Swansea University Library – Content Development and Management Policy

1. Introduction, purpose and scope of the policy

This policy sets out a framework within which the Library selects, manages, reviews and withdraws content from its portfolio of information resources or library content.[1] The policy will be regularly reviewed on a defined two-year cycle to ensure it continues to reflect the changing strategic and operational environment within which the Library acquires access to content. This framework supports the library's mission to connect users to their information needs and to enhance and support the student experience. It is aligned to the University's strategic vision of a research-led and high quality teaching university and aims to complement the University's emerging digital strategy.

2. Library content – definition and mission

Swansea University Library's mission is to support the University's learning, teaching and research activity through the timely delivery of access to information resources in as effective a manner as resourcing permits.

The term 'content' is used in this document as it best reflects the hybrid nature of information resources. It is in keeping with the British Library, which has adopted this term. In a digital first environment, the balance inevitably shifts from physical collecting to accessing externally provided online library content.

3. General principles

The Library selects library content in accordance with the following principles:

- The Library will work closely with the University's Colleges/Schools to obtain reading lists and identify current and future library content needs.
- Library content is selected to support learning and teaching as well as research activity within the University.
- Wherever possible, the Library makes use of nationally agreed procurement frameworks i.e. SUPC/HEPCW and licenses such as JISC Collections to ensure that best value is obtained. It is the library's responsibility to identify best supplier option in line with the University's procurement policy.
- A digital first policy will be followed whereby the Library will prioritise acquiring library content digitally, where appropriate and practicable taking into account accessibility, preservation and overall value for money. This offers better support for changing curriculum and teaching needs as well as better space management within the campus libraries. In the case of monographs where

possible the first copy acquired will be as an e-book supported by print copies. The number of copies of a title acquired should reflect the type of reading i.e. core, recommended or background and the anticipated demand i.e. student numbers accessing the title.

- Space management of physical content is required to ensure that all campus libraries reflect changing demands on library space such as individual and group study space. This also extends to library storage facilities including off-site storage and it is the Library's responsibility to make best use of its buildings.
- The library aims to hold its physical content along the following lines
  - Open shelves directly accessible by library users for content of relevance to current teaching and learning and/or research needs of the University. This includes the use of high-density compact shelving in open access areas of the library.
  - Centralised storage for low use stock, which has a continuing relevance to the future research needs of the University or content of historical importance. Content that falls into this category will be checked for the existence of a digital version. If permanent access to a digital version is available then the item will be de-duplicated and the physical item withdrawn. Any content held in storage will continue to be available to users via a retrieval service.
  - Special Collections focuses on unique content that is of local, national and international importance in line with the Library's Content Development and Management Policy. Access to these resources will be via mediated access on a reference only basis. This may include the use of reading rooms and an item's physical condition may require specialist handling.

- The Library is committed to exploring new and innovative models of acquisition such as Demand Driven Acquisition and Evidence Based Acquisition to meet the teaching and research needs of the University in the most cost effective and sustainable way. This includes a strategic review of the acquisitions budget to ensure its long-term fitness of purpose.
- The library will continue to consult and work closely with the University's academic community in the identification and selection of content. However, the Library will retain final responsibility for determining priorities in relation to mode of procurement, its administration and library space management.
- The Library is committed to reducing the footprint (i.e. floor area) of its physical content as electronic access increases and student number grow. This will entail the use of a number of strategies outlined above as well as the routine rationalisation of obsolete stock.
- The library will carry out regular data analysis of usage to determine a resource's overall cost and value.
- The library is committed to providing equitable access to all users.

- The library reserves the right to decline to purchase any item not consistent with the stated aim of the Content Development and Management Policy and the University.
- This framework applies to all campuses and libraries within the Swansea University Library network

4. What do we acquire?

Library content covers a wide range of formats. By adopting a digital first policy where possible, the e-book will be purchased ahead of any print copies.

i. Books

Book purchases account for a comparatively small proportion of library content expenditure therefore there is considerable pressure to ensure that best value is achieved. The choice of format is on the basis of availability, access and appropriateness to the user, and value for money. Print is sometimes the only option although library staff will assist academics to identify online equivalent. Where possible, the e-book will be purchased ahead of any print copies as they give better value and access, for example, textbooks in high demand and major reference works.

- Reading list material

Library staff will work closely with academic staff to ensure that reading list material is acquired and at a level to support expected demand. Where print copies are acquired, the Library will assess the number of copies required based on -

- o The number of students requiring the title
- o Cost of the title in relation to budget allocation
- o Status of the title in relation to whether it is essential or background reading
- o Whether students are expected to purchase the book or not

Where multiple print copies are obtained, the Library will adjust loan category and location according to demand.

