



Impact of NC LIVE on Serials Collection Development

By: Nancy Newsome & Gillian (Jill) D. Ellern

Abstract

Presentation about serials collection development at WCU and the impact NC LIVE may have on it. The talk was mostly about the WCU periodical use study, the subsequent advent of NC LIVE and what this means to the library's periodical use study, the creation of an MS Access serials collection development database and the reports generated from it, and the future directions and uses of the database. This presentation talks about how WCU approached collection development and doing a periodical use study, as well as how the library staff thinks NC LIVE fits in.

Newsome, N., & Ellern, G.D. (1999, March 4). *Impact of NC LIVE on Serials Collection Development* [Presentation]. NC Serials Conference, Chapel Hill, North Carolina.

Archived version from NC DOCKS available at: <http://libres.uncg.edu/ir/wcu/listing.aspx?id=37408>.

WESTERN CAROLINA UNIVERSITY
Impact of NCLive on Serials
Collection Development



NC Serials Conference
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Nancy Newsome
Jill Ellern



Outline

- History of Use Study
- Advent of NCLive
- MS Access
- Collection Development Reports
- Future Directions and Uses



History of Use Study

- Collection Development at WCU
 - Review Process
- Decision to do Use Study
 - Plans/Goals

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Collection Development for Serials

- 3-year cycle
 - Periodical Review session with Faculty
 - Cost and inflation info

Past CD projects

- Math and CA index cancellation
 - Use of STN database
- Chemistry and Physics periodical offer
 - Canceling journals and replace with Uncover
- Support of Communication Disorders
 - Unlimited Uncover
- Ed.D. program's only journal support
 - Unlimited Uncover and Reveal

Why Do a Use Study?

- Management of periodical collection
 - Relevant to needs of students, faculty, community
 - Budgetary concerns
- Answers to questions
 - Which titles received no use
 - Which titles receive use of only current issues
 - Which titles most heavily used



How We Did Our Use Study

- Getting ready
 - III database
 - Staff and procedures
 - Data collection tools to be used
- Data gathering process
- Use of data collection tools



Barcoding Project

- Creation of item records
 - One for each bound item
 - Current unbound items given single item record
- Joint effort between Cataloging & Serials
 - Began Spring '97 (about year to complete)
 - Started study with all barcoded except some microfilm collections and Ref/Index

Use Study Parameters

- Time table
 - 2-year study
 - Began Spring semester 1998
 - Statistics collected by semester
- Use of III a primary data gathering tool
- Use of MS Access database for reporting

Partners Needed for a Use Study

- Circulation Unit
- Consulting Statistician
- Systems Librarian or a database manager
- Computer Center or support personnel
- Serials Unit

Circulation's Part of Use Study

- Getting Circ Staff ready to gather data
- Changes in reshelving procedure
 - This meant wanding each piece
 - more staff to handle increase duties
 - another workstation in circulation's area
 - Training and orienting
 - especially for those items without barcodes
 - educating staff

Circulation's Workflow Changes

- Material gathered from tables, etc. and taken to Circulation sorting area
- Each piece counted using the “Count IN-LIBRARY use” function
 - Current issues
 - Exclusions
- Material reshelved

Consulting Statistician

- Worked with a statistics professor at university
 - Some ideas on what data to collect
 - Some ideas on the layout of the data fields
- To work with you after real data has been collected

Systems Librarian

- Knowledgeable in database management systems and database structure
- Responsible for
 - Knowing the software
 - Creation of database, loading new data, reports generation, programming, problems



Computer Center

- Helped us decide on database software to use (MS Access)
- Technically supported MS Access
 - Troubleshooting and problem solving
- Offered basic training workshops





Serials Unit

- Identifying data needed to download
- Correcting problem information
- Coming up with report ideas
- Clean-up



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Advent of NCLive into the Use Study

- Happened after use study started
- What does it mean to the Collection Development process?
 - Data collection
 - Report generation
 - Degree of impact



NCLive Impact

- How much of a factor is it?
 - Stability of titles
 - Search engine for all databases
- What new doors of opportunity opened?





