

Palo Alto City Library Collection Development Plan

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Introduction

Purpose of Collection Development Plan

The Plan is designed to support the Library's Mission Statement. It serves as a biennial guide for the selection and retention of materials for the Palo Alto City Library (PACL). It is reviewed and revised at the end of the two-year period to reflect changes in service needs.

The Community and the Library

The City of Palo Alto prides itself on being the birthplace of Silicon Valley, with a highly educated, politically aware and culturally sophisticated population that values scholarship and the fostering of curiosity among its youth. The Library strives to provide services and collection that meet the needs of its customers and the general citizenry.

Through the resources in the five neighborhood libraries and an eBranch, the Palo Alto City Library serves residents of Palo Alto, as well as the weekday population that works in the City and persons in outlying jurisdictions. Through the online catalog, the extended resources of academic and public libraries throughout California are available to augment the collections.

We acknowledge the important role of the community in collection development by inviting suggestions for purchase, monitoring the status of those requests, and evaluating the collections on an ongoing basis.

Philosophies

Palo Alto City Library Mission Statement

The library connects and strengthens our diverse community through knowledge, resources, and opportunities. We inspire and nurture innovation, discovery, and delight.

Collection Development Policy

See the Policy (<http://www.cityofpaloalto.org/civicax/filebank/documents/26738>).

Collections

The library is a primary source of information, knowledge and learning for those who live and work in the City of Palo Alto. Our collections respond to, and strive to meet, the community's needs and interests. They enhance the cultural, educational, aesthetic and recreational pursuits of customers of all ages and reflect the diversity of the populace.

The library's collections offer current titles and best sellers, together with materials that provide general coverage and understanding of a subject, as well as those supporting higher-level secondary source materials. They are provided to customers in various media and formats, including print (books,

magazines and newspapers), audio-visual (sound and video recordings) and digital (online databases, e-resources, and scanned documents) formats.

The following descriptions of collections explain in greater detail the types of collections the library builds.

General Collections

The general collections of the Library span the breadth of our customers' ages and interests. In terms of organization, the general-collections materials are divided first by readers' age (adult or youth), then by format (books or media), and finally by type (e.g., fiction and nonfiction) or medium (e.g., CD and DVD). All library branches' collections are actively developed; the collections at Mitchell Park, Rinconada, and Children's are developed in greater depth and breadth than those at Downtown and College Terrace. The general collections are supplemented by Link+, an interlibrary-loan service conveniently available to customers through the integrated library system.

Because the library's multi-year facility improvements have been completed and available shelf space is fully allocated, the collection development plan is essentially indistinguishable from current practice, which calls for coordinated acquisition and weeding activities to keep the collection more or less the same size. (Weeding is dealt with below, in the Collection Management and Promotion section.) Thus, the description that follows of current collection development practices also serves as the planning model in the coming two years.

Adult collection

The adult collection is developed to fulfill the informational, educational, and recreational requirements of the library's customers, taking into account a wide diversity of backgrounds, pursuits, views, and tastes. Depending on projected demand, between one and four copies may be acquired for the library's collection.

Books

Fiction. The fiction collection comprises general fiction (including romances and westerns), mysteries, and science fiction & fantasy. The library primarily acquires new frontlist (popular) and midlist (lesser-known) titles, including best-sellers; books by popular authors; award-winning titles; and books favorably reviewed in trade and professional journals, and prominent general-circulation periodicals. To meet short-term high demand, the library leases additional copies of best sellers, which are weeded as interest wanes. Though the main emphasis is on new publications, the library is mindful of developing and maintaining a strong retrospective component of classics and backlist titles of perennial value. While hardcover and trade paperback books are preferred, the library realizes that important genre titles may be available only in mass-market paperback form.

Nonfiction. The nonfiction collection emphasizes currency and is kept as up to date as possible. The materials budget is largely allocated on the basis of high interest and demand; certain topics that are

subject to continual revision—such as computer-related titles, self-help, law, science and technology, and current social and political trends—are accorded a significant share. The library primarily acquires new frontlist and midlist titles, including best-sellers; books by popular authors; award-winning titles; and books favorably reviewed in trade and professional journals, and prominent general-circulation periodicals. To meet short-term high demand, the library leases additional copies of best sellers, which are weeded as interest wanes. All topics are subject to revision based on new scholarship, research and techniques; therefore, the entire collection must be developed scrupulously within the limits of available funding.

Reference. Much of the library’s reference content has migrated from print to digital. Necessary sources either not yet available, or prohibitively expensive, in digital format are retained in print format and kept up to date as needed.

Large print. The library maintains a moderately sized collection of fiction and nonfiction titles in large print format. The collection is composed primarily of new and current titles, kept up to date regularly, with a smaller component of classics and titles of perennial value.

