Chapter 4
Collection Development Policies

ABSTRACT
The collection development policies of the library will determine the types of material included in the collection. Along with those policies are databases licensing agreements that determine who can access the materials and where they can be accessed from. Collection development policies are usually driven by the academic programs of the institution. Digital collections and digital libraries will often be created from materials at the university. Without collection development policies the digital libraries and collections may receive little use because they do not meet the needs of the students or are difficult to access on or off-campus.

INTRODUCTION
All libraries have collection development policies regarding the materials they will include in their collections. For example, some libraries will not purchase textbooks; others may not purchase bestselling books or movies for their circulating collection. Databases are usually purchased based on the academic programs of the institution and may be needed for a particular program’s accreditation. Databases include a licensing agreement and the agreement determines who can access the database. The collection development policies extend to digital collections and libraries. Since many digital collections are based on the resources of special collections or archives and possibly an institutional repository of theses, dissertations, and faculty scholarship, the collection development policy for the digital library will be based on the needs and collections of the institution. Since digital collections may fall outside of database licensing agreements they may be considered open access collections allowing anyone to use the materials. Even with open access materials there should be copyright information provided (See Chapter 3).
BACKGROUND

Every library whether it is academic or public has collection development policies that cover print and electronic resources. Contracts between academic libraries and database vendors limit remote and on-campus access to licensed databases to current students, faculty and staff. Many states have a collection of databases available to state residents that can be accessed remotely. For example, the New York State Library databases are accessible to anyone with a valid New York State driver’s license. The Alabama Virtual Library uses geo-location technology that authenticates Alabama resident’s IP address and allows them to access the resources remotely without the need for a username and password. Access restrictions are a key component of the licensing agreement between the library and the database vendor. The policy regarding access should be posted on the library’s web site.

Access policies provide current students and faculty with a clearly defined statement of what is acceptable use versus commercial use of copyrighted materials. There are a variety of licensing agreements for library collections. The licensing agreements are statutory, “shrink-wrap (used for consumer software) and negotiable (Chou & Zhou, 2005. The primary purpose of licensing agreements is for copyright protection and the licensing agreements while necessary often conflict with the purpose of libraries to provide access to information to everyone. Negotiation of licenses is a primary component of making sure users have remote access to library collections. When negotiating the licensing agreement the library staff needs to know the terminology involved and the types of negotiating techniques. Part of the licensing agreement should include clauses for interlibrary loan. When negotiating the licensing agreement or contract interlibrary loan should be part of the agreement from the start of the negotiations rather than later. Another aspect of licensing and copyright protection is digital images. If a library or publisher has a digital collection of images copyright information and licensing for those images need to clearly state what constitutes fair use.

MAIN FOCUS OF THE CHAPTER

Collection development policies for many libraries were created before digital content from publishers became the norm rather than the exception. Often times they focus on the print collection of books and journals. While those aspects of collection development need to be maintained libraries need to update their policies to include information about digital materials and how they will be purchased and accessed. Collection development focuses on the types of materials to be collected, the scope, and purpose of the collection. The collection development policies usually state they will be used in support of student and faculty research but, the limitations for example, such as, the major academic disciplines of the collection should be included. If it is a major research institution then the focus on the collection may be for doctoral students in some areas but undergraduate in others. Collection development policies should provide users with an idea of the types of resources they can find and use for their area of research.

The first step in creating collection development policies is to build a core collection of books and journals that meet the needs of students in undergraduate core curriculum courses. The materials in the collection to meet the needs of lower level undergraduate students become the basis for determining additional resources for the collection in the various subject disciplines. Another factor to consider is faculty research. If the academic library supports the research of students and faculty the library should collect the seminal works in the area of research for faculty. Collecting for faculty research then extends to student research because faculty will include materials they are familiar with from their graduate