

Executive Summary
Communication Collection Assessment

Submitted by Tim Whittemore

March 2022

INTRODUCTION

The Communication collection is adequate to support the courses taught in the Bachelor's programs and in the minor program in Communication. Complete conspectus sheets and checklists are available upon request for a more detailed examination of the collection.

HOLDINGS

The Communication collection contains **10,775** titles in the P87-P99.6; PN1990-PN1999; and PN4001-PN5650 call number ranges, including **3,626** e-books. Total monograph expenditures for Communication from 2017 - 2021 were **\$27,407.61** with **973** new titles added. These newer additions comprise **9%** 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These numbers represent a snapshot of the collection as titles are continually being added and withdrawn for collection maintenance and growth.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
P87-P99.6	Mass Media Communication	1,115
PN1990-PN1999	Broadcasting and Motion Pictures	3,450
PN4001-PN5650	Journalism	2,584
Total		7,149

Monograph Expenditures for Communication

Fiscal Year	Amount
2017/18	\$6,774.50
2018/19	\$9,488.62
2019/20	\$4,870.12
2020/21	\$6,274.37
Total	\$27,407.61

PERIODICALS AND SERIALS

The Library has access to full-text journals available throughout the Library databases. There are over 1,100 journals available electronically through database subscriptions, which can be found in EBSCO's Publication Finder at <http://bit.ly/2zO6DjD>. The Serials expenditures in Communication for both print and electronic subscriptions and standing orders average **\$2,249.22** from 2017 - 2021 (see table below.)

Serial Expenditures for Communication

FISCAL YEAR	Total
2017/18	\$4,045.59
2018/19	\$3,947.27
2019/20	\$491.00
2020/21	\$513.00
Total	\$8,996.86

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. In 2020/21, aggregator databases totaled **\$284,984.85**, which came from the general fund.

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 <https://libguides.jsu.edu/az.php?s=26249>. Additionally, the Communication guide (<http://libguides.jsu.edu/comm>), which is maintained by the subject specialist, provides a list of and access to the resources specifically for this subject.

Complete details are available in the full assessment, which is available upon request or at <http://bit.ly/2fyeMMU>.

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INTRODUCTION

The Communication collection is central to the University curriculum, since it supports study for degree programs in Broadcasting, Public Relations, and Digital Journalism at the Bachelor's level and degrees in Communication offered by the College of Business and Industry. The collection also supports a minor in Communication along with the degree in their major field. The Communication collection is adequate to support the courses taught in the bachelor's program. Complete conspectus sheets and checklists are available upon request for a more detailed examination of the collection.

HOLDINGS

The Communication collection contains **10,775** titles in the P 87-99.6; PN 1990-1999; and PN 4001-5639 call number ranges, including **3,626** e-books. Total monograph expenditures for Communication from 2017 - 2021 were **\$27,407.61** with **973** new titles added. These newer additions comprise **9%** 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
HD59-HD59.6	Public Relations	220
HF5801- HF6182	Advertising	531
KF4770- KF4786	Communications Law	222
Z116- Z659	Book Industries and Trade	1,035
Total		2,008

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 Report¹	Percentage
2017/18	165	3,159	5%
2018/19	189	4,032	5%
2019/20	112	3,843	3%
2020/21	114	3,051	4%
Total	580	14,085	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.

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

Choice's Outstanding Academic Titles 2018-2021			
Year	Collected (P, PN)	Listed	Percent Held
2018	2	7	29%
2019	5	12	42%
2020	1	5	20%
2021	0	1	0%
TOTALS	8	25	32%

Resources for College Libraries 2018-2021			
LC CLASS	Collected	Listed	Percentage Held
P, PN	41	241	17%

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
2017/18	479
2018/19	107
2019/20	245
2020/21	2
Total	833

PERIODICALS AND SERIALS

The Library has access to full-text journals available throughout the Library databases. There are over 1,100 journals available electronically through database subscriptions, which can be found in EBSCO's Publication Finder at <http://bit.ly/2zO6DjD>. The Serials expenditures in Communication for both print and electronic subscriptions and standing orders average **\$2,249.22** from 2017 - 2021 (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
<i>Magazines for Libraries 28rd Edition 2019</i>	52	89	58%

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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 worksheets are the holdings in the subject areas of Broadcasting which has seen a 416% increase and Television broadcasts which has seen an increase of 153%.

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: Non-Verbal Communication and Journalism of Africa, Canada, Latin America, and Oceania.

Recommendations:

The growth rate of the Communication Collection should be maintained in order to continue providing support for the majors in Broadcasting, Public Relations, and Digital Journalism as well as the minor 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 areas (noted above) should also be addressed in future additions to the collection.