International languages. The international languages collection comprises a range of fiction and nonfiction titles, and efforts are made to develop the collection in terms of currency and relevance. At this time, the languages most actively developed are Chinese, Russian, and Spanish, with smaller acquisitions of books in French, German, Gujarati, Hebrew, Hindi, Italian, Japanese, Korean, Punjabi, Persian (Farsi), Tamil, and Vietnamese. The international languages collection is housed at Mitchell Park, and Rinconada libraries.

Display paperbacks. This browsing collection of trade paperbacks, both fiction and nonfiction, supplements the book collection. It is primarily composed of current titles, kept up to date regularly, with a smaller component of classics and significant backlist titles.

Media

Audiobooks. The audiobook collection chiefly includes CD format and consists of both fiction and nonfiction titles. The selection preference is for unabridged editions, though abridged editions may be acquired if customer demand warrants. The fiction element emphasizes contemporary titles, with a smaller selection of classics and titles of perennial value. The nonfiction element covers a wide range of topics that lend themselves to an audio presentation—including college-level courses, language learning, self-improvement, history, and politics—and is developed for currency and pertinence.

CDs. The library’s collection of music CDs represents a wide variety of eras, genres, and styles and is developed to reflect the diversity of customers’ tastes and inclinations. In addition, the collection includes miscellaneous, spoken-word, and comedy titles.

DVDs. The collection includes DVDs and Blu-ray discs and is composed largely of feature films and television series, both fiction and nonfiction. While focused primarily on recent output, the collection is developed to include a strong retrospective component as well, with titles dating back to the silent era

and the early days of television. The collection is worldwide in scope, with a strong presence of international languages. In addition, the library acquires such supplemental materials as documentaries, travel titles, college-level courses, and language learning sets.

Youth collection

The youth collection, which is developed for persons from zero to eighteen years of age, is divided into children's and teen elements. Like the adult collection, it is developed to fulfill the informational, educational, and recreational requirements of their intended readership.

Children's

Books

Picture books. The picture book collection includes fiction and nonfiction titles and is composed of titles meant to be read by adults to preliterate children. Collection development is largely focused on acquiring new and current titles and maintaining an adequate selection of backlist titles of perennial value.

Single folk and fairy tales. Shelved in a separate sequence from other collections and classified under Dewey 398, this collection is composed of large-format items similar in size to picture books and is similarly developed.

Fiction. The collection is composed of children's general fiction, mysteries, and science fiction & fantasy; series fiction; and graphic novels. Collection development is largely focused on acquiring new and current titles and maintaining an adequate selection of backlist titles of perennial value.

Nonfiction. The nonfiction collection is developed to support both educational needs and personal interests and is kept as up to date as possible within the limits of title availability. A biography collection, not Dewey classified, is shelved in a separate sequence.

Readers. Reader fiction and nonfiction titles are acquired to support children at all levels of early reading. As in the other fiction categories, the emphasis is on acquiring new and current titles and maintaining an adequate selection of backlist titles of perennial value.

Reference. With most children's reference content having migrated from print to digital, collection development efforts now largely concentrate upon online resources.

International languages. Development in the international languages collection concentrates on picture books, fiction, and nonfiction in Chinese, Hindi, Russian, and Spanish, with smaller acquisitions in French, German, Gujarati, Hebrew, Italian, Japanese, Korean, Punjabi, Persian (Farsi), and Vietnamese. The international languages collection is housed at Mitchell Park and Children's libraries.

Parenting collection. Developed in conjunction with adult nonfiction and intended as a convenience, the collection provides a selection of new and current parenting titles at Mitchell Park and Children's libraries.

Media

Audiobooks. The audiobook collection consists largely of fiction titles, with a small nonfiction selection. The fiction element emphasizes contemporary titles, with a smaller selection of classics and titles of perennial value.

CDs. The collection includes instrumental music; songs; stories; and holiday-themed titles. It is developed to support educational objectives and fulfill demand for entertainment.

DVDs. The collection includes feature films, television series, documentaries, anime and traditional animation, and fairytales and folklore. It is developed both to support educational objectives and to fulfill demand for entertainment and information.

Teen

Books

Fiction. The collection is composed of general fiction, mysteries, and science fiction & fantasy; series fiction; and graphic novels. It includes titles intended for young readers in their middle school and high school years. The development emphasis is on acquiring current titles and maintaining a subsidiary selection of backlist titles of perennial value.

Nonfiction. Nonfiction titles suitable for teens are interfiled with adult nonfiction and identified by either a spine label or a teen designation as part of the call number. Development is concentrated on subjects of primary interest to teens, with currency at a premium.

Media

Audiobooks. The audiobook collection consists largely of fiction titles, with a small nonfiction selection. The fiction element emphasizes contemporary titles, with a smaller selection of classics and titles of perennial value.