What We Did

- Incorporate NCLive data
 - Holdings data in Excel
- Linking holdings data to Use Study data
- Reports generated with data
- Use of these reports in collection development process



NCLive Wish List

(Ideas to Make It More Useful)

- Subject access for each title in our database
- Some indication of each title's
 - Audience
 - Content level
 - Usefulness over all
- Use or hit counts statistics
- OCLC #

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Data-Gathering Process

- Downloading
- Massaging and cleaning up
- Importing to MS Access
- Connecting data elements
 - Queries, data structure, relationships
- Using MS Access to create reports
- Added data directly

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Types of Data Gathering

- Semester use data from III
- Yearly collecting other data from III
- Collection Development data

Gathering Use Data from III (Each Semester End)

- Record the zero use titles
 - Create a list of bib records for this
 - Use III's canned statistics
- Create a list of items
 - IUSE > zero and location is WCU's
 - Data needed includes bib number, volume field, IUSE and LOC fields from item record
 - Sort by bib number

Downloading Procedures

- Using IFTP from FileSave
 - Move it to a local PC using FTP software
- What data and how it's formatted
 - Separate data by locations
 - All in one file

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What we want data to look like

```
b16940568      v.8 (1976)    1  cpbgf      Sp98
b16940568      v.14 (1980)  1  cpbgf      Sp98
```

Bnumber **Volume** **Use** **Location** **Semester**

- Tabs delimited

Massaging and Cleaning Up Data

- Retrieve into MS Word
- Search and Replace
- Fix multi bib problems
- Add Semester data
- Add field names to top of columns
- Save as text
- Retrieve into MS Excel
- Check then Save as Excel worksheet

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Cleaning Up after Successfully Downloading

- Resetting IUSE to zero for all item records
- Deleting the many transfer files
 - III and local
- Deleting create lists
- Backing up database

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Collecting other Data from III

(Yearly)

- Cost/price information
- Department assignments
 - Done once and may not do it again

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Data Collected Only for MS Access database

- Departmental Information
 - Full department name
 - Number of students, faculty
 - Department representative
- Departmental Codes Used by Library
- Subject headings used to describe serials

Tables in MS Access

- Title
- Use
- Price
- Department Info (Department code key)
- Department Assignments
- NCLive (Shelf list title key)
- Subject (Shelf list title key)

Major Indexing of MS Access

- Most tables are indexed by the Innopac bnumber
 - That is the bibliographic number assigned by the library system software (NOT the OCLC number)
- Shelflist title indexing

NCLive Table

- Presented unique problems
- NCLive is indexed to title table by Shelflist title field
 - no bnumber or OCLC #
 - of 8059 records only 1097 matched exactly
 - 475 record COULD match but needed to have corrections to match Shelflist title field

Subject Table

- Will have some of the same problems that NCLive table has
 - Indexed by Shelflist title
 - Possibly use file created by Reference
 - Word document
 - Has 65+ subject headings
 - Not yet loaded
- Possibly linking with NCLive data

Problems Encountered So Far

- Sorting reports by title
 - Had to add a “Shelved As” field (not use 245)
- Multiple bib records attached to one item
 - Make massaging data challenging
- Adding new bib numbers to database
 - Have to keep track of new titles added to III
 - Add them directly into the database by hand
- Dividing by zero (creating functions)
- Shelflist title matching

Clean Up Projects

- Price
 - Still problems with combinations and memberships
- Zero (Null) entries for reports
 - Price and Use
- NCLive title info matching
 - fixing by hand

Collection Development Reports

- Total Use for calendar year
- Total Cost for the calendar year
- Cost per Use for all departments
- Full-text NCLive - paper use of these titles
- Marginal Use titles
- Departmental info (including titles)

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Future Uses of the Data

- Printed List of Periodicals
- Subject List of Periodicals
- Possibility of posting data to the Web
 - MS Access makes this easy
- Other reports - be creative