

**Review Sources:**

*Library Journal (LJ)*. April 1, 2011. Volume 136 no. 6.

*Publishers Weekly (PW)*. April 4, 2011. Volume 258 no. 14.

*Booklist*. April 1, 2011. Volume 107 no. 15.

*The New York Times Sunday Book Review (NYT Sunday Book Review)*. Retrieved April 11, 2011 from <http://www.nytimes.com/pages/books/review/index.html>. (The print version was not available at my local library).

**Selections:**

| <b>Author, Title, Review Source</b>  | <b>Price</b> |
|--|--------------|
| Deb, Siddhartha. <i>The Beautiful and the Damned: A Portrait of the New India</i> . Reviewed in <i>LJ</i> , p. 69.   | \$26.00      |
| Pearl Jam. <i>Pearl Jam Twenty</i> . Reviewed in <i>LJ</i> , p. 70.  | \$35.00      |
| Calonius, Erik. <i>Ten Steps Ahead: What Separates Successful Business Visionaries from the Rest of Us</i> . Reviewed in <i>LJ</i> , p. 93.  | \$25.95      |
| Haff, Harry. <i>The Founders of American Cuisine: Seven Cookbook Authors, with Historical Recipes</i> . Reviewed in <i>LJ</i> , p. 102.  | \$38.00      |
| Roth, Carol. <i>The Entrepreneur Equation</i> . Mentioned in <i>PW</i> , p. 17.  | \$24.95      |
| Rios, Victor M. <i>Punished: Policing the Lives of Black and Latino Boys</i> . Reviewed in <i>PW</i> , p. 40.  | \$20.00      |
| Freeman, Danyelle. <i>Try This: A Modern Guide to Global Eating</i> . Reviewed in <i>PW</i> , p. 47.   | \$16.99      |
| Murkoff, Heidi and Mazel, Sharon. <i>What to Expect the Second Year</i> . Reviewed in <i>PW</i> , p. 48.   | \$15.95      |
| Orman, Suze. <i>The Money Class: Learn to Create Your New American Dream</i> . Reviewed in <i>Booklist</i> , p. 8.   | \$26.00      |
| Shriver, Maria and the Alzheimer's Association. <i>Alzheimer's in America: The Shriver Report on Women and Alzheimer's</i> . Reviewed in <i>Booklist</i> , p. 10.                                  | \$12.99      |
| <i>The Complete Guide to Greenhouses &amp; Garden Projects: Greenhouses, Cold Frames, Compost Bins, Trellises, Planting Beds, Potting Benches &amp; More</i> . Reviewed in <i>Booklist</i> , p. 9. | \$24.99      |
| Dixon, Jonathan. <i>Beaten, Seared, and Sauced: On Becoming a Chef at the Culinary Institute of America</i> . Reviewed in <i>Booklist</i> , p. 12.   | \$24.00      |
| Brinkley, Joel. <i>Cambodia's Curse: The Modern History of a Troubled Land</i> . Reviewed in <i>Booklist</i> , p. 16.  | \$27.99      |
| Schultz, Howard with Gordon, Joanne. <i>Onward: How Starbucks Fought for Its Life Without Losing Its Soul</i> . Reviewed in <i>NYT Sunday Book Review</i> .  | \$25.99      |
| Adiga, Aravind. <i>Last Man in Tower</i> . Reviewed in <i>LJ</i> , p. 67.  | \$26.95      |
| Fonda, Jane. <i>Prime Time: Creating a Great Third Act</i> . Reviewed in <i>LJ</i> , p. 69.  | \$27.00      |
| Mycoskie, Blake. <i>Start Something That Matters</i> . Reviewed in <i>LJ</i> , p. 70.  | \$25.00      |

|  |                 |
|--|-----------------|
| <i>The Family Handyman's Best Organizing Solutions: Cut Clutter, Store More, and Gain Closet Space.</i> Reviewed in <i>LJ</i> , p. 88. | \$14.95         |
| <i>Coastal Living Beach House Style: Designing Spaces That Bring the Beach to You.</i> Reviewed in <i>LJ</i> , p. 88.                  | \$24.95         |
| Gordon, Mary. <i>The Love of My Youth.</i> Reviewed in <i>NYT Sunday Book Review.</i>  | \$25.95         |
| Collins, Kate. <i>Night of the Living Dandelion: A Flower Shop Mystery.</i> Reviewed in <i>LJ</i> , p. 74.                             | \$6.99          |
| <b>Total</b>   | <b>\$496.59</b> |

**Rationale:**

Five hundred dollars is not a lot to spend on developing a library's book collection. Even by limiting purchasing to books for adults and excluding the areas of computers, audiovisual, bestselling fiction, and language materials, it was challenging to select a collection of books for the West Valley Branch of the San José Public Library on a \$500 budget and not feel like important materials were being overlooked or excluded. However, I did my best with what I was allocated, and here I will explain what led me to select the particular list of materials above.