CDs. The library acquires music CDs of interest to teens. Unexpurgated versions are preferred, though clean versions may be acquired if customer demand warrants. Teen CDs, identified as such on their shelving label, are intershelved with adult CDs.

DVDs. The collection includes feature films, television series, documentaries, and anime and traditional animation. It is developed both to support educational objectives and to fulfill demand for entertainment and information.

Special Collections

The library develops and maintains three special collections: the Local Interest Collection, the Digital Collection, and the Z Collection.

Local Interest Collection

The Local Interest Collection consists of books either written by local authors or concerned with Palo Alto and its environs by topic or setting. The collection circulates and is housed at Rinconada Library. This low-growth collection is developed in conjunction with ongoing selection activities.

Digital Collection (<http://paloaltocitylibrary.contentdm.oclc.org/cdm/>)

The library's digital collection consists of the Local Interest Collection (not to be confused with the Local Interest Collection of printed books, above), the Historical Newspaper Collection, the Heart of the Soldier Collection, and the Flood Protection Documents collection.

Digital Local Interest Collection. This is a collection in progress that focuses on digitized works from Palo Alto authors and events.

Historical Newspaper Collection. This is a retrospective collection of full-text digital scans of local Palo Alto newspapers, currently dating from 1870 to 1914 and fully searchable by keyword, name, place, and year of publication. The collection, drawn from microfilm images stored at Rinconada Library, is being enlarged at a steady pace.

Heart of the Soldier Collection. This is a collection of images and writings created by local veterans, largely based on a creative writing series and photography series tailored for veterans.

Flood Protection Documents Collection. A current collection of flood protection documents that answer questions related to flood information, flood zone descriptions, construction methods, and flood protection for structures. Included is a flood insurance rate map. This collection-in-progress is enlarged and updated as new materials come available.

Z Collection

The Z Collection is comprised of historical materials (almost entirely books, with a few media items), collected over several decades and dating back to the early days of Palo Alto. Housed at Rinconada Library, it is a closed-shelf reference collection from which items can be retrieved upon a paging request. The collection is developed selectively and not subject to weeding.

Electronic Resources Collections

The library defines electronic resources as content stored and displayed digitally and accessed via computers and other electronic devices. The electronic format enables increased usability of library resources, allowing expanded searching and interactivity. This format also increases the depth and

breadth of the library's overall collection thus reducing the need to purchase multiple copies of some print resources.

The library provides customers access to electronic resources that may include some or all of the following: full-text magazines, newspapers, journals and other periodicals; reference sources; indexes; abstracts; images; electronic books; electronic media; learning tools; entertainment sources and homework assistance . With its electronic collections, the library extends access to information beyond its physical facilities.

Outside Websites

The library may link to outside websites; standards for linking to such websites are comparable to those used in selecting electronic resources for purchase. The library reserves the right to remove any link at any time without notifying the source.

Emerging Collections

The emerging collections include a comprehensive range of formats utilizing the unique capabilities and advantages of alternative, new and evolving technologies to deliver information and expressing creativity and ideas.

Materials Budget Allocation and Collection Priorities

The library's budget for materials is allocated on a fiscal year basis, running from July 1 to June 30. The following narrative describes the sources of funding for the materials budget, the budget approval process, the major budget categories and the many factors that determine the library's collection priorities.

Sources of Funds

The library receives annual funding for the purchase of materials from the City of Palo Alto. Formal grants from the Friends of Palo Alto City Library account for another major source of funding. In addition, the library receives various other incidental gifts and grants from the state library, the Friends of the Palo Alto City Library and individuals.

Responsibility for the Books and Materials Budget

Each year the library director presents a proposed library budget to the city budget office. Following a review, the budget office forwards the proposed budget to the city manager's office. Finally, the city manager presents a the proposed city-wide budget, of which the library's is a part, to the city council's finance committee. They in turn approve the library budget, including the amount to be spent on materials. The library director, in consultation with the division manager overseeing collection development, determines allocations for the major categories of the materials budget.

Major Budget Categories

The major categories of the materials budget are: books and audiovisual materials, electronic resources, periodicals (magazines and newspapers), continuations (annuals, directories, etc.), items in international languages, and leased books and DVDs.

Factors That Determine Collection Priorities

Many factors determine the Library's collection priorities. Among them (not in priority order) are:

- Usage statistics, such as circulation, in-library use, database use, etc.
- Public surveys
- Frequency of customer suggestions
- Community assessments
- Consultations with staff
- Changing demographics
- Strategic Plan goals, if applicable
- Rising costs
- Recurring costs
- Restricted grants
- Library and societal trends
- Format changes
- Changes in technology for delivery of content
- Space capacity changes
- Availability from other local libraries

Gifts of Money and Materials

The library accepts gifts and grants of money to enhance collections. The library director has ultimate responsibility for decisions regarding what gifts and grants will be accepted. Books purchased for the collection using donated monies are given personalized bookplates acknowledging the donor's gift. While the Library welcomes gifts designating funds for specific audiences or types of materials in the collection, the designation of funds for specific titles may not be accommodated.

