

POLICY : MEDIA COLLECTION DEVELOPMENT AND MANAGEMENT

Item B-SR (29b-2004)
MC 29.6.2004

LIBRARIES AND INFORMATION SERVICES : PROPOSED MEDIA
COLLECTION DEVELOPMENT AND MANAGEMENT POLICY

RESOLVED:

1. **That** the contents of the report regarding the uniform Media Collection Development and Management Policy, **BE NOTED**.
2. **That** the Media Collection Development and Management Policy (MCD&M Policy) for Ekurhuleni Libraries attached as **Annexure 'A'** to the report **BE APPROVED**, subject thereto that the heading of Paragraph 8.3 of the said policy **BE AMENDED** to read "Co-operation" instead of "Co-operatives".

ANNEXURE 'A'



Ekurhuleni
METROPOLITAN MUNICIPALITY

MEDIA COLLECTION DEVELOPMENT AND MANAGEMENT POLICY

EKURHULENI METROPOLITAN MUNICIPALITY

DIRECTORATE: LIBRARY AND INFORMATION SERVICES

MEDIA COLLECTION DEVELOPMENT AND MANAGEMENT POLICY (MCD&M Policy)

An officially approved Media Collection Development and Management Policy (MCD&M Policy) is a prerequisite to develop and maintain an equitable, attractive and useful library media collection.

1. STRATEGIC MISSION

The strategic mission of Ekurhuleni Library and Information Service (LIS) is to focus on the provision of information that will empower and develop the Ekurhuleni Community.

- LIS will focus on the provision of information that will empower and develop the Ekurhuleni citizenry with special emphasis on:
 - TM SMME's
 - TM Unemployed
 - TM Ekurhuleni politicians and officials
 - TM Youth
- The latest technology will be used to render an effective information service
- US will re-vitalise and develop a reading culture
- Staff will be developed towards service excellence

Ekurhuleni LIS will strive to empower and develop the local community through the provision of:

- Educational, informational and recreational media
- Development and enrichment programs

2. INTELLECTUAL FREEDOM STATEMENT

The concept of intellectual freedom involves protecting the rights of all individuals to pursue types of information, and to read anything that interests them.

Media are neither excluded nor prescribed because of the race, nationality, political, social, or religious views of the author, or because of diverse views of individuals or groups within the community.

Ekurhuleni LIS seeks to obtain representation of all viewpoints. Inclusion does not constitute endorsement of any particular viewpoint. LIS does not promulgate particular beliefs or views nor is the selection of any given media equivalent to endorsement of the viewpoint of the author expressed therein.

Selection should not be inhibited by the possibility that media may inadvertently come into the hands of children. While a person may reject or accept media for himself or herself and for his or her children, an individual may not exercise censorship to restrict the freedom of others or to offend them. However, individuals may lodge complaints on the content of media by submitting a written request for re-evaluation of the item to the Director: LIS.

In recognition of an informed Ekurhuleni citizenry in a democracy, Ekurhuleni LIS adheres to the:

- Bill of rights
 - TM The right to receive or impart information
 - TM Freedom of artistic creativity

- TM Academic freedom and freedom of scientific research
- Freedom to read

LIS:

- TM Exposes patrons to different viewpoints and broad perspectives
- TM Promotes the examination of issues and ideas
- TM Exposes- patrons to information that will assist them to make independent and informed decisions

3 PURPOSE OF EKURHULENI LIS MCD&M POLICY

The purpose of the policy is:

- To provide a professional framework to measure LIS on attainment of media collection development goals
- To provide a guideline to designated librarians in the selection and purchase of library media
- To provide a guideline to library workers and the community for input towards media selection processes
- To set the accountability and responsibility levels of various role players

4 OBJECTIVES OF COLLECTION DEVELOPMENT

The objectives are to

- Establish, develop and maintain a library collection that meets the informational, educational and recreational needs of the Ekurhuleni citizenry
- Provide survival as well as general information to the community.
- Support formal education and life-long learning
- Create equality and transformation within libraries

5 STATUS QUO

A number of Ekurhuleni libraries do not have equitable collections. These libraries will receive special attention with regard to accelerated development of equitable basic media collections.

6 FORMATS

The collection consists of the following formats:

- Books
- Periodicals
- Newspapers
- Videotapes
- CDROM's
- DVD's
- Compact Discs
- Online databases
- Large Prints
- Textbooks
- Pamphlets

It is understood that emerging formats will be included as and when they become available and applicable.

