Collection Development in 2021

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Collection development in 2021

• It's 2021 and you're the collection development librarian in a major research library. How have collections changed, and in what ways are you serving patrons differently now compared to ten years ago?
Information-seeking behavior

• In 2021, academic libraries are serving patrons who were born in 2003
Information-seeking behavior

• Do you remember 2003?
Information-seeking behavior

• Do you remember 2003?
  • March 19 – invasion of Iraq
  • April 14 – Human Genome Project is complete
  • May 1 – George W. Bush lands on aircraft carrier; banner behind him reads, *Mission Accomplished*
  • June 4 – Martha Stewart indicted for fraud
  • July 27 – Bob Hope dies at 100
  • September 12 – musician Johnny Cash dies at 71
  • December 13 – Saddam Hussein is captured
  • December 15 – *Sporting News* names Utah football coach Urban Meyer coach of the year
Information-seeking behavior

• 2021’s academic library patrons are more diverse in their information-seeking experience than ever

• The tech-savvy patrons are more tech-savvy than ever, but accessing information is more complex for the 2021 academic community
Information-seeking behavior

• “We need to view our patrons in terms of specific groups with particular needs, such as distance learners, international students, students with disabilities, and mature students, rather than as generic aggregations, such as undergraduates and graduates.”

Information-seeking behavior

• Collection development needs to take into account how patrons will use resources in a library space & how they will experience information on a computer (or mobile device) screen
Information-seeking behavior

• “Collection management needs to be seen in terms of how we create rich, interactive spaces (both virtual and physical) in which the value of our resources can easily integrate into the scholarly communication behavior and research workflow of our patrons.”

Information-seeking behavior

• “How the collection is integrated into the workflow of the researcher is becoming critical to the value and impact of the collection and the library as a whole.”

Information-seeking behavior

• Does the patron in 2021 want to wait for the information they need?
• In 2021, there are fewer patrons browsing the shelves, checking multiple libraries for information, & doing the legwork that researchers did in previous decades
Information-seeking behavior

• “The digital culture of today requires that resources are available 24/7 and are integrated into the information-seeking behavior of students and the workflow of faculty.”

Information-seeking behavior

• “Knowledge management is becoming an essential dimension of what we do. The value of a collection is understood not only in the acquisition of scholarly information resources but in the enabling of discovery through tools, practices, infrastructure, and collaboration.”

Academic priorities in 2021

• Libraries always need to look closely at allocation formulas to make sure that current curriculum & academic priorities are being met
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• Many universities have had outdated formulas driving collection development budgets for academic programs
Academic priorities in 2021

- Libraries always need to look closely at allocation formulas to make sure that current curriculum & academic priorities are being met
- Many universities have had outdated formulas driving collection development budgets for academic programs
- Resource allocation models from 2006 are not ideal for 2021
Academic priorities in 2021

• Research in 2021 is often very multidisciplinary
• It often takes collection development teams to address multidisciplinary research needs
• In this environment, allocation of funds for materials can get convoluted
Academic priorities in 2021

• “Collection development should be driven by the curriculum, and collection development funds should be allocated in a manner consistent with the university’s educational priorities.”

Academic priorities in 2021

• “Collection development funds should be allocated to achieve an efficient mix of information resources. Materials should be acquired according to curricular needs, not format, and duplication of resources should be avoided.”

Library consortia in 2021

• When universities work with other libraries in the area, it can help university affiliates get more access to resources
Library consortia in 2021

• Research collections traditionally built their reputations on how many volumes they held and how unique their materials were.

• “Prestige based on both size and scarcity may diminish as large-scale digitization weakens the once obvious benefits of local ownership.”

Library consortia in 2021

• “The distance between consortial level decision making and the actual patron creates a gap.”

