Adjusting for an era of events and
digital media

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Abstract: The media landscape is changing faster than ever. It may seem like Non-fiction books no longer are the main source of information for patrons, it is starting to become a supplement to the Internet, and novels are not interesting to the large part of the population after about three years. Tonsberg and Notteroy public library has transformed the library collection from a massive stock to an attractive, up to date collection, meeting the patrons need. One of the most important tools for this transition has been the use of statistics and indicators. A dedicated web site now presents updated info about collection management policies, indicators and development goals.

1. Introduction

Since 2014, Tonsberg and Notteroy public library has transformed the library collection from a massive stock to an attractive, up to date collection, meeting the patrons need. One of the most important tools for this transition has been the use of statistics and indicators.

The basis for collection management in Norway recently went through major changes that public libraries are still trying to adapt to. The first change came in 2008 when a major library system provider launched "Norgeslån", a self-service ILL-system. Requests for books did no longer need to go via a librarian. In Norway, all libraries partake in a national ILL-system, providing the possibility of placing orders for books and other materials the library does not keep itself. This system include both public libraries and libraries within higher education,

along with the Norwegian National Library. The second change came in 2009 when the National Library of Norway established "Bokhylla", an online portal for digitized library documents. The goal of "Bokhylla" is to offer everything published in Norway until the year 2000 online for free for everyone with a Norwegian ip-adress. These two changes have played a big part in what a public library collection in Norway need to include. The term "from just in case to just in time" ha maybe never been more appropriate.

2. The ten percent rule and the establishment of a core collection

At the same time Tonsberg and Notteroy public library was starting the process of decreasing its collection. The entire staff went on a study tour to Idea store in London. From this trip we ended up bringing back a set of two tools Idea store was using on their collection.

The ten percent rule says that each year ten percent of the collection should be weeded out, at the same time as the same amount of new publications are added to the collection. Studying to become a librarian we learn that you have to deselect the same amount of publications each year as you add to the collection. The ten percent rule also makes sure that the collection doesn't grow bigger than what the media budget can afford to maintain/update and that current affairs are kept visible on the shelves. without drowning into many older publications. This also keeps the the median year of publication at healthy level.

The definition of a core collection is established to prevent a certain part of the collection to be deselected. In the case of Tonsberg and Notteroy public library, besides classical works, the core collection consists of publications that for some reason are geographically conditioned. This means mainly that the library is not weeding amongst subjects connected to the history of the local community.

3. Quantitative and quality methods of deselecting

When going from a media collection of about 270.000 copies and down to 125.000 copies in a short amount of time, you are forced to make some tough decisions. Deselecting (or weeding) is an essential part of collection care and a zero growth policy is just not enough in the transition into an era of events and digital media.

CREW and MUSTIE are tools used perhaps mainly for quality methods of deselecting.

Tonsberg and Notteroy public library was getting feedback from patrons that our collection of DVDs and audiobooks had a lot of scratches and that the risk of not being able to see or listen to the entire publication was of some patrons considered as high. In fact some patrons went as far as to place orders through "Norgeslån" (Norway's self-service ILL) of publications fully available on the shelfs in Tonsberg and Notteroy public library. To stop this trend from evolving actions needed to be taken. Indicators were set to reduce the risk of having scratched DVDs and audiobooks on the shelfs. A maximum amount of lendings were set on both DVDs and audio books. DVDs are now considered worn out after 175 lendings, while audiobooks will only be lent out 125 times before they are discarded. Each year a list is being generated in the library system which shows the librarians which DVDs and audiobooks that are now ready for deselecting.

Another way of quantitative deselecting materials is generating lists over the number of copies that has not circulated for some years. The better way to do this is following CREW and generate lists for subcollections. In the case of Tonsberg and Notteroy library, there were so many copies that hadn't been in circulation for many years that a list of copies out of circulation for the last five years was generated for all books of the collection. The number of books not being circulated was in fact so high that the computer library system crashed several times that the list needed to be generated subcollection after subcollection. When the complete list finally was printed it consisted of more than 350 A4 sheets?, densely listing all copies of books outside of circulation for the last five years. The list was divided among the librarians and undergone. Some books were allowed to stay on the shelf due to core collection-policy or to preserve the diversity of a subcollection, but mainly they were weeded out of the collection.

