

Business Collection Development Policy for UNO Libraries

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Clientele

The UNO Libraries Business collection development program supports instruction and research in the College of Business Administration and associated centers and programs. Primary faculty contacts are the chairs, faculty liaisons, administrative aids, and other interested faculty. The collection development program also supports the business information needs of faculty, staff, and students in other departments of UNO. While the library collects for the UNO campus community, its collection is used by local unaffiliated walk-in visitors and, through the Interlibrary Loan program and cooperative agreements with research institutions, the international life science research community.

Participation of patrons in collection development

In collaboration with the Collections Coordinator, the Business Librarian selects additions to and withdrawals from the collections in these areas in UNO Libraries. Faculty, staff, and students routinely recommend books, journal titles, and databases. Recommended books are generally purchased. Journal and database recommendations are evaluated, trialed, and considered along with relevant data. UNO Libraries consults with departments when large changes in the collection, including cancellation or addition of several serial titles or withdrawal from database subscriptions, are proposed.

Nature of the subject literature

The various business programs and departments at UNO combined with the constant changes in these fields make collection development in these areas a great challenge. The need for current, up-to-date information for research and education is vital. There is a distinct emphasis on conventionally published, peer-reviewed scholarly journals and professional trade magazines over monographs. Journal literature and commercially prepared reports are the primary source of information for the UNO Libraries clientele. Books and streaming media are also important to the collection. Popular literature is very sparingly collected, generally when requested to support teaching or research needs. Textbooks designed for use in undergraduate and graduate courses are collected selectively. UNO dissertations are available in electronic format. When users need dissertations from other institutions, they are directed to interlibrary loan, to electronic resources, or to commercial services that supply dissertations.

Description of materials collected

For all types of literature, digital format is preferred. Print may be acquired if no electronic version is available, if the electronic version is judged as poorly presented or unstable or if its content is

incomplete, or if price or license terms of the electronic version are prohibitive. Both print and electronic versions may be acquired if a user needs the print version.

Document delivery is an important source of the literature needed by library users. Currently, document delivery services rely on the Interlibrary Loan Department to deliver monographs and copies of journal articles to the UNO community for teaching and research needs. Fast and efficient document delivery decreases the need to purchase infrequently used materials. Records of past document delivery requests are used as a tool in collection development.

Books

Book purchases, whether in electronic or print formats, must be relevant to business topics and fit the nature and scope of the collections. Librarian and patron recommendations, usage statistics of previous editions or items covering similar topics, publisher promotions, and published reviews are used when selecting books. As a rule, one copy of a title will be purchased. Duplicates are purchased on occasion and at the discretion of the librarian. Only electronic books available through institutional licenses will be purchased. Whenever possible, electronic books should be purchased with the right to maintain perpetual access. Remote use and multiple simultaneous users are also preferred license terms. Electronic books are purchased from a variety of vendors and can be purchased and licensed for UNO use only or purchased and licensed through various library consortia. Due to limited shelving space, print books are periodically reviewed and considered for withdrawal. Criteria for withdrawal include the usage of the item, local availability of electronic or more current editions, and the physical condition of the item.

Journals

The journal collection is the primary source of information in UNO Libraries. Journals are purchased primarily to support the teaching and research needs of business clientele. Interlibrary loan borrowing statistics, departmental research needs, and faculty suggestions are used in developing this collection. Priority is given to those publications with multiple requests, high impact factors, and titles of interest to more than one college or department.

Each spring, an evaluation of the journal collection is conducted. New journal titles are purchased each year as needed based on new programs and research interests. Low usage, low or no impact factors, extreme price increases, and problems receiving issues are most often the cause for cancellation.

Other materials

Audiovisual media are acquired very selectively and primarily in response to requests by library users and only when they meet all other collection development criteria. Microforms are no longer collected.

Computer software is not actively collected except when associated with a traditional printed monograph. General software manuals and computer graphics are not collected. Data resources (data sets) are not actively acquired but select sets are available through various commercial, not-for-profit, and government suppliers.

Coordination

Close cooperation is maintained with other librarians at UNO that collect in related subject areas. Cooperation ensures comprehensive coverage while minimizing duplication, particularly for interdisciplinary programs.

Collection priority areas

The following areas are a specific target for print and eBook collection development as a reflection of campus and program strategic priorities.

- Women and LGBTQIA in business histories, biographies, and autobiographies
- Entrepreneurship
- Supply Chain Management
- Real Estate
- Consumer Markets and Sales
- Books about Nebraska and/or Midwestern business leaders

Subject and language modifiers

Geographical

Most items in this collection concern the United States, with special emphasis on the Midwestern and Mountain Plains regions. An increasing number of international publications are being added to the collection including China and India regions. Many of these items concern supply chain management and international business.

Chronological

Emphasis is on acquiring current literature. As available shelf space diminishes, certain classes of older, rarely used materials are withdrawn.

Language

Literature in English is preferred. Materials in other languages are usually acquired in response to requests by library users and when the materials meet other collection development requirements.

Collection areas and gaps

The following LC classifications are significant to the collection:

HB Economic theory. Demography and HC Economic history and conditions

- Economics has traditionally been a strong research area and it remains a major emphasis.

HD Industries, Land Use, Labor

- Supply Chain Management bears special attention as a recently added and rapidly growing curriculum.

- Real Estate and Land Use Economics bears special attention as a growing research area.

HE Transportation and communications

HF Commerce

- Management and Marketing remain the two largest curricular areas.
- Entrepreneurship and Sales are growing areas of emphasis.

HG Finance

- Investment science and portfolio management bear special attention as growing research and curriculum areas.
- Accounting bears special attention as its change of status from Department to School signals a greater emphasis on research.

Legal Studies

Beyond a small core collection of monographs, journals, and electronic resources, UNO Libraries depends on document delivery programs for most needs for legal literature. In general, law materials are not collected at UNO. This literature is most likely to be found in the UNL Libraries.