Collection Development Policy: Goizueta Business Library

Prepared by: Susan Klopper, Director, Goizueta Business Library
Revision Cycle: Every two years
Most Recent Version: July 19, 2023

Collections Policy Overview

The development, curation, and stewardship of research, practice-based, career and professional development business collections are essential services that the Goizueta Business Library (GBL) provides to the Goizueta Business School's faculty, students, staff, and alumni in pursuit of their research, pedagogical, and career-attainment goals. GBL's collection development policy allows for sufficient flexibility to reflect new areas of scholarly dissemination and output and trends in pedagogy, as well as the ever-changing scholarly communications ecosystem They provide guidance in making collection decisions that reflect the research, teaching and learning requirements and trajectories of both the Business School and the broader Emory community. In addition, GBL's collections support greater university initiatives and missions, such as artificial intelligence and diversity, equity, inclusion and belonging, with a focus on business-related materials. When appropriate, these policies reflect collection development decision-making and processes embraced by other Emory libraries.

General Subject Areas

GBL's collections cover the spectrum of business disciplines, including accounting, corporate strategy, decision sciences, economics, entrepreneurship, finance, global business management, the health sector, marketing, operations management, business analytics, and organizational behavior. Acquisitions also focus on key business issues in the curriculum the apply across all disciplines, such as leadership, ethics, sustainable enterprise, social responsibility, artificial intelligence, and DEI. The collection additionally includes subjects tangentially related to business as need or demand arises. Collection acquisitions will continuously change and grow to reflect shifts in the Goizueta Business School's programs and respective curriculum, student career attainment goals and the job marketplace, as well as cross-Emory business research needs.

Purpose and Foundational Principles

The purpose of this policy is to articulate best practices for building and maintaining Goizueta Business Library collections, all formats. On a practical basis, GBL attempts to leverage access to content through purchase, consortia and collaborative acquisitions, and interlibrary loan whenever possible to accommodate realistic fiscal constraints and other limitations.

GBL's team of business librarians are each assigned liaison roles aligned with GBS' academic areas; throughout the year, they participate in decision-making and assessment processes for the business collections, including making purchasing and weeding recommendations for their respective areas. The

team is very small and highly collaborative, and all the business librarians engage with faculty and students across all of the academic areas and related business disciplines. One-off recommendations are shared with GBL's Director for further discussion and final decision. The team works together to tackle departmental projects that focus on evaluating current and future collections.

Designated Communities

The primary community for GBL's collection building is the Goizueta Business School's students, faculty, and staff; this may also include non-GBS Emory students are who taking cross-listed GBS classes. Collection decisions additionally reflect academic research, classes, and clubs, and initiatives at Emory but not necessarily specific to GBS.

Guiding Principles

Following are the guiding principles that inform GBL's collection-building and management:

Commented [MOU1]: In no particular

- Deliver valued collections to the GBS community by using our expertise, resources, and systems to support research, teaching, and learning needs in order to support the school's priorities, as well as the business-focused needs across Emory communities-at-large
- Build, steward and sustain a knowledge and information management ecosystem (i.e. expertise, content, and technology) that seamlessly delivers what our users need, when and where they need it
- Collect and curate collections in a variety of formats that reflect the transnational, interdisciplinary, and cross-cultural approaches of the academic departments and programs at Emory University
- Remain flexible to support new and developing areas of research
- Leverage collections and funding opportunities through collaboration across Emory libraries, and internal and external strategic partnerships to optimize informed collections decision-making and processes
- Appreciate the demands placed on essential technical services (acquisitions, metadata, and electronic and continuing resources)
- Support financially open access initiatives, both locally and (inter)nationally.
- Facilitate and leverage access to other local Emory collections, as well as to other peer institutions and partnerships with national organizations and collaborative initiatives (e.g., print retention agreements and joint e-purchasing)
- Provide input to other library services that provide virtual and physical access to our collections (i.e., Access and Core Services)

Commented [MOU2]: Note specific libraries

- Support licensing principles that emphasize openness, transparency, and ease of access for our users
- Foster the acquisition of resources that address otherwise unarchived histories and underrepresented groups, on the grounds that capturing diverse points of view creates more complex and unbiased collections.

Diversity Statement

The Libraries at Emory University, including the Goizueta Business Library, commit to the building, maintenance, and assessment of collections that align with the teaching and research needs of Emory. These collections should represent and respect the diverse and multiple experiences of our ever-changing communities, as expressed in the [ALA Cultural Competency Standards (Standard 4](). As noted in *Diverse Collections: An Interpretation of the Library Bill of Rights,* "a diverse collection should contain content by and about a wide array of people and cultures to authentically reflect a variety of ideas, information, stories, and experiences."

Emory Libraries' collections in all formats should address diversity of thought and experience and represent a wide range of perspectives and viewpoints. We acknowledge that intentional and deliberate attention to the values of social justice require frequent and continuous re-evaluation of this collection to ensure the inclusion of historically marginalized perspectives. We further realize that as stewards of the historical record, both scholarly and popular that we aspire to incorporate the input of those creators whose works we hold and the communities they represent. Finally, we recognize the need to provide an inclusive, equitable and accessible experience to our communities.

