

DUNEDIN PUBLIC LIBRARIES

HOT PICKS COLLECTION POLICY 2009

SCOPE

This policy covers Hot Picks collections across the Dunedin Public Libraries network.

1 Collection Scope

The collection provides materials in both print and DVD format. At the City Library the collection would normally contain no more than 200 items with community libraries containing between 10-30 items or an alternative number which can meet the aims of the collection.

2 Collection Purpose

- The HotPicks Collection is intended to provide a window into the collections of Dunedin Public Libraries and be a marketing tool to demonstrate that the libraries reflect what is currently available in the retail market. To this end the collection offers titles of very high current interest.
- Every item in the Hot Picks collection is expected to generate enough revenue to at least pay for itself (generally within six months), while the collection as a whole is expected to meet budget targets.
- Items in the Hot Picks Collection are expected to show a high turnover (2-4 issues per month) and cannot be reserved.
- The collection should offer customers excellent value for money compared with the much higher cost of purchasing the item.
- 'Undiscovered' items with the potential to become high interest may be tested in the collection.
- The collection is expected to enhance choice and convenience for customers, especially those with little time to browse, by allowing them to select a currently popular item without having to search the shelves or wait in a holds queue.

3 History

A Bestsellers collection was introduced in 1996 as a duplicate collection of popular, high demand items. Initially only books were offered, and magazines were added in 1998. A customer survey in 2007 indicated that customers were interested in a broader range of formats and DVDs were introduced at that time. In view of the expanded range of materials, refocused objectives and expanded range of locations, the Bestsellers Collection has been rebranded as a Hot Picks Collection.

4 Description of Collection

The collection contains books, magazines and DVD's. At the City Library the collection would normally contain no more than 200 items with community libraries containing between 10-30 items or an alternative number which can meet the aims of the collection.

Community Libraries may market their Hot Picks Collections as 'Top Ten' or 'Top 20' collections to reflect the reduced numbers of items able to be marketed in this way in smaller communities.

5 Housing

Hot Picks are housed in prominent positions near the entrances of the libraries. In order to enhance the attraction of this collection, sufficient shelf-space is allowed for items to be displayed facing outwards.

6 Valuation

Valuation for insurance purposes is revised regularly. Lending collections are depreciated at the rate of 20% of the purchase price over five years. Heritage collections are not depreciated and are undergoing valuation in 2008-2010.

7 COLLECTION MANAGEMENT

Hot Picks are managed by two Collection Specialists – one with responsibility for the fiction collection and one with responsibility for the DVD collection. The magazines are managed by the Serials Librarian. Responsibility for these collection areas could be rotated amongst Collection Specialists over time.

7.1 Selection Tools

- Suggestions from the Collection Development Team
- Onsite visits to local bookshops
- System Purchase Alerts
- Trade, library, general, and special interest magazines – print and online
- Publishers' and booksellers' catalogues – print and online
- Publisher's websites
- Online newsletters e.g. Booksellers' Brief
- New Zealand National Bibliography
- Titles on approval from local suppliers

7.2 Selection Guidelines

- It is imperative that the Hot Picks shelves always look fresh, current, and varied. Items are withdrawn from the Hot Picks Collection when their peak of popularity and condition has passed.
- The Specialist responsible for the collection must monitor the issue statistics each month, withdrawing non performing items when necessary.
- The Collection Specialist constantly monitors the market to be aware of current tastes, trends, and heavily promoted items (in the media).
- Other Collection Specialists and Advocates are expected to assist by suggesting titles which they predict would meet the collection's aims.
- Because the collection must always be well stocked with current items, the selector visits local bookshops at least once a week to view and purchase new titles.
- Efforts are made for new titles to be added to the collection within two days of their appearing on the shelves of local bookshops.
- All items in the Hot Picks Collection should be in excellent condition and where condition has been compromised a replacement copy should be purchased if demand still warrants the item's place in the collection.

7.3 Deselection

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- Collection Specialists responsible for the collection monitor the issue statistics each month, withdrawing non performing items when necessary.

8 Formats

- Materials are chosen in a variety of formats, including printed books, magazines and audiovisual items.
- Items should range from light reading/viewing to more intellectually demanding works with some material appealing to younger patrons where demand is exceptional eg. Harry Potter.

9 Acquisition and Purchasing

- An annual budget is allocated for this collection with resulting revenue expected to at least match this budget. The financial performance and usage of the Hot Picks Collection will be evaluated at least annually to ensure that the collection objectives are met.
- The rental charges for Hot Picks items will be set as part of the Annual Plan Process.

10 Standing Orders

Not applicable

11 Donations

Not applicable

12 Preservation and Repair

Items in the Hot Picks Collection are processed with removable labels so that they can easily be re-processed to enter other lower rental or free collections.

13 Review

This policy will be reviewed within five years.

Endorsed by the Senior Management Team, 22 January 2008.