4. Self sufficiency and turnover rate

Balancing the demand of most patrons and the need for a diverse collection is not an easy task. This is especially tricky while at the same time implementing a digital collection. The price of acquiring digital content are often more expensive than to offer the physical and traditional counterpart. At the same time as the media collection is going more digital, patrons are in an increasing way demanding newer publications. If we look at what is being borrowed in 1996 there was an 80-20 percentage difference in older and newer material. Newer material is in this case defined as titles published no more than three years ago. 20 years later the percentage difference had changed to 60-40! In

other words the demand for the latest publications had doubled and the demand for older material had dropped with 25%. These two factors; the high price of digital content and a shift in patron needs requires an increased awareness towards collection management.

When combining turnover rate and self sufficiency we can get a balanced approach to collection management. We find the turnover rate when dividing the number of lendings all the copies of a book have had during for example the entire last year by the number of copies. For example will 4 copies of a book, which had a total of 10 lendings over a 365 days period have a turnover rate of 2.5 a year. This is a fairly good number if the book is 5-10 years of age, quite a bad number if the book at the same time is a bookstore bestseller. Turnover rate by itself doesn't show how well maintained a collection is, but combined with the degree of self sufficiency we get a better picture. If we only focus on turnover rate we could achieve a collection with a high degree of circulation, but on the other hand the library would probably rely highly on other libraries through ILL to meet the expectations of their patrons looking for more than best sellers.

Rogler and Hoivik (2016) recommends three threshold values of turnover rate of an entire collection as a whole, divided into a minimum rate, a satisfactory rate and an excellent rate. The more potential patrons a library serves the higher the turnover rate should be.

	Minimum	**Satisfactory**	**Excellent**
100 k +	1	1.5	2
20k - 100k	0.8	1.3	1.8
10k - 20k	0.6	1.1	1.6

Weeding and dissemination will all lead to a higher turnover rate, as will a large selection of current best sellers in the collection. This is where an awareness to self sufficiency comes in.

The degree of self sufficiency can be found by finding the percentage of loaned documents coming from the local collection. For example if a library has a total of 300.000 lendings a year and 5.000 of these came from other libraries through

the ILL system, the degree of self sufficiency would be 98,3%. The formula being: 100%-(ILL documents / loaned documents) * 100 = Self sufficiency.

Like Rogler and Hoivik has recommendations for what turnover rate a library can or should expect, I would like to try to give some recommendations for what percentage of self sufficiency a library can or should expect.

	Minimum	**Satisfactory**	**Excellent**
100 k +	**96%**	**97%**	**98%**
20k - 100k	**95%**	**96%**	**97%**
10k - 20k	**94%**	**95%**	**96%**

The foundation of these recommendations comes from the statistics all public libraries in Norway each year send to the National Library of Norway. Looking at this number as a whole, the recommendations above are already achieved by a lot of the Norwegian public libraries, while some libraries still has some work to do getting the diversity of their collection right.
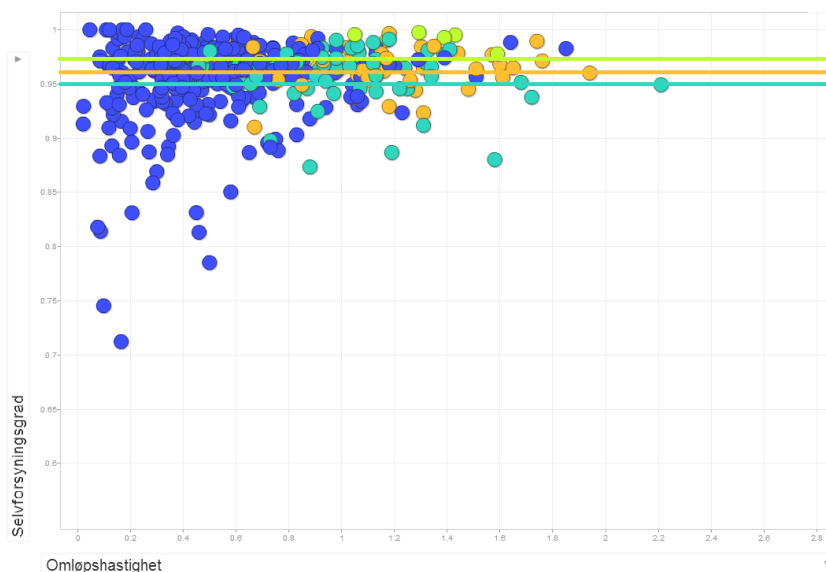
Illustrated above is how all Norwegian public libraries lineup when looking at library size, percentage of self sufficiency and turnover rate. The horizontal lines represent the recommendations in the table above. Each circle represent one public library in Norway. Blue circles represent libraries of up to 10k potential patrons, while green circles represent libraries with more than 100k potential patrons. The higher the circle the higher percentage of self sufficiency does the library have, and the further the circle is located to the right the higher the turnover rate is. More than 400 libraries are represented in the illustration above, and this gives an idea of obtainable levels of self sufficiency combined with obtainable levels of turnover rate. When both indicators are being kept at the highest possible level they will combined make sure of a healthy collection. The question is of course what is the highest possible level both indicators can be held at the same time.