Before I set out to select materials for this community, I researched the community demographics on City-Data.com (City-Data.com, n.d.) and Nielsen Claritas' PRIZM market segmentation Web site (Nielsen Claritas Inc., 2010). I focused my research primarily on the two zip codes (95117 and 95129) in which most of the users of this branch live but also looked at statistics for the four other zip codes (95130, 95008, 95070, and 95014) in which a smaller number of branch users live. My research confirmed much of the information that was provided in the assignment: the West Valley population is young, with many children in the community, and is made up of a large number of different ethnic groups. I also found that this community is relatively affluent as a whole, with average property values and 2009 estimated median household income in the community far exceeding those for the state of California as a whole (City-Data.com, n.d.).

According to the assignment, both the young and old are frequent users of the library (though less than 10% of the population is age 65 or older); about 75% of residents speak English, and the five most popular non-fiction subjects for adults are computers, parenting, business, career building, and home decoration/remodeling/cooking. Primary patron groups are described as “Seekers,” “How To-ers,” “Enjoyers and Builders,” and “Community Builders.” When selecting materials, I adhered to a demand-oriented philosophy. I believe that when collection funding is limited, as clearly it is here, as a selector in a tax-supported public library I must do my best to satisfy the needs and demands of the community. I strongly believe that materials such as classic literature and intellectual works occupy an important part of most libraries’ collections, and I don’t think that value and demand are mutually exclusive. Many library patrons seek out classic works, so the notion that those types of works are not in demand seems misguided. However, in this case, because of the limited funds I had to work with, and because not many works of a “classic” nature were reviewed in the current review sources, I focused more on contemporary works that would be most likely to be wanted and used by the community. I tried to adhere to Francis Drury’s philosophy of collection development, summed up by Evans (1999): “Select the best quality reading material for the greatest number of patrons at the lowest possible price” (p. 8).

Because of my demand-oriented approach, and because I knew that the selection of computer books, audiovisual, bestselling fiction and language materials lay outside the scope of my duties, I focused on selecting primarily non-fiction works in high-demand categories such as business, cooking, home and garden, parenting, and personal finance. I included some works, such as those by Jane Fonda and Maria Shriver, that would be of interest to older users, and works about the history and experiences of ethnic groups found in this community, such as

Asians, Latinos, and African Americans. I tried to select works that would appeal to both current library users and non-users, particularly those who do not fall into the categories of young or old but rather somewhere in between. For example, I selected *Pearl Jam Twenty* on the basis of its likely appeal to Generation Xers in the community who came of age at the height of Pearl Jam's popularity. I also tried to select works that would likely satisfy multiple categories of readers, such as Blake Mycoskie's *Start Something That Matters*, which would appeal both to readers interested in business and those "community builders" concerned with learning and civic engagement, and Danyelle Freeman's *Try This: A Modern Guide to Global Eating*, which would appeal not only to foodies and cooks but also to recreational readers and travelers. I did select a few works of fiction which were positively reviewed and seemed like they would not fall into the category of bestsellers, at least not immediately upon publication.

Cost was a factor that I considered in selecting materials. There were some books, particularly in the category of reference, that seemed like a good fit for this community's collection but which were simply too expensive to purchase. When your budget is \$500, it is very difficult to justify spending over \$100 on a single item, especially if it is one which may not even be used outside of the library. There were also some items that I considered selecting but decided against based on factors such as a spiral binding, which would not hold up well over the long term, or the fact that the item had been on the non-fiction bestseller list for several weeks (such as Timothy Ferris' *The Four Hour Body*) and would likely have already been purchased. I did not purchase multiple copies of any works mainly because of my limited budget. I understand the usefulness of purchasing multiple copies; as one user will generally check out only one copy of a particular title but might check out all the titles available on a certain subject, by purchasing multiple copies of the same title, more users might be served. In this case,

because of my limited budget, I thought I could build a stronger collection by purchasing only single copies of each title I selected.

Looking over my list of selections, I can't help but feel that there are important areas that I neglected. For example, I would have liked to have purchased some titles in local history; I also would have liked to have purchased more in the area of career development. I realize, though, that if I had purchased materials in those areas, it would have been at the expense of some other area of the collection. Because of the concentration of Russians and Persians in the community, I would have liked to have purchased materials on topics of interest to those groups; however, I did not find much in the review literature targeted toward those audiences, and while I did find some titles in Russian, I avoided selecting foreign language materials since they are centrally selected and outside the scope of my selection duties. Having completed this assignment, I realize now what a hard job selection can be, especially when working with a limited budget and trying to meet the needs and demands of a diverse community. I can only hope that as I gain more experience in this area, I will develop and fine-tune my skill in selecting so that I can consistently make effective decisions for my community. And, if I find that materials I have selected do not circulate as well as anticipated, I will keep in mind the value and importance of learning from my mistakes as well.

### References

City-Data.com. (n.d.). *Stats about all US cities*. Retrieved from <http://www.city-data.com/>

Evans, G. E. (1999). Selection process: Theory. In *Developing library and information center collections* (3<sup>rd</sup> ed., chapter 4). Westport, CT: Libraries Unlimited.

Nielsen Claritas Inc. (2010). *Prizm*. Retrieved from

<http://www.claritas.com/MyBestSegments/Default.jsp?ID=20&SubID=&pageName=ZIP%2BCode%2BLook-up>