- Non-reading list material

The Library will endeavour to purchase items recommended by staff and students that encourages study of wider range of relevant material or assist staff in keeping up to date with developments in their subject area and/or their research. A single copy is purchased of any book not required for teaching purposes.

ii. Journals and other subscribed content

The digital version of a title is preferred over print or print and digital subscriptions as this offers the advantages of remote access and saving space. E-journal packages can be beneficial in terms of the range of titles and value for money but consideration will be given to length of the deal, licensing and archiving.

The library also acquires full text and bibliographic databases to support the current research and learning needs of the university. There will be a preference to acquire access to all subscriptions and packages via national deals, which provide remote concurrent access via standard University authentication mechanisms. Standalone datasets requiring direct hosting and library management of usernames and passwords are not generally supported.

iii.   Audio visual material

Non-book media applies to all physical library content excluding books. They include microfilm, CDs, and audio-visual material such as DVDs. This collection exists for legitimate academic use only, under the terms of UK copyright law and the University's ERA (Educational Recording Agency) licence.

Where formats have changed or become obsolete, the Library will review the item's continuing academic need and where appropriate attempt to purchase the content via a contemporary service or format.

iv.   Theses

The Library holds all Swansea University theses at doctoral level and some masters. These are largely stored in Singleton Library with a small collection held at the Bay Library. All theses are made available for use within the library only. In accordance with University regulations, a thesis may be subject to an embargo period e.g. due to commercial sensitivities or patent pending. During this period, all access to the thesis will be restricted.

As the University switches to electronic submission, the Library is committed to the digitisation of existing theses subject to copyright and other constraints. Digitised doctoral theses will be made available via Cronfa, Swansea's institutional repository. The Library will supply metadata to the British Library's EthOS service and will make available the theses' full text version as required and without further reference to the author.

v. Document Supply Service

All academic staff and students are entitled to request interlibrary loans (ILL) via the Document Supply Service. The aim of this service is to obtain items not held in any of the university campus libraries. Where a resource acquired via ILL is in high demand amongst Swansea University library users, the Library will attempt to satisfy the request by purchasing the item.

The Library offers the option to produce digital copies from library print content for inclusion in Blackboard. This service is carried out under the terms of the Copyright Licensing Agency (CLA) Higher Education License. As part of this service, Library staff will monitor CLA license compliance by ensuring that the source book or journal is held by the Library and where required, attempt to purchase the item.

5. Gifts and donations

The Library occasionally receives requests to donate or deposit physical content, which can enhance the library's existing content. In terms of donated items, the following definitions apply-

a. Gift – ownership of the collection is transferred in its entirety to Swansea University Library. Where donations are accepted, the Library reserves the right to donate them to other libraries, or discard items.
b. Deposited collections – ownership including intellectual property (unless otherwise agreed) is retained by the donor. The nature of this form of donation is that Swansea University Library is responsible for the stewardship of the collection while it is housed within the campus library system. A formal written agreement is required.

All requests to donate or deposit material will be considered by the Library on a case-by-case basis. All donation requests will considered in accordance with the same selection criteria applied to other purchased acquisitions and may be accepted if -

- There is a recognised academic value i.e. does the proposed donation support the University's existing teaching and research activity or is it of local, national or international importance?
- The material in a suitable condition to be added to the Library's physical stock.
- There is limited costs in adding the material to stock.
- There is sufficient space to make the material available to users.
- In the case of gifts, there is full agreement that the items may be disposed of in any manner deemed appropriate.

The Library's preference is for all donated material to be offered as a gift whereby ownership is transferred to the Library. However, there may be exceptional occasions whereby the donor wishes to deposit material to the library to oversee its stewardship. In this circumstances, a formal agreement will be required covering all aspects of the collections stewardship including but not limited to –

- Costs relating to acquisition and storage of collection
- Insurance
- Copyright and intellectual property of content including metadata harvesting for and/or by external services.

There are hidden costs associated with donated material. These include but are not limited to cataloguing, preservation and storage costs. In view of this, the Library reserves the right to refuse requests to donate or deposit collections.

6. Special Collections

Special Collections are usually acquired through donation and occasionally through purchase. The guidelines governing donations will apply in all cases. Only in exceptional circumstances will a collection be accepted on deposit. Where such a situation arise, a formal agreement will be required to cover all aspects of the collections stewardship as outlined in section 5.