Donated items in print and other forms are accepted and may be added if they fall within the selection criteria of the library's Collection Development Plan and the library's goals and objectives. The standards for selecting gift materials to be added to our collections are identical to those used when selecting materials for purchase.

The library reserves the right to determine the disposition of gift items. Materials not added to our collections are offered to the Friends of the Palo Alto City Library for their book sales (the proceeds of which are used to fund library collections and programs), or may be shared with other appropriate

institutions authorized by the library director. Due to the volume of gifts received, staff cannot acknowledge, track or return unsolicited items received from publishers or individuals.

Selection and Collection Management

Responsibility for Selection

Operating within the framework of the policies adopted by the Library Advisory Commission, the library director or designee has the final responsibility and authority for selection. Senior librarians carry out daily selection activities under the general guidance of the division head overseeing collection development. The library's Online Resources Committee has the responsibility of building the electronic resources collections.

Selection Criteria

General Collections

In keeping with the Mission Statement and the Collection Development Policy of the Palo Alto City Library, staff refer to the Selection Criteria listed in the Collection Development Policy.

Special Collections

By their nature, the library's special collections are distinctive, and selection criteria vary depending on the format and focus of each individual collection. Overall, however, some common criteria can be considered (though not consistently applied to all collections); among them are:

- local interest
- historical importance
- permanent value
- appeal to the interests of the community
- importance to the community
- authoritativeness
- accuracy and timeliness

Electronic Resources Collections

The Online Resources Committee works with staff to evaluate electronic resources on an ongoing basis as these resources are made available within an ever-changing medium. When selecting electronic resources, the members of the committee and designated staff must consider the following in addition to the selection criteria for the collection at large:

- Content output options
- Ease of use
- Feedback on database trials from staff and customers

- Number of simultaneous users
- Ownership of content
- Possible insubstantiality of the technology
- Relationship of the resource to the print collection
- Remote access
- Technical supportability
- Usage statistics

In the case of outside web sites, there are additional considerations:

- Relevancy and appropriateness of content
- Additional charges to customers to use all or parts of the site
- Availability of content on another selected web site or electronic resource
- Use of advertisement
- Means of contacting author/owner plus method of customer service
- Necessity of extra registration
- Clear identification of information providers

Emerging Collections

Before adding new formats, the following criteria should be considered:

- Impact on equipment, staff, storage, and space
- Demand for format in community
- Durability of format for library use
- Technical quality of production or reproduction
- Compliance with industry standards and specifications
- Availability of adequate startup and continuing funding
- Capability for networked distribution, download and printing
- Suitability to be circulated or housed in a sturdy, safe and convenient manner
- Availability of technical support and staff training
- Accessibility of material
- Ease of use by customers and staff
- Ownership of product

Suggestions for Purchase

The library welcomes customer suggestions. Using the library's customary selection criteria, selectors give serious consideration to customer suggestions. Customers may use the online form to make suggestions and are notified of the decision regarding the suggestions made. If the suggested item is purchased, customers are given the option of having the item(s) placed

on hold for them. Link+ may also be an option for obtaining items customers are interested in, but which the library does not currently have in its collection.

Collection Management and Promotion

Regular collection management helps to keep the collections current, attractive, responsive, diverse and useful to the community. The selectors and collection managers evaluate collections with as much care and consistency as was applied to the initial selection of materials, and promote the collection whenever appropriate and possible.

Responsibility

Selectors and collection managers are encouraged to regularly evaluate collections. Quarterly, the lead selector facilitates the generation of lists from collectionHQ (an online collection management tool) that aid librarians in their evaluation. Members of the Online Resources Committee take charge of the ongoing evaluation and promotion of electronic resources to staff and customers. They are encouraged to conduct and/or facilitate training sessions on the use of resources for both staff and customers.

Criteria for Withdrawing Material

Staff refers to the Weeding Criteria in the Collection Development Policy.

Management of Withdrawn Material

In compliance with federal, state and local laws concerning the discarding of government property, the library chooses one of the following options when its materials no longer meet the selection criteria for inclusion in the collection:

- Offer to the Friends of Palo Alto City Library
- Recycle damaged materials
- Send to Better World Books (a no-cost program that helps libraries manage discarded and donated books)

Review and Revision

To remain responsive to community needs, selectors responsible for the adult, teen, and children's collections and the Online Resources Committee regularly review customer comments and suggestions for changes affecting the Palo Alto City Library Collection Development Plan. The selectors and committee members review the comments and suggestions with the division head overseeing collection development. With the approval of the library director, changes may be incorporated into the Collection Development Plan. Biennially, the library conducts an overall review of the Plan.