

DATE 10/1/89
REVISED 8/03

COLLECTIONS

5.1 Collection Development

MISSION AND CLIENTELE

The primary mission of the Juneau Public Libraries is to offer free access to resources that meet the reading and information needs of the public. The library strives to offer the most complete and balanced collection possible within existing financial and physical limitations. Providing free access to materials which satisfy educational, cultural, informational, and recreational needs of constituents of all ages, backgrounds, and occupations is a central concern, which must be met both from within and beyond the library's own collection.

With grant funding from the Alaska State Library, Juneau Public Libraries administer the mail service program for Southeast Alaska. As the Southeast regional resource library, according to the statewide plan for the Alaska Library Network, the Juneau Public Libraries also seek to provide backup service for the other community libraries of Southeast Alaska.

The Juneau Public Libraries consist of three facilities serving as a single library in three locations, rather than the traditional main library and branches. Juneau Public Library is located in downtown Juneau, serves as the system's central headquarters, and has the largest collection of materials. It provides resource support and reference backup for the other two system facilities. Juneau Public Library serves the general public providing materials, reference assistance and referrals to appropriate special or research libraries in the Juneau area, including the Alaska State Library, Alaska Court System Library, University of Alaska Southeast Egan Library, and various other state and federal libraries.

Douglas Public Library serves the community of Douglas, across Gastineau Channel on Douglas Island, approximately three miles southwest of downtown Juneau. The Mendenhall Valley Public Library is a storefront facility in the Mendenhall Mall, located approximately nine miles north of downtown Juneau, and serves the suburban area in which about half the total Juneau area population resides. The intent of these two community libraries is to provide

1. a collection of basic authors and core works
2. a strong juvenile collection with special emphasis on preschool materials
3. a selection of current, popular, and high interest general materials clearly responsive to community needs.

Use by families with small children is high throughout the public library system. Regular visits by public and private school groups are scheduled at all three facilities.

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POPULATION CHARACTERISTICS

According to the 2000 US Census, the population of the City and Borough of Juneau was 30,711. The Alaska Department of Labor estimated the 2002 population to be 31,262.

The educational level of persons 25 and over suggests probable high use of public library facilities, with 88% high school graduates, and 36% with four or more years of college. The age composition in 1999 showed a median age of 34.9, 34% under 18, and 5% over 65.

Juneau has experienced a decline in government employment since the mid-1990's, from slightly over 6800 jobs in 1994 to 6587 jobs in 2000. This still accounts nearly 40% of all local employment, and nearly half of the total Juneau payroll.

In 1999 the average government worker in Juneau earned \$38,930. The community average was \$26,719. This high level of disposable income creates jobs in the retail and service sectors, and in other support sector industries such as construction, transportation, and communications.

Juneau's private sector basic industry is led by retail and tourism businesses, followed by the seafood industry, construction, and mining.

There is considerable mobility, with newcomers moving in from other states as well as movement from one part of Alaska to another. Juneau area residents are 74.8% white. Tlingit Indians and other Alaska Natives constitute 11.4% of the population. Asians/Hawaiians/Pacific Islanders (5.1%) and Hispanics (3.4%) are significant minority groups, and the African American population remains around 1%.

Population characteristics for the entire Southeast Alaska region have been recognized as a consideration since Juneau Public Library was designated as the regional resource collection. Other than government, the primary industries of the region are logging, mining, fishing, and tourism. Haida, Tsimshian, and Tlingit are the major Alaska Native groups in Southeast. Russian and Scandinavian cultural ties are significant.

Southeast communities are relatively small and isolated, scattered along Alaska's panhandle among the rain forest and fjords of the Inside Passage. They are connected not by land highway, but by the Marine Highway of state-owned ferries. Gold mining, glacial geology, and maritime resources are important aspects of the region's dynamic history, along with the rich heritage of Northwest Coast Indian art and culture.

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COLLECTION RESPONSIBILITY

The library director has the final responsibility for the maintenance and development of collections in all three of Juneau's public library facilities. The collection development librarian coordinates the acquisition of books and other resources for all adult and juvenile sections of all branches.

Newly published titles are chosen by an adult selection committee and a juvenile selection committee. Each of these staff groups meets once or twice monthly. The collection development librarian, in consultation with the director, the children's librarian and other appropriate staff, is responsible for replacement, retrospective and standing order selection. All library staff members are expected to recommend titles for purchase consideration.

