

Multimedia Collection Development Policy

Canterbury Campus, March 2015

Introduction

This policy covers the current Templeman Library collections, and is aligned with the strategic approach described within the overarching Collection Development Strategy.

For the purposes of this policy the definition of multimedia incorporates:

- **Visual resources** – still and moving image formats, including maps.
- **Audio resources** – sound formats.
- **Audio visual resources** - moving image and sound resource formats.
- **Multimedia resources** – formats incorporating a range of media, including audio, video, text and animation within an interactive e-resource.

The policy will be updated regularly to reflect new multimedia formats as these emerge.

Strategic Principles

The principles of the Information Services (IS) Collection Development Strategy for the Canterbury Campus will be applied to the multimedia collections to include:

Collaboration:

- With academic Schools
- With partner libraries and external information services
- With IS teams to ensure preservation of and enhanced access to multimedia content.

People:

- Engaging with academic Schools and the user community to understand and align the acquisition and management of multimedia collections with user needs.

Development:

- Applying collection management principles to existing collections and the development of collections with the aim of maximising access to multimedia content.

Availability, Accessibility and Use:

- Engaging with academics, Schools and students ensure use of multimedia resources.
- Test electronic sources for their ease of use.

Preservation of access:

- Ensuring stable and long-term electronic access to multimedia content is preserved.
- Acquiring replacements for damaged or irreparable material where necessary.

Value for money:

- Selecting formats that offer the best value for money.

Space:

- Compact storage will be optimised for physical collections.
- Considering the permanent withdrawal of physical equivalents, where long term electronic access to content can be guaranteed.

Acquisition

Multimedia materials will be acquired and managed, to support and enhance the learning, teaching and research activities of the University. This will be achieved in consultation and partnership with academic Schools.

This policy seeks to facilitate the development of a 'shared vision' for the strategic development of multimedia collections in consultation with the University community. Within this framework, the policy for acquisitions is a significant factor in ensuring:

- Responsiveness to meet increasing user expectations regarding access to multimedia content, via a range of purchase options such as on-demand streaming and patron (user) driven acquisition models.
- Scholarly information requirements are reflected and met by relevant, highly discoverable and accessible multimedia resources that are easily integrated into teaching, learning and research workflows.
- Equity of access to multimedia resources across a range of devices.
- An appropriate balance is achieved between resource quality, usability and accessibility, reflecting the context in which resources will be used, and thereby maximising value for money.

Where it is available, appropriate and enhances user experience:

- Electronic formats that are discoverable and accessible will be preferred.
- Content will be provided via electronically available resources where high quality, stable and ongoing access can be ensured.
- Electronic resources offering a range of licencing options will be preferred, thereby maximising access to multimedia resources for Kent's diverse user community at point of need.
- Resources from trusted distributors and publishers will be preferred.

To facilitate good decision making:

- Recommendations for purchase will reflect the teaching, learning and research requirements of the University community.
- The academic community will be consulted regarding multimedia requirements for learning, teaching and research, on an ongoing basis and as required.
- Patron (user) driven acquisition models will be promoted.
- The usability and accessibility of multimedia materials will be assessed prior to purchase.
 - Trial periods will be sought to enable effective consultation and gather feedback and ensure relevant stakeholders are fully informed prior to a final purchasing decision.
 - Stakeholders include:
 - Academic Schools, students and researchers
 - E-Learning
 - Student Support and Wellbeing
 - IS personnel including:
 - Library Collections: Academic Liaison and Collections Management.
 - Quality and Standards: Copyright and Licensing Compliance Officer.

Reading List guidelines for multimedia resources

For multimedia resources identified within reading lists, materials will be purchased in line with Reading List purchasing guidelines where possible, or in line with guidelines as agreed with individual Schools. Where access to multimedia content can be provided electronically through a stable, locally owned or subscription based resource, the purchase ratio will reflect this.

Accessibility and usability

The Library aims to provide inclusive services to the University community and is responsible for ensuring the multimedia resources it procures and delivers are usable and accessible.

To ensure an inclusive user experience:

- Products that deliver multimodal content, such as image and audio simultaneously, and offer maximum flexibility will be preferred;
- Alternative formats will be procured to complement existing resources, where teaching, learning or research requirements are identified;
- Academic Schools will be consulted on withdrawing or replacing legacy format multimedia collections, where accessibility is limited.

To facilitate good decision making:

- Accessibility for a diverse user community will be enhanced through the purchase of resources that deliver content as flexibly as possible through a range of features, including:
 - Transcripts/ captions for audio recordings;
 - Subtitles/ transcripts with additional key information;
 - Audio description for visually impaired users;
 - Visual equivalents to audio alerts.
- Purchasing guidelines above will be followed.
- Information from suppliers will be sought concerning accessibility features when required.
- Guidance issued by national and international advisory bodies specialising in this area will be consulted to inform purchasing decisions.

To enhance user experience within the Templeman Library building:

- Access to multimedia content will be maximised through the provision of flexible learning spaces.
 - Appropriate facilities and equipment required to access multimedia resources will be provided.
- New facilities and equipment may be required as new multimedia formats emerge.

Space

Physical items will be developed and stored according to the following principles:

- Low-use content held within supportable formats will be separated to higher density storage in an on-site, fetchable location.

- Content identified as low-use, and accessible within unsupported formats will be subject to the collection reviewing and updating principles outlined by this policy.

At item level:

- Where items form part of a 'parent' resource, and are integral to its experience, items will be co-located with the 'parent' resource in the appropriate location.
- Resources contained within individual storage will be treated as stand-alone resources.

Collection reviewing and updating

Existing multimedia materials and new acquisitions will be reviewed, updated or withdrawn on an ongoing basis in consultation with academic Schools. Wherever items remain in demand or continue to meet the teaching, learning and research requirements of the University community:

- An original master copy or best surviving copy will be retained where content is unique or irreplaceable;
- Replacements for damaged or irreparable material will be purchased where available;
- Format replacement will be considered dependent upon the availability of feasible alternatives;
 - Non-digital content will be considered for re-purchase where it:
 - Is commercially available;
 - Offers value for money.
- Format migration, including through digitisation will be considered where it:
 - Is legally permissible;
 - Is cost efficient, or where funding exists to facilitate the required work.

Preservation

Preservation will be considered for content that is required and does not meet the above criteria.

Format preservation options, care and responsibilities will be implemented in line with the guidance detailed in the P1228 Digital Archiving and Preservation Strategy; the Collection Development Strategy: Special Collections, and in consultation with the following stakeholders:

- **IS personnel including:**
 - Library Collections: Academic Liaison and Collections Management
 - Library Collections: Special Collections and Archives.
 - Quality and Standards: Copyright and Licensing Compliance Officer
- **Academic Schools**

Withdrawal policy

Following guidance from Liaison Librarians and in consultation with academic schools, withdrawals will be addressed on the basis of content and format. Resources will be considered for withdrawal where the:

Content:

- Is no longer relevant to the teaching, learning and research undertaken at the University;

- Experiences very low use and is digitally available.

Format

- Is no longer supportable or accessible;
- They are not covered by the Collection Development Strategy: Special Collections and cannot be feasibly preserved;
- Provides poor accessibility standards;
- Cannot be digitised.

Multimedia content which after consultation is agreed for withdrawal will be removed in line with the recommendations detailed in the **Stock Disposal Guidelines**.

Implementation and Governance

Academic Liaison Services will lead the implementation of this policy, reporting internally to the Library Management Group.

This policy will be subject to a 2 yearly review schedule, or as required to address emerging issues