7 RESPONSIBILITIES

7.1 Manager: Bibliographic and Technical Services (B&T)

The Manager B&T will be responsible to

- Develop relevant policies systems criteria and procedures
- Monitor implementation of relevant budgets, policies and procedures
- Plan and execute acquisitions, processing and distribution of library media
- Liaise with publishers and Other role players
- Organise selection sessions
- Manage relevant finances
- Provide and update list of approved suppliers to be used
- Pursue co-operatives

7.2 Regional Managers: LIS Responsible to:

- Manage and control cost-effective and needs based media purchases
- Develop an up-to-date, relevant and attractive needs-based media collection
- Assign suitably qualified staff for media collection development and management
- Approve purchases exceeding cost limits per individual item
- Ensure the implementation of the policy and adherence to all financial and other applicable regulations by designated regional staff

7.3 Cluster Manager Responsible to:

- Compile information and community needs assessments every three years
- Co-ordinate and evaluate service point media collection profiles
- Control adherence to MCD&M Policy, needs assessments, financial and other relevant regulations
- Ensure even spreading of expenditure over financial year
- Prepare annual presentations to request fund allocation for media purchases

7.4 Controlling librarians:

Responsible to:

- Implement community participation processes regarding media collection development
- Keep registers pertaining to shortcomings in media collection and expenditure on media purchases
- Select and purchase library media for service point
- Compile and update media collection profiles annually in conjunction with Cluster Managers

Only professional staff that is qualified by reason of education and training will be authorized to do media collection development and purchasing.

8 ACQUISITIONS

8.1 Purchasing

Media purchases will be done on a bi-monthly basis rotating between selection sessions at the B&T Section and direct purchases from suppliers.

8.2 Approved suppliers

Suppliers apply for formal approval and are selected by the Manager B&T in conjunction with Regional Managers: LIS on the basis of black empowerment, service record, price, discount offered, credibility of company, ability to meet Ekurhuleni needs, ability to deliver orders timeously and Council financial policy. The Manager: B&T must arrange meetings with new suppliers to acquaint them with procedures.

In the case of periodicals, a subscription service will have preference over ordering each title directly from the publisher. Regional Managers: LIS must indicate to the Director: LIS where they cannot make use of the prescribed method.

8.3 Co-operatives

Where items of a very expensive, rare or very specific nature is required, the holdings of other libraries will first be pursued before purchasing will be considered. Due consideration of the approved selection criteria must be applied to ensure that the item meets the policy requirements.

9 GIFTS/DONATIONS

Gifts and/or donations shall be accepted or rejected based on the approved selection criteria. It must add strength to the collection. The donor may not place any significant limitations on housing, handling or the disposition of duplicate, damaged or unwanted items. Books by local authors will receive special attention.

Donations not suitable for the library collection may be sold to raise money for the library in accordance with approved Tariff of Charges.

Unwanted items will be disposed of through recognized and established procedures, which include offering materials to other institutions and/or selling items.

All gifts/donations must be acknowledged in writing.

When the library receives a cash gift for the purchase of materials, whether as a memorial or for any other purpose, the subject area of the material to be purchased will be based upon the wishes of the donor; provided that it is in accordance with the MCD&M Policy. The designated librarians, in accordance with the needs and selection policy of the library, will make the selection of specific titles.

The Regional Managers: LIS must declare all cash donations/gifts in excess of R500.00 to the Director: LIS who in turn must submit a combined report for all the libraries to Council on an annual basis during August of each year. All gifts/donations must be handled in terms of prescribed financial and other relevant prescriptions.

10 FUNDING

- The allocated funding will be divided based on actual needs and annually approved service point profiles
- Top slicing will be done by Corporate LIS to specifically cater for the development of library service points where collections are not on par
- Savings must be pursued through resource sharing amongst libraries
- Funds must be spent in a planned and organized manner
- Funds not spent by regions will be forfeited unless acceptable reasons can be supplied

11 COST OF ITEMS

A maximum price payable for items without further approval will be determined annually by the Director LIS based on the ruling prices to ensure that funds are applied equitably.

Approval/rejection to exceed the set limit will be done by Regional Managers: LIS after proper evaluation of the motivation.