Purchase suggestions from library users are encouraged. "Purchase Suggestion" forms are available at all library service desks. All Interlibrary Loan requests are considered as purchase requests. Multiple reserves on a title are considered as requests for duplicate copies. The collection development librarian will review all purchase requests, and determine whether they fall within selection criteria. The factor of potential use will be weighed in these purchase request decisions.

SELECTION GUIDELINES

Selection of materials is based on the professional judgment of the library staff, on book reviews, and on other professional tools such as standard catalogs and bibliographies. Major selection tools for the Juneau system include Booklist, Library Journal, School Library Journal, the New York Times Book Review, Publisher's Weekly, Hornbook, and the Wilson catalogs (particularly the Public Library, Fiction, and Children's catalogs).

No single standard exists which can be applied in all acquisitions decisions. Some material must be judged primarily on its artistic merits, some on its scholarship, some on its value as a human document; other materials are intended to satisfy recreational and entertainment needs. Each item needs to be considered in terms of the audience for whom it is intended.

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SELECTION GUIDELINES

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General criteria considered in evaluation and re-evaluation of materials for the Juneau Public Libraries include the following:

(1) Administrative criteria

- Suitability of physical form for library use
- Availability of material in other area library collections
- Funds and space

(2) Substantive criteria

- Cultural, recreational, informational and/or educational value
- Usefulness in relation to other materials in the collection
- Suitability of content and style for intended audience
- Contribution toward a balanced collection representing a broad range of perspectives and opinions, including extreme and/or minority points of view
- Authority, effectiveness, timeliness of presentation
- Attention of critics, reviewers and public
- Reputation and/or significance of author

Two categories excluded from the collection as clearly not within selection criteria are

- forms of expression that are not protected by the First Amendment and
- explicit and direct instructions for the manufacture of contraband materials.

INTELLECTUAL FREEDOM

One of the essential purposes of the public library is to be a resource where the free individual can examine many points of view and make his or her own decisions. The library does not promote particular beliefs or views, nor is the selection of any item equivalent to endorsement of the viewpoint of the author expressed therein. In a pluralistic society, the library has an obligation to its community to reflect its diversity, even if our inclusiveness offends various segments of that community.

The library endorses the American Library Association's "Library Bill of Rights," "Freedom to Read Statement," and "Intellectual Freedom Statement." These three documents are considered guiding principles for this collection development policy.

Access to library materials will not be restricted beyond what is required to protect materials from theft or damage.

Responsibility for supervising a child's library use rests with parents or legal guardians. Parents who wish to limit or restrict the activities of their own child should personally oversee that child's use of library materials.

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CONSERVATION

The Juneau Public Library supports the efforts of the major historical collections in the state and region, rather than maintaining an active collection of rare and valuable items. Therefore, the library does not attempt extensive conservation or preservation of historic materials.

In-house mending is done for ordinary wear and tear.

STORAGE AND DISCARD

All library staff members participate in the ongoing process of deselection or weeding. As space in the stacks becomes tight and/or as items no longer appropriate are identified, the library will move materials to remote storage or withdraw for discard. Prime candidates for de-selection are:

- items which contain outdated or inaccurate information, unless historically valuable
- superseded editions
- worn out or damaged items.

Items withdrawn from the collection may be given to the Friends of the Library for sale to benefit the Library and its programs.

REFERENCE DISCARD

Library staff periodically withdraws encyclopedia sets, atlases, and other items of substantial residual value when they are superseded or otherwise replaced. The following formula is used to establish a minimum donation amount for these items. : 40-50% of current edition price (depending on condition) as base, with a deduction of 10% for each year since copyright. There is a minimum donation of \$10 per title for a single volume, or \$5 per volume for a multi-volume set. A check made out to the Friends of the Library must be received before the item is released to the purchaser.

COOPERATIVE RELIANCE

The Juneau Public Libraries' operating assumption of a single collection in three locations is based on active resource sharing and extensive cooperative reliance. Although the Valley and Douglas libraries began as relatively independent facilities, they are now closely linked with the downtown Juneau library. Collection development is centralized for the public library system as a whole.

In 1985, Juneau Public Libraries, in conjunction with the Alaska State Library and the University of Alaska Southeast Egan Library, founded the Capital City Libraries (CCL) group. This local resource-sharing group produced its first cooperative citywide catalog on microfiche in December 1985. CCL's online public access catalog became operational in December 1986, followed by the integrated circulation system with shared patron file in February 1987. The Juneau-Douglas High School library joined CCL and entered its holdings onto the citywide online database in the fall of 1988, and the Alyeska Central School joined in 1997.

