

UW Libraries Media Center

Collection Development Policy

Prepared by John Vallier with Tammy Salman and Nia Lam

Purpose of the Policy

The purpose of the Media Center collection development policy is to offer guidance to primary media selectors and to librarians who purchase materials in specific subject areas. Collection development decisions are made in accordance with the University of Washington Libraries' mission and vision.

Mission and Vision Statements

Mission - The University of Washington Libraries enriches the quality of life and advances intellectual discovery by connecting people with knowledge.

Vision - The University of Washington Libraries is an international leader in imagining, creating, and realizing the promise of the 21st century academic research library. As the intellectual and physical commons of our great University, we advance discovery and encourage the growth of knowledge. We anticipate and meet the information needs of our diverse communities, at any time and in any place. We prepare students for success in life as information smart global citizens.

About the Media Center

The Libraries' Media Center develops and provides access to the University of Washington's main collection of audiovisual materials. Consisting of nearly 35,000 items in a variety of analog and digital formats, its collections cover a broad and interdisciplinary range of subjects and genres. The Media Center is responsible for developing and maintaining an audiovisual collection to support the entire panoply of University programs.

Media Center Goals

- To acquire audiovisual (AV) media across a broad range of academic disciplines.
- To collect AV media which represent a broad range of communities.
- To build a collection of AV media that has international, national, and regional foci.
- To enrich the quality of life and advance the intellectual discovery of the UW community by providing access to AV media resources and services.
- To assist in the preservation of Libraries AV media collections.
- To provide non-UW affiliated community member access to AV media and services to the extent possible.

Other UW Media Collections

Not all of the Libraries AV media collections are housed in the Media Center. A number of units and branch libraries house AV media in support of the respective disciplines they support. These include:

- Drama Library - <http://www.lib.washington.edu/Drama/>
- Health Sciences Library - <http://healthlinks.washington.edu/hsl>
- Music Library - <http://www.lib.washington.edu/music/>
- Math Library - <http://www.lib.washington.edu/math/>
- Social Work Library - <http://healthlinks.washington.edu/hsl/swl/>
- Special Collections - <http://www.lib.washington.edu/speciaLcoll/>

UW Bothell and UW Tacoma also develop, house, and provide access to considerable media collections:

- <http://media.uwb.edu/>

- <http://www.tacoma.washington.edu/library/media>

Outside of the Libraries there are a handful of UW departments house AV media collections, including:

- Cinema Studies Collection - http://depts.washington.edu/complit/cinema_studies/
- Ethnomusicology Archives - <http://depts.washington.edu/ethmusic/archives.html>
- Jackson School for International Studies - <http://jsis.washington.edu/>

Responsibility for collection development

- The Head of Distributed Media Services has the primary responsibility for developing the Media Center's collection.
- In consultation with the Head of Distributed Media Services, subject librarians and liaisons across the UW Libraries often purchase titles for the Media Center using funds from their own budgets. These subject librarians and liaisons also recommend purchase suggestions to the Head of Distributed Media Services with partial or no in-kind contributions from their respective budgets.

Evaluative criteria

- Before purchasing or accessioning items into the Media Center, the Head of Distributed Media Services evaluates it in terms several criteria:
 - Format: is it one that the Media Center can support?
 - Teaching and Research: does the title support or have the potential of supporting the curricular and/or research needs of UW faculty, staff, and students?
 - Recommendation: did a librarian, faculty member, student, instructor, or researcher recommend the purchase of an item?
 - Use: will this title be actively by UW faculty, staff, and students?

User Groups

- Primary - Current University of Washington faculty, students, and staff.
- Secondary – Other patrons with UW Libraries borrowing privileges, including UW Alumni Members, Friends of the Libraries, and current faculty/students/staff from Summit Consortium institutions.
- Tertiary – The general public and those researchers not officially affiliated with the University of Washington or Summit Consortium institutions.

Format statement/Scope

AV media come in a wide variety of formats. This section describes those formats actively collected, selectively collected, and not collected.

Actively Collected:

- DVDs in regions 0 or 1.
- Audio CDs.