We recognize that contemporary collection building works within a broader political economy of information providers and consumers and often leads to inequities in information access. We strive to address the systemic inequities and hierarchies that have traditionally been part of academic library collecting. We embrace and support alternative methods, such as [open access,]() that may run counter to this informational ecosystem. We further support expanding acquisition channels to engage with alternative suppliers and vendors, when possible.

We support and honor the mission of the university in embracing critical inquiry and engagement with our past, present, and future, both at Emory University and within the world around us. As librarians and academics, we provide an array of tools and offer guidance and expertise in understanding, disseminating, and contextualizing our collections.

Formats and Publication Types

When possible, there is a preference for electronic access over print (e.g. such as databases, ebooks, audiobooks, etc.). Faculty will always be consulted when appropriate to ensure that accessibility of research collections is in alignment with business scholarly communication and dissemination. GBL will always take into consideration evolving research needs, space constraints, and economic considerations when making collection decisions.

Criteria and Considerations for Purchase of Electronic Material

Consistent with the Woodruff Library, there are a number of general criteria and considerations that GBL prioritizes when assessing digital content for purchase, including: (1) cost, (2) uniqueness of content/duplication of content elsewhere, (3) authoritativeness, (4) relationship with print holdings,

(5) quality of interface and content display, (6) accessibility and discoverability (e.g., availability of MARC records for collections accessible to all of Emory), (7) availability of robust usage statistics, (8) IP-authentication and EZ-Proxy functionality, (9) use of content (limitations on printing, viewing, and downloading should be minimized), and (10) Interlibrary lending.

GBL subscribes to established licensed terms on fair use, privacy, and transparency as elucidated in ASERL licensing principles.

Journals
The majority of the business academic journals are licensed as part of larger packages, most of which are managed by the Woodruff Library. E-journals are preferred over print, provided that the publisher meets the criteria as set up by the Moving Beyond Paper initiative, started in 2007 ranging from whether content online meets or exceeds that in print and archival rights which grant perpetual access to the volumes/years subscribed. In making recommendations, library staff also consider additional factors such as usage and the ease of accessibility.

Backfiles for existing print archives may be purchased, when funds allow, to provide better accessibility of journal content, even when this content exists in print form in the library's Library Service Center. Rather than deaccession print journals, preference is to move these to the shared Library Service Center. Per LSC policies, duplication with existing print runs at LSC should be minimized.

AV and Streaming Video
While an infrequent need for GBL, we would likely work closely with the Woodruff Library and follow its policies specific to collections in these formats.

E-Books
GBL has a preference for purchasing e-books and audiobooks over print titles; Overdrive is the platform of choice but not exclusively. When appropriate, GBL will consult Woodruff Libraries general best practices for e-book purchases as well as its best practices for EBA and DDA plans. At times, some business titles will be purchased as part of Woodruff Library's e-Book packages.

Other Materials (Textbooks, Data, Specialized Software)
- **Textbooks:** In general, GBL does not purchase textbooks. Exceptions might be made for a small number of e-textbook titles in a few areas, such as finance and real estate, that are heavily relied on by students for interview preparation.
- **Data:** As a general practice, GBL does not purchase datasets as part of its collection of business information. Rather, it relies heavily on ECDS' repository of datasets and its expertise in supporting data services. GBL does benefit from Emory Libraries' licenses for text and data mining.

Support for Open Access

The Goizueta Business Library, as part of the larger Emory Libraries community, values the advancement and promotion of OA by helping users discover OA materials in our collection and supporting OA publishing efforts of Emory-affiliated authors and the greater research and publishing community. Emory Libraries' provide support for new models of open access publishing and dissemination that benefit Emory users and the scholarly community in general, including transformative agreements reducing costs to our users in article processing charges for open access publishing. Emory Libraries currently have five read and publish agreements in place to benefit researchers across the university, and support various other open access initiatives. These OA materials enhance and complement traditional resources that are purchased/owned, leased, or created by the library. Initiatives are reviewed and assessed on a regular basis, using criteria established in the separate Open Access Collection Development Policy.

Methods of Acquisition

When GBL does purchase print materials, it strives to take advantage of the Emory libraries' approval plans, of which GOBI is the primary for English language materials. In addition to library mediated and generated-purchases via firm orders, the library participates in several demand-driven plans and evidence based acquisition plans for e-books and streaming video. For audiovisual materials, we also depend on several media approval plans, individual distributors, as well as streaming video aggregators, such as Kanopy.

A concerted effort is in place to assess and review alternative, non-mainstream methods of acquisition of all formats, through the identification of small presses and independent vendors so as to diversify the collection and privilege and engage with marginalized knowledge producers and expression.