Membership in the Alaska Library Network facilitates resource sharing among libraries of all types within the state. The Juneau Public Libraries is a member of OCLC, the Online Computer Library Center. This provides the library with an extensive resource sharing arrangement throughout the United States and internationally. The shared catalog is online.

The results of dramatically improved access to materials systemwide, citywide, statewide, and through OCLC include less need for duplicate titles, as well as increased ability to broaden and strengthen the system's holdings with unique titles.

Use of these bibliographic databases and other cooperative arrangements have great impact on collection development. They give Juneau Public Libraries the ability to support both core and special interest collections at a reasonable level, while increasing coordinated and cooperative reliance on other libraries for materials in areas of peripheral concern.

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(5.2) Reconsideration of Library Materials

RECONSIDERATION

Because some materials are of necessity acquired without benefit of critical review, reconsideration is an integral part of the collection development process. Reconsideration may be either staff-initiated or citizen-initiated.

Should the suitability of a particular item be questioned by a member of the public, reconsideration may be formally requested. Materials will only be removed at the request of the public if they clearly do not meet any of the substantive selection criteria.

A patron request for removal, relocation, or restriction of an item shall be presented to the library director using the "Request for Reconsideration" form. Materials shall not be removed, relocated or restricted during the reconsideration process.

The library director shall appoint a standing committee of no fewer than three staff members to reconsider questioned material. This reconsideration committee shall:

- Read, view, or listen to the material in its entirety
- Check general acceptance of the material by reading reviews and consulting recommended lists
- Judge the material for strengths and values as a whole and not in part, and apply all appropriate substantive criteria to the work
- Present a written recommendation, which may include a minority opinion, to the library director within fifteen days of submission of the written reconsideration request

The library director shall convey the recommendation of the committee to the patron. The library director will discuss the decision with the patron, if requested.

No further appeals will be heard. No other reconsideration of this material will be addressed.

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(5.3) Gifts

The library accepts donations of materials, or money to purchase them, with the following understanding

- to be added to the collection, gift materials must meet established selection criteria
- gift materials not retained for the collection may be given to other libraries, schools or nonprofit groups, sold to secondhand book dealers or other libraries at fair market price, sold at Friends of the Library book sales, discarded or otherwise disposed of, entirely at the library's discretion

No condition or restriction on gifts can be honored unless agreed upon by the library director and donor in advance of delivery of the gift. The library cannot legally appraise gifts for tax purposes. Donors are offered a signed and dated receipt for tax purposes. This form provides for the donor's own description and/or valuation of the donation.

For those who wish to donate items in someone's memory, the library has the following suggestions:

- A check made out and sent or delivered to Juneau Public Libraries rather than to the bereaved family will relieve the family of the need to transfer the donation. The library will write to the family, telling them of the gift, the donor's name, and the title(s) chosen. The donor will receive a copy of this letter. The library needs the name and mailing address of the family member to whom the letter is to be sent, as well as the donor's name and mailing address.
- It is helpful if the donor and/or family can suggest the type of item most appropriate as a memorial. For example, if music or camping or chess were lifelong interests, a title would be chosen from those subject areas. The purchase should be made by the library, rather than by the donor or the family. This assures that the title will meet selection criteria, have suitable binding for library use, will not duplicate what is already owned or on order, and may be given a substantial discount (up to 40%) over list price.

The library upon request provides a bookplate with a memorial inscription.

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(5.4) Gift Subscriptions

Anyone who wishes to donate a magazine or newspaper to the library should contact the collection development librarian in advance of making the gift.

Gift magazines and newspapers must meet selection guidelines as set forth in the collection development policy, just as other library material must. Selection is done by committee. The entire subscription list is reviewed annually. Suggestions are taken throughout the year, but normally changes or additions to the list are made at annual renewal time. For selection criteria see (6.9) Periodicals

To assure timely public access, the gift subscription shall be ordered by the library through the library's periodical vendor.

To assure continuity of the title for library users, the donor shall be willing to continue the subscription for at least three years, if the public enjoys and uses the title.

When paying three years in advance for a gift subscription, a donor will receive current year rate for all three years; the library will absorb any price increases.

When gift subscriptions arrive at the library anonymously or without prior approval, the title may or may not be added to the periodicals list. Certain magazines may be treated as "ephemeral" titles, meaning only the current issue is kept, back issues are discarded, and no binder or display space is allotted.