• This gap will be most problematic during times when there are drastic budget cuts

Library consortia in 2021

- Library consortia in geographic areas with economic downturns operate differently than those in booming areas.
- In 2021, academic libraries everywhere have tried to establish alliances with each other to negotiate favorable electronic resource agreements.
The consortium is not giving you what you need
You’re giving other institutions what they need and not getting much back in return.
Your institution is getting what it needs, and a larger body is providing the resources.
Print vs. digital

• “Libraries have had to be hybrid, because not all resources were available electronically and not all readers were able to access information online.”

Print vs. digital

• “Having large collections means that one has to expend resources to store, manage, and preserve them. Access, rather than ownership, becomes paramount.”

Print vs. digital

• How do storage costs for print & electronic resources compare?
## Print vs. digital

<table>
<thead>
<tr>
<th>Cost Element</th>
<th>Print</th>
<th>Electronic</th>
</tr>
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<tbody>
<tr>
<td>Space</td>
<td>High</td>
<td>Much less</td>
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<tr>
<td>Cleaning</td>
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<tr>
<td>Maintenance</td>
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<td>Staffing</td>
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<td>Somewhat less</td>
</tr>
<tr>
<td>Circulation/Access</td>
<td>Low</td>
<td>Much less</td>
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</tbody>
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Print vs. digital

• “In the past, libraries tended to acquire and warehouse hardcopy materials as passive objects for students and scholars to ferret out and then interpret on their own. Digital resources, by contrast, are energized from the start.”

Print vs. digital

• If it isn’t a top result on Google, a resource is less likely to be used

• Integrating print holdings with high energy digital resources continues to be a challenge in 2021
Print vs. digital

• Art books, children’s books, design books, and programming books will continue to be mostly in printed formats
Print vs. digital

• In 2021, over half of other types of books & journals are collected in electronic formats
• Journals continue to have difficulty being economically viable & universities continue to have difficulty renewing their skyrocketing subscriptions
Print vs. digital

• There will be such a variety of electronically available research materials that some institutions will have all-digital research collections
Will e-resources last?

• “Scholarship relies on enduring access to constant content, a goal that remains elusive in the digital domain.”

Will e-resources last?

• “Looking to the future, research libraries will in some areas continue to build enduring collections of record. In others, they will settle for use-driven holdings while seeking neither comprehensive coverage nor long-term retention.”

Will e-resources last?

• Persistence of access will need to be a huge criteria at the time of acquisition, especially with electronic resources
Will e-resources last?

- A printed resource will be better for the 2021 patron than the mere memory of access to a useful-but-defunct electronic resource.
Innovative services

• “What makes a library unique today is not the size of its holdings but the quality and innovative nature of its services.”

Innovative services

• The printed book and journal article are important, but digital publication is becoming more accepted

• In 2021, faculty members who publish online will often have their Web commentaries and other digital works collected, stored, and made available by their academic institution
Innovative services

• Print on demand allows patrons to purchase the resources they need at an affordable rate
Innovative services

- Springer’s MyCopy publishes eBooks for $24.95 (including shipping & handling)
- Mostly science & technology titles, especially computer science
- University of California libraries have access to 30,000+ eBooks through Springer eBooks 2010, and invested in this despite budget shortfalls
Innovative services

• Espresso Book Machine is available at university libraries and bookstores with variable rates for titles
• It prints any PDF rapidly and prints, binds, & trims a paperback
• This helps eliminate the need to purchase or use interlibrary loan for little-used titles
Innovative services
Innovative services

• Marketing the academic library’s changing online presence & innovative services will involve:
  • Social networking
  • Online video
  • Micro blogging (Twitter?)
  • Web advertising
Collection development in 2021

- Information-seeking behavior: the library has to compete with Google
- Academic priorities: following the university’s academic goals, including areas of multidisciplinary research
- Library consortia: a bigger part of the world of academic research
Collection development in 2021

- Print vs. digital: digital resources make more sense to collect as long as access to them will not disappear
- Innovative services: institutions will store faculty members’ online works & print on demand will be in all major academic libraries
Collection development in 2021

• Questions?