The Library will not normally be responsible for transportation costs and the processing of items will be in line with standard library practice and kept to a minimum.

7. Funding and financial control

The Library receives from the University a centrally allocated budget for all library content. A proportion of this budget is top sliced to purchase general and major cross-disciplinary resources. The remaining budget is used to support library content spend across the colleges/schools using a formula which takes into account student numbers, research activity and average cost of resources which varies according to discipline.

The Library will seek to acquire content to support new areas of teaching and research, but where it is unable to do this from its existing budget, it will request additional funds from the University or academic colleges and schools.

The Library is committed to rigorous financial management, data gathering and reporting mechanisms.   All procurement of library content is made via the Library Acquisitions Department in accordance with University's procurement policy. Performance indicators are used to measure the effectiveness of our suppliers and to ensure that best value is achieved via consortial purchasing. The Library will continue to

monitor the performance of the existing budget model and make recommendations as appropriate to ensure efficiency and effectiveness.

8. Damaged and missing items

Where an item is damaged or reported lost, the Library will initially seek to either repair or replace the item providing it is still required to support the University's current teaching and/or research interests and it is still available to purchase. This is dependent on cost and the availability of funding. Where possible, items will be replaced in electronic format.

9. Principles of content management
   a. Loan status – The Library will be responsible for determining loan periods for all physical content in response to user demand and its supporting evidence. The Library reserves the right to alter the loan status of physical items within the academic year in response to user demand.
   b. Stock withdrawal - The Library will adopt a zero-growth policy of its physical content based on the assumption that there will be no addition to Library space. Major stock revision and withdrawal exercises are undertaken in partnership with academic staff. Careful consideration is given to subject areas where there are synergies across subject disciplines. As a general principle all stock will be reviewed regularly to:

   - Ensure continued relevance
   - Make best use of space
   - Maintain the collection in good condition
   - Maintain a current collection

   c. Obsolete content whether physical or digital will be assessed and access revised or removed as appropriate.

10. Rationalisation of stock

As part of the Library's space management objectives, it is necessary to review and rationalise all print content. There are space limitations to all Swansea University campus libraries therefore a zero growth policy of physical content will be adopted with a view to reducing its footprint within all of Swansea University's campus libraries so that space can be used to better effect in supporting the student experience and developing new services. The use of external storage facilities provides a means to manage physical content in a way that balances the internal demands for study space and direct access to higher demand physical content. However there are significant costs associated with the long-term storage and preservation of library content. Accordingly all print content will be regularly reviewed and content that is no longer required will be deemed obsolete and withdrawn from stock.

The Library uses the following guidelines to assess stock and identify for storage or withdrawal –

- o Relevance to current research and/or teaching and learning within the University
- o Potential relevance to future research and/or teaching and learning within the University
- o Superseded editions
- o Level of usage
- o Duplication within the Library
- o Rarity and importance
- o Availability of digital equivalents where appropriate
- o Accessibility of other copies (e.g. loans from other libraries)
- o Physical condition
- o Items which need to be retained under the terms of the Copyright Licensing Agency (CLA) Higher Education Basic Scanning License

Where the physical condition of an item has deteriorated to the extent that it is no longer economically viable to effect repair, the item will be withdrawn. The Library reserves the right to determine whether or not to acquire a replacement.

11. Disposal of obsolete stock

Withdrawn items that are of a suitable physical condition and of possible archival interest will be initially offered to the Richard Burton Archives for consideration under the terms of their collection policy prior to actual disposal. The Library is committed to disposing of obsolete stock in an ethical and environmentally sustainable manner.

12. The discoverability of library content

All acquired content will be recorded in the library catalogue and be searchable via the Library's discovery service, iFind. The Library undertakes to carry out regular stock takes to ensure the accuracy of information in iFind and improve discoverability of library content – physical and digital.

13. Policy review and ownership

This policy will in the first instance, be reviewed in twelve months from implantation and updated in response to new developments, emerging disciplines and evolving trends. Thereafter the policy will be reviewed on a two-year cycle. The review will be carried out by the Library Management Team and responsibility for coordinating its annual review rests with the Head of Library Content and Scholarly Communications.

Notes

[1] Archive material is subject to separate governance and managed by the Richard Burton Archives Collection Policy.

References

British Library. (2013) *From stored knowledge to smart knowledge: The British Library's content strategy 2013-15. Retrieved from* http://www.bl.uk/aboutus/stratpolprog/contstrat/british_library_content_strategy_2013.pdf

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