12 SELECTION

To be an efficient selector it is of primary importance to have a good understanding of the community. Selection staff must be objective and not allow their personal opinions and beliefs to influence the selection process. It is necessary to keep up to date with trends in the publishing fields and to be aware of current events and trends.

12.1 Media Selection Principles Designated librarians are to:

- TM Actively pursue positive and ongoing communication and input between library staff and library patrons with regard to the selection of media. This is beneficial and valuable in the selection of media processes
- TM Evaluate and update current media collections
- TM Develop action plans to address identified needs and shortcomings
- TM Ensure a balanced approach, taking due cognisance of funding restrictions and resource sharing possibilities

12.2 Media Selection Criteria

The following criteria will form the basis of the selection process:

- TM Latent and potential needs of the community
- TM Contemporary significance or permanent value of the item
- TM Popular demand, even if not enduring in value, interest or accuracy
- TM Purpose and quality of media
- TM Representation of important viewpoint, trend, or cultural movement
- TM Author's reputation, skill and significance
- TM Authority of publisher
- TM Listing in professionally recognized selection aids
- TM Favourable reviews in professional, literary or general periodicals
- TM Suitability of physical form for library use (size, paper, print, binding)
- TM Date of publication
- TM Price, format and ease of use
- TM Scarcity of information in subject areas
- TM Size and extent of the current materials budget
- TM Size and extent of the existing collection
- TM Holdings of Other libraries within the region, the metro and peripheral areas
- TM Materials of regional interest

12.3 Specific criteria

Chronological Coverage

LIS will focus mostly on current information

When in demand, older publications are kept for historical or information purposes only

Multiple copies

Multiple copies should only be purchased when sufficient demand is expressed for an item or when circulation figures so indicate

Languages

Considering media in different languages should be based on community language profiles and media usage preferences

Subjects of limited acquisition

LIS will not collect media considered to be too specialized or beyond the scope of public/community library services

Textbooks

LIS will not supply prescribed textbooks They will be purchased only when they supply the best or only source of information on a subject

Special collections

The development of special collections will be re-considered annually.' Existing special collections that are no longer relevant will not be further developed. Africana will only be purchased if the item has value as a useful source of information

13. MEDIA COLLECTION MANAGEMENT WITHDRAWAL AND MAINTENANCE

To maintain an active, vital, useful and current collection, the Regional Manager: LIS must follow a systematic weeding process in all library service points by evaluating each media item for retainment or removal from the collection

On a regular, rotating basis, designated librarians must review the different assigned areas of the collection. All criteria must be skilfully balanced and applied during the weeding procedure.

Basic withdrawal and maintenance criteria:

- **Use**

Items available for circulation purposes and that have not circulated during 5 years must be considered for withdrawal

- **Subject coverage**

The relation of the item to others in the same subject

- **Superseded editions**

Older editions will not be retained unless they have unique value to the collection

- **Duplicate copies**

Duplicates are retained when demand calls for them

- **Value to the library collection**

An item that is dated and obsolete, of low priority, or readily available elsewhere must be considered for withdrawal

- **Availability**

Consideration must be given as to whether an item is the last copy available in the library or in the library system

- **Well-rounded collection**

It must be considered to retain items representing subjects of new or renewed interest and classics or items of historical value significant to the community. Careful consideration must be given to materials in literature, history and the arts

- **Condition**

Media in poor condition are considered for repair, replacement or withdrawal

- **Re-binding**

Items of value, but not replaceable must be sent for re-binding

- **Repairs**

Media must be scrutinized for wear and tear and repairs must be undertaken on a continuous basis to ensure longevity of the collection

14. **MEDIA COLLECTION MANAGEMENT: ASSESSMENT**

Media collection assessment refers to an organized process of systematic analysis, evaluation and description of a library's collection.

Assessments are conducted to:

- Provide important information to library managers
- Clarify the library's goals in relation to its mission and budget
- Supply data used to set funding priorities
- Build a base for long-term collection development planning
- Measure achievement of set goal and action plans

Assessment of service point collections must be done at least once per 18 month period where after collection profiles must be adjusted. Regional Managers: US are responsible to schedule assessments over this period to ensure adequate time allocation to comply with the policy.

15 **POLICY EVALUATION AND REVISION**

The Director LIS is responsible to review and update the CDM Policy once every three years and must submit the revised policy to the Ekurhuleni Metropolitan Municipality for approval beginning with the month of Council approval in 2004. The Policy must be submitted in its entirety.