Selectively Collect (Media Center will attempt to digitize obsolescent formats and incorporate the digital surrogates into its collections):

- DVDs in regions other than 0 or 1.
- VHS videocassettes when DVDs are available. NTSC preferred, but PAL and SECAM will be considered.
- VCDs that playback on existing Media Center equipment.
- Film (e.g. 16mm, 8mm).
- Laserdiscs titles if and only if those titles are not available on DVD or VHS.
- Analog audio recording if and only if those titles are not available on CD.

- Streaming, downloadable, and other “format free” audiovisual materials.

Not collected:

- Computer application software
- HD DVD, Blu-ray, DVD audio, and other high definition formats are not currently being collected.

Playback Equipment

The Libraries Media Center maintains equipment to play a variety of audiovisual materials, including DVDs, CDs, videocassettes, laserdiscs, audiocassettes, LPs, slides and streaming media.

Languages

AV media titles in all languages are collected. Preference is given to titles with English captions or subtitles. Whenever available, the Media Center will purchase materials with closed-captioning.

Selection tools

The Head, Distributed Media Services relies upon an array of print material and online sources when selecting for the collection, such as:

- The expertise of our community
- Catalogs of various documentary distributors (e.g. <http://www.documentaryfilms.net/filmmakers.htm>)
- Film festival selections (e.g. <http://www.imdb.com/festivals/>)
- Reviews (e.g. Film Comment, Film Quarterly, New York Times, Pitchfork, All Music, NPR.)
- Listserv notices (e.g. videolib, videonews).
- Conference presentations and vendor contacts (e.g. ALA, ACRL, SEM)

Copyright statement

The collections of the UW Libraries are purchased by the university for the nonprofit educational use by its students, staff, faculty, and instructors. All library materials are acquired with the understanding that there will be multiple uses of a limited number of copies, and that said material shall be used in support of research and instruction. In making a determination of what uses can or cannot be made of a particular title, the UW Libraries consults any licensing agreements that accompanied the purchase of a title, as well as Sections 106, 107, and 108 of US Copyright Law, Title 17.

Intellectual freedom statement

The Libraries Media Center is committed to promoting and safeguarding a climate of intellectual freedom. This commitment is critical to the development of collections and services that dispassionately meet the education and research needs of a our University of Washington community. See this document for more information: <http://tinyurl.com/6r5chd>

Services

The Media Center offers a wide range of services for its users (see: <http://www.lib.washington.edu/media/faculty.html> and <http://www.lib.washington.edu/media/students.html>), including equipment and consultation opportunities for users with disabilities: <http://www.lib.washington.edu/services/disabled.html>

Acquisitions

All acquisition purchase decisions are funneled through UW Libraries Monographic Acquisitions. They place and track all orders.

Gifts statement

In the over 35 years since its founding, the UW Libraries Media Center has amassed a collection and developed a range of services that places it among the top academic media collections in North America. We could not have accomplished this without the generosity and vision of friends, alumni, and faculty. The continued commitment of our university community is critical if we are to maintain the depth and breadth of our collections. As the cost of audiovisual materials and electronic resources continue to soar, purchasing power for media collections supported with state funds continues to shrink. Therefore, we ask the Media Center's users and friends to consider their role in securing the future of the Media Center's extraordinary collections for future generations.

References

Books

Evans, G. E., & Saponaro, M. Z. (2007). *Developing Library and Information Center Collections*, 5th ed. *Journal of Academic Librarianship*. 33(1), 151.

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Hoffmann, F. W., & Wood, R. J. (2005). *Library collection development policies: academic, public, and special libraries*. Good policy, good practice, no. 1. Lanham, Md: Scarecrow Press.

Mack, D. C. (2003). *Collection development policies: new directions for changing collections*. Binghamton, NY: Haworth Information Press.

Articles

Laskowski, M. S., et. al., [Academic media center collection development and circulation policies: A comparative analysis](#). *College & University Media Review* v. 10 no. 2 (Spring/Summer 2004) p. 85-118

Web sites

Indiana University Media Collection Development policy.
<http://www.libraries.iub.edu/index.php?pageId=1163>