

**Milwaukee Public Library
Collection Management Plan
February 2, 2012**

Contents

<i>1. Library Vision and Mission Statements</i>	1
<i>2. Introduction</i>	1
<i>3. Purpose of Collection Management Plan</i>	1
<i>4. Selection Policy</i>	2
<i>5. Selection Criteria</i>	2
<i>6. Priorities for Selection</i>	2
<i>7. Collection Maintenance</i>	2
<i>8. Criteria for Withdrawal</i>	3
<i>9. Central Library</i>	3
<i>10. Branch Libraries</i>	3
<i>11. Informational and Entertainment Media</i>	3
<i>12. Electronic Resources</i>	4
<i>13. Children and Teens (Ages 0-18)</i>	4
<i>14. Foreign Language</i>	5
<i>15. Patron Requests (Link to Online Advance Request)</i>	5
<i>16. Requests for Reconsideration (Link to Reconsideration Form)</i>	5
<i>17. Unsolicited Donations of Materials (Link to Gift Policy)</i>	6

1. Library Vision and Mission Statements

Vision

MPL is an anchor institution that helps build healthy families and vibrant neighborhoods – the foundation of a strong Milwaukee

Mission

Inspiration starts here – we help people read, learn, and connect.

2. Introduction

Milwaukee Public Library has a collection that is unmatched by any public library in Wisconsin because of historically strong support from the citizens of Milwaukee, city officials and library staff. This legacy will continue because of our efforts to maintain and develop a collection that will serve current and future generations to come.

3. Purpose of Collection Management Plan

The Milwaukee Public Library Collection Management Policy guides the library so that a balanced, quality collection on a wide variety of subjects is available, accessible and relevant to the public. This policy focuses and guides the selection,

acquisition, evaluation, weeding, digitization and maintenance of the general collection. Public use/demand is the primary determining factor in the development of the collection and the direction it will take. The collection will reflect popular interests with high-demand adult and youth materials as well as electronic and popular media as the focus. The library will work to have a uniform collection strategy at all locations while respecting community needs.

4. Selection Policy

The public's interests and the community's informational, educational, and entertainment needs are determining factors in the selection of materials for the library collection. The library's collection, purchases, and maintenance decisions will reflect the concepts laid out in the American Library Association's *Library Bill of Rights* and *Freedom to Read* statement. In keeping with the ideal of intellectual freedom, selection will reflect diverse and opposing points of view. Materials are evaluated on the basis of the content of the entire work and the item's value to maintaining a balanced collection. Statistical data that reflect usage will impact budget allocations and selection decisions.

5. Selection Criteria

The following criteria will guide selection; however, an item need not meet all of the criteria in order to be selected:

- Public demand (current and anticipated), interest or need.
- Accurate and authoritative information.
- Price.
- Historical or cultural significance to Milwaukee or Wisconsin.
- Critical reviews or publicity.
- Duplication of content in other formats.
- Format appropriate for public use.
- Currency of information.
- Contemporary significance or permanent value.
- Availability of material elsewhere in the region.
- Value of item to existing collection.

6. Priorities for Selection

Priorities for selection are set by the Library Director based on community needs, and library and city goals within the constraints of the materials budget. Current priorities include the following:

- Youth Services,
- Jobs and Economic Development,
- Literacy and Education, and
- Increase community use of collection.

7. Collection Maintenance

Ongoing and regular withdrawal of materials is required to keep collections current, attractive, and responsive to community needs. Space is limited and the importance

of an item to a collection can change over time. An item's physical condition can deteriorate, its content can become obsolete, and crowded shelves make it necessary to discard items of limited use. The Milwaukee Public Library does not remove materials from the collection for the purpose of resale. Upon withdrawal, some materials may be sold through the Friends of the Milwaukee Public Library.

8. Criteria for Withdrawal

Library staff considers the following criteria in choosing materials for withdrawal:

- Worn or badly damaged materials.
- Frequency of use.
- Superseded editions or obsolete items and formats.
- Availability of other titles on the subject.
- Local interest / Historical Significance.
- Importance to Milwaukee Public Library's core collections.
- Availability online or elsewhere.
- Classic or basic work in the field.

9. Central Library

The Central Library's collection is the system resource center for the Milwaukee Public Library and the Milwaukee County Federated Library System as well as a state-wide resource, providing both popular and reference materials for the community's diverse needs. The variety and depth of the regular and special collections at Central Library have made and will continue to make the library a destination location for information seekers. The breadth and depth of Central's collections are more extensive than Branch or Suburban Library collections, allowing the library to enhance the range of materials available. Central provides a limited selection of new materials at a research or academic level; however, extensive historic collections are available for researchers in a wide variety of subjects. Special collections at Central will emphasize materials and information that align with the Milwaukee Public Library mission and vision.