(5.5) Audio Materials

Spoken word cassette recordings and compact disc music recordings are offered at all facilities.

Some items of audiovisual equipment (e.g. slide projectors) are available for short-term checkout on a small-fee reserve basis from the downtown and valley libraries.

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(5.6) Video and DVD

Videos for home use are offered for checkout at all three libraries.

Brief guidelines for selection are:

- In choosing nonfiction, prefer subjects more effectively conveyed visually than in print, e.g. dance, sports, opera, drama
- In choosing juvenile materials, prefer presentations based on children's literature, high-quality children's films, or videos of live musical performances. Limit commercially-oriented juvenile materials, such as cartoons with licensed characters
- Provide wide variety of materials, including film classics, non-current feature films, foreign films, science, how-to, travel, history
- Prefer titles with low to moderate price

(5.7) Large Type and Materials for the Visually Impaired

A small collection of popular fiction and nonfiction in large print is available at all three libraries.

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(5.8) Juneau Municipal Documents

The Juneau Public Library has a collection of documents produced by or for the City and Borough. The majority of these are not cataloged, but are sorted into subject classifications which appear on the spines of the Princeton files housing the documents. In a few instances, a document which has already been cataloged will be housed in both the documents section and in the Alaska section.

The library keeps six months of Assembly, Planning Commission, and School Board packets. Older packets are retained by the City Clerk. Assembly agendas and manager's reports are available in electronic format on the city's website (www.juneau.org). Agendas, minutes, and reports of the Planning Commission and of various standing committees of the Assembly are also available on the website. At the present time there is no maximum time for retention of electronic documents.

The goal is to have available in the library documents of current interest that are produced by the CBJ. The library asks to receive three copies of every document produced by the City from the issuing department. When a document is new and of current interest, copies may be placed in the Valley and Douglas branches as well. Only if a document will have permanent reference value in the branches will it be added permanently to the collection. Most of the documents in the collection date from the period following the unification of the borough in 1970. Pre-unification record keeping was sporadic at best, and many documents from that time have been lost.

As a general rule, documents do not circulate. However, when the document concerns a topic of high public interest, the library may keep an additional copy for short-term loan.

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(5.9) Periodicals

Subscriptions to current magazines and newspapers of general interest are maintained at all three libraries. Back issues of magazines circulate at all three locations.

The library aims to provide a well-rounded selection of magazines and newspapers at each facility, while offering system-wide as broad a selection of titles as possible given space and funding restraints.

Duplication among branches will be limited to

- those titles judged by the selection committee to be essential to each site (including a basic news magazine, "Alaska" magazine, consumer guidance, local and financial newspapers) and
- those titles heavily requested both for research and for checkout (e.g. "Sports Illustrated" and "National Geographic").

Titles indexed in the periodical databases subscribed to by CCL will be preferred over non-indexed titles. Titles highly recommended by Katz in *Magazines for Libraries* as most suitable for small-to medium-sized public libraries will be preferred.

Other selection criteria will include:

- frequency of Interlibrary Loan requests for articles from a specific periodical
- number of patron requests to subscribe
- ideological balance, particularly political
- adequate coverage of topics in which currency is crucial (such as computers)
- adequate coverage of topics more effectively presented by periodicals than by books (such as book reviews):

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(5.10) Foundation Center

Since July 1989, the Juneau Public Library has been an affiliate of the Foundation Center, a national service organization supported by foundations and offering factual information on philanthropic giving in the United States. As a cooperating collection in the nationwide network of Foundation Center reference libraries, Juneau Public Library provides special services to grant-seekers.

The library subscribes to the core collection of basic references published annually in hard copy and on CD-ROM by the Foundation Center. Some supplemental indexes, Internet access to the Foundation Center, and other research tools are also provided. An online subscription to the Foundation Directory is available at the Valley Library for use by those who cannot easily access the core Foundation Center Materials downtown.

Circulating materials on fundraising grants, foundations, proposal writing, nonprofit management, and other relevant topics are available at all branches.

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REVISED 8/03

(5.11) Religious Materials

Because religion is a subject of such deep and intense concern to so many people, it is important that the public library maintain a balanced collection. Standard works relating to the world's religions will be included, and also works of comparative religion, mythology, atheism, and agnosticism. The library recognizes an obligation to provide information about religious denominations, consisting of the major official statements of doctrine. Other purely denominational or proselytizing works are not collected.