Collaborative Collection Building

When appropriate, the Goizueta Business Library actively collaborates with other libraries on campus to purchase business collections. As interest in business, as seen in faculty research, classroom projects, student clubs, entrepreneurship pitches, and more has become embedded across Emory's campus, partnering with other Emory Libraries successfully enables expanded content access and more efficient use of material budget funds.

GBL also benefits from Emory Libraries' memberships in consortia and partnerships. Following are a few examples:

- Library Service Center (LSC): The LSC is a partnership between Emory Libraries and the Georgia Tech Libraries that establishes shared physical collections between the two libraries and allows patrons to access these print collections.
- GALILEO: Emory's membership in ARCHE provides access to a large suite of academic databases (e.g., Academic Search Complete, Historical Abstracts, etc.), and over 200,000 academic e-books via ProQuest and EBSCO, the former of which are heavily used by Emory patrons. Emory

also participates in consortia licenses for several journal packages, including Elsevier, via GALILEO. Emory Libraries' involvement in GALILEO has been reassessed several times with a positive return on investment.

- Center for Research Libraries and NERL (Northeast Research Libraries): Emory librarians suggest and help prioritize new collections for acquisition by CRL for the broader scholarly community. In addition, CRL negotiates a significant number of licenses and discounted pricing for library members, in addition to NERL from which Emory patrons directly benefit (e.g., New York Times, Wall Street Journal, large journal packages, etc.).

- HathiTrust: is a partnership of academic and research institutions, offering a collection of millions of titles digitized from libraries around the world. The HathiTrust Emergency Library, a temporary service of HathiTrust, allowed remote users to have access to digitized content of unavailable materials in the Library's Stacks. HathiTrust also provides an Accessible Text Request Service to users with special needs who are affiliated with member universities or libraries.

Assessment

Assessment of the use of GBL's business resources is an integral element of Collection Management. This data provides us with essential insights into the nature and use of our materials and ensures that we are effective stewards of collection funds. Assessment takes on a number of related forms:

- **Survey data & Focus Groups**
- **E-Resource usage data from vendors and local data (proxy data).** Usage data from vendors is an essential component of collections assessment and is routinely kept and reviewed to make decisions on. Logs from EZProxy are anonymized and mined to determine use by a myriad of patron characteristics, including school, program, student level, etc. The Library has also availed itself of external services, such as Unsub, on a case by case basis.
- **(Physical) Circulation data**
- **Citation Analysis**
  - Leveraged for journal package renewals and the viability (and marketing) of read and publish agreements.
- **Qualitative Data: Departmental agendas and programs, new faculty hires, graduate research trends, interviews with stakeholders, etc.**
  - Heavily leveraged by the business librarians, qualitative data can be especially important for informing decisions to purchase, renew or discontinue subscriptions for databases, journals, and more. Tapping into qualitative data helps to provide a more balanced perspective when the qualitative usage data may not tell the whole or most accurate story about the need for and use of a specific resource relative to its value to the business school' faculty research and curriculum, especially electives.

Material Reconsideration

The acquisition of library materials is guided by this established collection policy. The Libraries build, provide and steward contemporary and historical collections which include a diversity of viewpoints and experiences, and, in doing so, encourage critical and thoughtful discourse and engagement with multiple perspectives. We are cognizant that authors may misstate facts, reach erroneous conclusions, use offensive language, or may make claims that in fact or perception can be hurtful to other parties. However, their works remain part of the publication record. Librarians and library staff are not required to endorse the principles, ideas, opinions, or views of the library materials they provide. However, they do play an essential role in providing tools and guidance for addressing misinformation, dubious scholarship and bias.

The Goizueta Library follow's the Woodruff Library's general practice not to withdraw materials upon request. Rather than withdrawing the item, the Libraries may document and reference the objections raised regarding the materials, including adding any corrections, errata, warnings or notices about inaccurate information, to the catalog record or on the item itself. Some library collection materials are held under agreements that govern return, withdrawal, or destruction of those materials and these commitments will be upheld (e.g., Government Documents). Requests impacting gifts are covered under the Gifts-in-Kind Policy.

Objections to specific items in the collection should be submitted via this form. Review of the materials will follow a designated process and be communicated in a timely manner to the requestor.

Commented [MOU3]: Form link

Accessibility

The Goizueta Business Library strives to make its collections accessible to all users; when appropriate, we will work with the student and faculty members to ensure that course and research materials meet user needs.

Print
Most, but not all, ebooks held by the Emory Libraries are accessible in both PDF and HTML formats for reading and meeting accessibility requirements for screen-reading. The libraries have access to several options for acquiring accessible materials when not available for sale, which can only be shared with the individual student in need of the accessible copy. These options include services as Bibliovault, Bookshare, HathiTrust, or the Access Text Network. The Library will also work with direct with the publisher to acquire copies, if need be. GBL may also scan a copy of the work in question, if circumstances require. Some aggregators do allow for audio options for e-books (see ProQuest and EBSCO), which may be a preferred option for the student.