

Executive Summary
Communication Collection Assessment
 Submitted by Carley Knight
 February 2018

INTRODUCTION

The Communication collection is adequate to support the courses taught for the B.A. in Communication. Complete conspectus sheets and checklists are available upon request for a more detailed examination of the collection.

HOLDINGS

The Communication collection contains **6,176** titles in the P 87-99.6; PN 1990-1997; and PN 4001-5639 call number ranges, including 408 e-books. Total monograph expenditures for Communication from 2012-2017 were \$21,984 with 596 new titles added. These newer additions comprise 10% of the current Communication collection.

These numbers represent a snapshot of the collection, as titles are continually being added and withdrawn for collection maintenance and growth. These numbers do not represent additional titles available through e-book databases.

Classification	Subject Area	Library Holdings
P 87- 99.6	Mass Media Communication	978
PN 1990- 1997	Broadcasting and Motion Pictures	150
PN 4001-5639	Journalism	2,564
Total		6,176*

** These numbers indicate the complete Communication total collection for all classes.*

Monograph Expenditures for Communication

Fiscal Year	Amount
2012-2013	\$4,367.38
2013-2014	\$3,662.76
2014-2015	\$4,855.00
2015-2016	\$3,106.26
2016-2017	\$5,992.60
Total	\$21,984

PERIODICALS AND SERIALS

The Library has access to full-text journals available throughout the Library databases. There are over 500 journals available electronically through database subscriptions, which can be found in EBSCO's Publication Finder. The Serials expenditures in Communication for both print and electronic subscriptions and standing orders average **\$4,845.57** from 2012-2017 (see table below.)

Serial Expenditures for Communication

FISCAL YEAR	Total
2012-2013	\$5,313.76
2013-2014	\$5,459.93
2014-2015	\$4,842.11
2015-2016	\$4,851.65
2016-2017	\$3,760.42
Total	\$24,227.87

Expenditures for serials have migrated away from the individual subscription model to the aggregator database model. Dollar amounts spent on aggregator databases cannot be sub-divided into subject categories. For 2016/17, the amount spent on aggregated databases was \$205,145.15.

DEFINED ACCESS TO ELECTRONIC RESOURCES

Defined access points users to resources through menu options on the Library's homepage by linking the user to quality, highly relevant, electronic resources. Because the Library provides access to electronic journals, documents, e-books, and video databases along with integrated quality websites that encompass the area of Communication, the Library's electronic collection in this subject is adequate to support the curriculum.

A complete list of all of the Library's databases can be found in the A to Z Database Listing at <http://libguides.jsu.edu/az.php>. The A to Z List also subdivides databases by subject, providing a list of all Communication related databases at <http://libguides.jsu.edu/comm>. Additionally, the Communication 470 subject guide <http://libguides.jsu.edu/com470>, which is maintained by the subject specialist, provides a subject specific library guide for the Broadcasting, Com 470 class.

Through partnerships, such as the one with the Alabama Virtual Library (AVL), the Library is able to obtain more content. Resources provided to the Library by the AVL are designated with the AVL icon. Complete details are available in the full assessment, which is available upon request or at <http://bit.ly/2fyeMMU>.

Communication Collection Assessment

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INTRODUCTION

The Communication collection is adequate to support the courses taught for the B.A. in Communication. The Communication collection is central to the University curriculum, since it supports study for degree programs in Communication at the Bachelor's level. Complete conspectus sheets and checklists are available upon request for a more detailed examination of the collection.

HOLDINGS

The Communication collection contains **6,176** titles in the call number ranges located in the table below, including 408 e-books. Total monograph expenditures for Communication from 2012-2017 were \$21,984.00 with 596 new titles added. These newer additions comprise 10% of the current Communication collection.

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SUPPLEMENTAL SUPPORT

Communication is an interdisciplinary subject that extends beyond the boundaries of the discipline. Supplemental support for research includes a wide range of subject areas,

including the holdings in the related subject collections of Public Relations, Advertising, Communications Law, and Book Industries, and Trade.