5. Cost per use

In an article from 2010 Tony Horava says that "How we reformulate our practices of selecting, acquiring, and disseminating a collection is one of the most difficult issues we face". Even though I will not try to give mr. Horava a solution, I do believe that indicators are essential also for how the media budget is best being used.

Just like a physical collection is in need of indicators for obtaining a healthy collection, its digital counterpart is no different. The challenge here is variable

statistical reports delivered from the database vendors. This is why we need to establish an indicator like cost per use. This not only gives us an overview over how much a digital collection or service is being used, it also tells us to what cost. Like all indicators the library staff should agree upon this as early in the process as possible. So if the day do come, when the cost per use is getting too high, everyone knows that the digital collection needs to be marketed more or the subscription needs to be cancelled.

6. Spotting trends adapting to the future

Using statistics to establish indicators like those mentioned above you sometimes get a wake up call. Looking at the data from the collection Tonsberg and Notteroy public library have detected several trends which tells us more about the future of the content of library collections. One of them is the need for travel guides in book format. There has been a major change as to who borrows this part of the collection, when comparing the turnover rate of the year 2000 and the year 2015. Distributed over the different age groups of the patrons we see that the younger part of the population has more or less stopped borrowing traveling books, while the older part of the population is now borrowing more traveling books than they did in the year 2000. The younger patrons are of course now relying more on apps like TripAdvisor than the (hopefully) not more than 3 year old book from Lonely Planet guide to wherever. As you can see from the graph below there is only a question of time before Dewey groups like 910-919 is drastically reduced. Even though we still don't know what to do when parts of the collection moves over to new formats that may not be easy to offer from a library service, with indicators and statistics we at least know that the times are shifting.
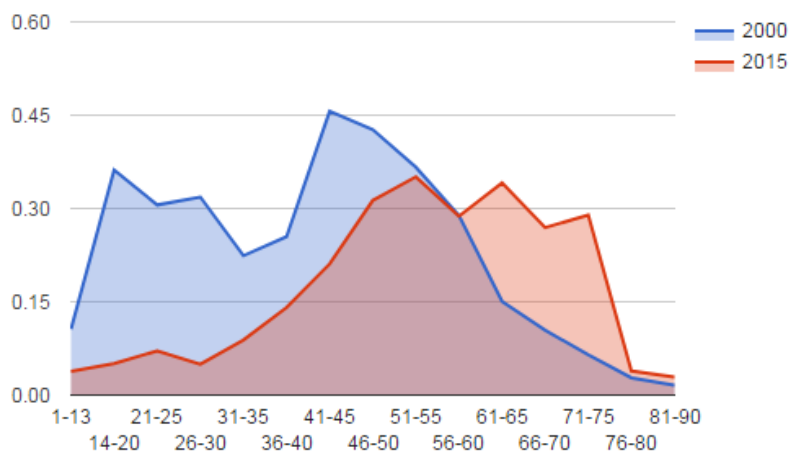
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