10. Branch Libraries

The Branch Libraries of the Milwaukee Public Library have a core collection of popular, current materials, general non-fiction and reference resources which provide a basic overview of subjects and which provide homework support. A continuing goal is to have these popular materials available for the public at every local library. Specific materials that reflect the unique needs and interests of the community served are an integral part of the branch collections. These collections are complemented by in-depth resources available at the Central Library.

11. Informational and Entertainment Media

In order to meet the needs and interests of multiple learning styles, Milwaukee Public Library's goal is to make available a broad range of current interest and

lifelong learning materials. Video materials (currently DVDs) are selected primarily for entertainment but also for informational and/or instructional value. These selections focus on subjects in which visual demonstration is desirable, enhance personal development, or that enrich multicultural understanding and cultural awareness. Consideration is also given to popular demand, critical reviews, and cost compared to expected demand and budget allocations. Recorded music (currently CDs) is collected in a wide variety of genres. Factors considered include quality of the recording according to reviews, significance of the recording or artist, public demand, popularity, and an overall need to maintain a representative collection in all the varied music genres. The library will provide emerging technologies, but is not able to support all formats.

12. Electronic Resources

Due to public demand for access to digital content, the Milwaukee Public Library will research, assess, and be responsive to emerging technologies applicable to Public Libraries. Electronic resources consist of content that is stored and displayed digitally and accessed via computers and other electronic devices.

Electronic formats may enable increased access to library resources. Library-purchased digital content, which includes but is not limited to online databases, e-books, and downloadable resources, is available for registered library users outside the library. These formats also increase the depth and breadth of the collection system-wide, alleviating the need to purchase copies in print format.

Milwaukee Public Library evaluates online resources using general selection criteria. In addition, consideration will be given to ease of use of the product, availability of the information to multiple, concurrent users, technical requirements to provide access to the information, and technical support and training.

The Milwaukee Public Library is committed to the digitization of unique collections owned by the library with an emphasis on local or historical content. General selection criteria apply when selecting collections for digitization. Digitizing these special collections makes this content accessible to a global audience.

Because electronic resources are an ever changing medium, they are evaluated annually and the primary formats collected by the library will evolve accordingly. Traditional print reference materials will increasingly be purchased in electronic formats to provide cost-effective access to a greater number of users.

13. Children and Teens (Ages 0-18)

Milwaukee Public Library places a high priority on supporting the community's youth by providing a strong collection of high interest materials, high quality literature, and resources that provide homework support. Resources for youth will include a broad spectrum of subjects and viewpoints that reflect Milwaukee's unique and diverse communities thereby recognizing the importance for youth to

see their experiences reflected within literature. Further, youth collections will include a variety of formats to support literacy and youth development.

Priority in selecting and maintaining collections will be given first and foremost to youth, while secondary consideration is given to teachers, parents, and other adults. These collections will be cataloged and arranged to best meet the needs of children and teens.

The scope and depth of children and teen collections reflects the Milwaukee Public Library's interest in promoting and supporting literacy for youth, including literacy in terms of both ability and enjoyment of reading. The library places particular emphasis on early childhood literacy through children's collections, outreach, and the Ready to Read program, while also maintaining a commitment to extending literacy efforts beyond the early childhood years. Milwaukee Public Library will be a resource for youth through high school, recognizing the importance of supporting these age groups in building strong readers, lifelong learners, and dedicated library users.

Central Library has a broad and extensive collection of Children and Teen materials, including historically valuable and award winning titles. The Branch Libraries will have core collections of high-interest classic and award winning titles. Collections will predominantly focus on popular fiction and non-fiction materials which provide support for academic, social, and personal interests.

14. Foreign Language

The predominant foreign language purchased is Spanish. Other languages, including Russian, Hmong, Chinese, Vietnamese, and Arabic are bought on a regular basis based on requests from the public and neighborhood demographics. English as a Second Language (ESL) material is selected based on publisher, popularity and for the potential to complement ESL initiatives.

15. Patron Requests (http://mpl.org/coldfusion/email_acquisition.cfm)

Requests will be considered and evaluated in accordance with the library's Collection Management Policy.

16. Requests for Reconsideration (Form MPL-4X.SYS)

Requests for reconsideration of specific titles in the collection may be made by members of the public in a formal request. Library Administration will review the request with staff input. A written response to any request for reconsideration will be sent within 30 days of receipt of the request. Further information is available in the Milwaukee Public Library's "Library Resources, Request for Reconsideration Of" procedure, #2320.

17. Unsolicited Donations of Materials (MPL Procedure: "Donations to Library and Library Foundation," #2181)

Gifts of books and other materials will be accepted by the Friends of the Milwaukee Public Library, a volunteer organization which operates the Bookseller Used Book Store at Central Library. All donations will be considered for sale in the Bookseller or at a Library book sale. When appropriate, desired materials will be routed to a library selector to be considered for addition to the Library's collection.