Number of titles held for support subdivisions outside the Communication Classifications:

Classification	Category	Totals
HD 59-HD 59.6	Public Relations	93
HF 5801- HF 6201	Advertising	539
KF 4770- KF 5775	Communications Law	1,089
Z 116- Z 659	Book Industries and Trade	1,090

TITLES ADDED/TITLES PUBLISHED

Below is a comparison of the number of book titles added to the Houston Cole Library collection versus those made available for sale each fiscal year through GOBI.

Monographs Added Versus Published Comparison

Fiscal Year	Added to Collections P and PN	YBP New Titles Report ¹	Percentage
2012-2013	122	2,626	5%
2013-2014	102	2,951	3%
2014-2015	120	2,841	4%
2015-2016	100	2,978	3%
2016-2017	152	3,159	5%
Total	596	14,555	4%

CHECKLIST SUMMARIES

Bibliographies including *Choice's Outstanding Academic Titles (OATs)* and *Resources for College Libraries* were used to measure the quality of the Library's collection. In checking the bibliographies against the Library's catalog, the following percentages were revealed in the subject area of Communication.

Choice's Outstanding Academic Titles 2013-2017			
Year	Collected	Listed	Percent Held
2013	7	8	88%
2014	6	7	86%
2015	8	8	100%

¹ GOBI New Titles Report
https://www.gobi3.com/StaticContent/GOBIContent/YBP/Private/Help/Pages/newtitlereport_us.html

2016	4	4	100%
2017	8	8	100%
TOTALS	33	35	94%

<i>Resources for College Libraries 2012-2017</i>			
LC CLASS	Collected	Listed	Percentage Held
P, PN	357	409	87%

WITHDRAWALS

As currency of information is very important in the Communication collection, older books are withdrawn on a regular basis or as newer editions supersede them, and new books are ordered to fill gaps as curriculum requirements change. The table below shows withdrawals from the P and PN classifications.

Fiscal Year	P-PN Titles Withdrawn
2012-2013	6
2013-2014	208
2014-2015	198
2015-2016	6
2016-2017	188
Total	606

PERIODICALS AND SERIALS

The Library has access to full-text journals available throughout the Library databases. There are over 500 journals available electronically through database subscriptions, which can be found in EBSCO's Publication Finder at <http://bit.ly/2zO6DiD>. The Serials expenditures in Communication for both print and electronic subscriptions and standing orders average **\$4,845.57** from 2012-2017 (see table below.)

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The following indexes and bibliographies were checked against the Library's holdings for serial titles pertaining to Communication revealing the corresponding percentages:

Titles	Collected	Listed	Percent Held
Magazines for Libraries 23 rd Edition 2015	33	46	72%

DEFINED ACCESS TO ELECTRONIC RESOURCES

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Through partnerships, such as the one with the Alabama Virtual Library (AVL), the Library is able to obtain more content. Resources provided to the Library by the AVL are designated with the AVL icon.

SUMMARY

Strengths:

Total holdings, conspectus evaluation, and checklist comparisons indicate the overall Communication collection is more than adequate to support the curriculum. Of particular note on the conspectus worksheet are the holdings in the subject areas of Mass Media Communication with an increase of 26% and Television Broadcasting with an increase of 47% over the last assessment.

A review of the journal holdings reveals that the Communication collection is adequate to support the curriculum.

Weaknesses:

Total holdings, conspectus evaluations, and checklist comparisons indicate that the weakest areas of the Communication subject areas are: Semiotics and Non-Verbal Communication.

Recommendations:

The growth rate of the Communication Collection should be maintained in order to continue providing support for the B.A. in Communication. The monograph collection should be generally increased, based on budget, with a strong focus on core and outstanding titles. The periodical collection available via databases is substantial and should be maintained. The weak subject area (noted above) should also be addressed in future additions to the collection.