparation materials, English teaching materials, and information about Library and community programs that help with the naturalization process.

Biblioteca Latinoamericana Branch, with more than 20,000 Spanish language items, is home to the largest Spanish language collection at SJPL. Spanish language materials comprise the largest portion of overall check outs (28.9 percent) at Biblioteca Latinoamericana, followed by children's picture books in both Spanish and English (16.3 percent).

Language materials constitute some of the highest demand titles. Materials from the Vietnamese collection were borrowed more than 300,000 times in FY 2017-18. The Vietnamese DVD collection in particular is always in high demand, with more than

231,000 checkouts last year. Additionally, Chinese print materials are often among the Library's top items, with more than 100,000 total circulations per year.

Digital Collections

The Library offers 24/7 remote access to hundreds of thousands of eBooks, online music, movies, magazines and online learning platforms. Online resources saw steady usage during the last fiscal year. One example of this increased usage was a 50 percent growth in certificates completed in the online learning platform *Lynda.com*. SJPL saw an 11 percent increase in eBook and eMedia use during the same period. In response to growing interest and use of digital resources, the Library increased its focus on eMaterials and online content, allocating 24 percent of the materials budget to online resources and databases for 2017-2018.

Personal finance needs and the business community are supported with online products like *Value Line*, a popular investment tool, and *PrivCo*, a private companies database. *Treehouse*, *Books 24/7*, and *Lynda.com* offer courses that support both career and lifelong learning for technology and business topics. *Pro-Citizen*, *Pronunciator*, and *Mango Languages* provide support to those members of the community seeking citizenship and those working to learn another language. *Hoopla* provides access to thousands of eBooks, online music, audiobooks, streaming movies, and television. Eighty-six additional online resources provide broad access to lifelong learning on topics like car repair, test preparation, career support, and genealogical research.

The Library is developing a comprehensive eResources strategy to guide our eResources decisions over the next five years. The dynamic environment of eResources requires the development of a strategy that is also a living document which changes with the needs of customers.

Planning for the Future in Collection Development

The San José Public Library strives to provide an evolving collection that meets the needs and desires of the community. The Library's collections support schools and students of all ages, recreation, and lifelong learning, adjusting to new trends while supporting the residents of San José in fulfilling their lives in Silicon Valley.

Strategy and Efficiency to Meet Demand

In fiscal year 2019-2020, Collection Development will focus on making strategic purchases in the collection areas that the community has expressed are important to them. These collections include English as a Second Language, citizenship, children's nonfiction, computer programming, and language materials. Further steps will be taken to streamline processing by having vendors add labeling and using additional LEAN principles to continue efficiencies within Technical Services.

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Electronic Resources

There have been changes in the availability of materials to libraries and Collection Development prepared to adjust purchasing plans to continue to meet community need. Staff are scanning the environment of Electronic Resources available to libraries to engage customers in new ways through streaming online video, and online newspapers and magazines from around the world. The Library routinely reviews new online learning tools to add to the collection, and staff will continue to investigate new offerings and make them available whenever possible.

Language Materials

DVD materials from Vietnam and India are in high demand among customers but are becoming increasingly difficult to purchase because distribution methods are shifting away from physical printing in favor of digital streaming. Additionally, digital streaming services use a different pricing model, licensing requirements, and are more expensive to purchase than DVDs. Staff are reaching out to current vendors to see how these streaming videos might be made available to American libraries. Whenever possible, staff strategically acquire streaming video in international languages to best meets public interest and customer demand.

EVALUATION AND FOLLOW-UP

This is an informational Library report to the Neighborhood Services & Education Committee; further updates about any aspect of Technical Services and Collection Development will be provided upon request.

PUBLIC OUTREACH

Not applicable.

COORDINATION

Not applicable.

/s/

JILL BOURNE

Director, Library Department

For questions, please contact Jean Herriges, Division Manager, at (408) 808-2188.