

Bundled Ordering

Librarians have a multitude of sources to utilize for recommendations when it comes to collection development. There are Choice Reviews, Kirkus, New York Review of Books, Amazon.com, and Resources for College Libraries, just to name a few. With the number of books being published from so many different publishers, it is often difficult to identify the most useful materials on any given subject at any given time.



So, librarians are often taking advantage of a package product made available by the Yankee Book Peddler company called the Core Titles.



The Core Title package is “designed and implemented...to aid academic libraries in assessing current collections and to allow smaller academic libraries the opportunity to benefit from participation with a seasoned vendor in collection development.” Yankee/Baker and Taylor, in an attempt to carry out their mission, selects around 1000 books each year it deems as “core” from the “over 50,000 new titles...published that have relevance to the academic market.”

(CORE website <http://www.ybp.com/acad/core1000cover.htm>)

ONE CORE TO RULE THEM ALL:

An analysis of YBP’s CORE 1000 product for collection development

Methods and Findings

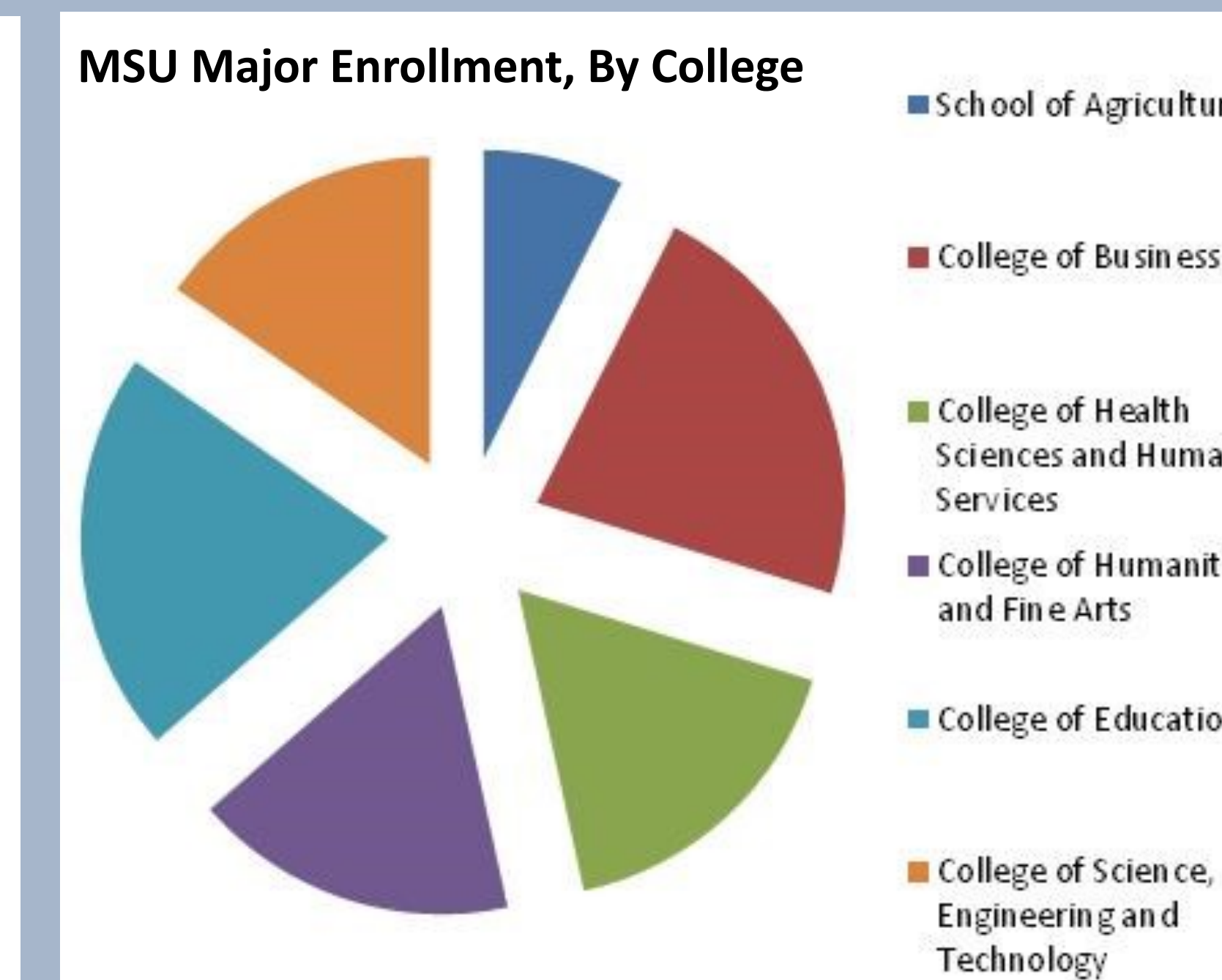
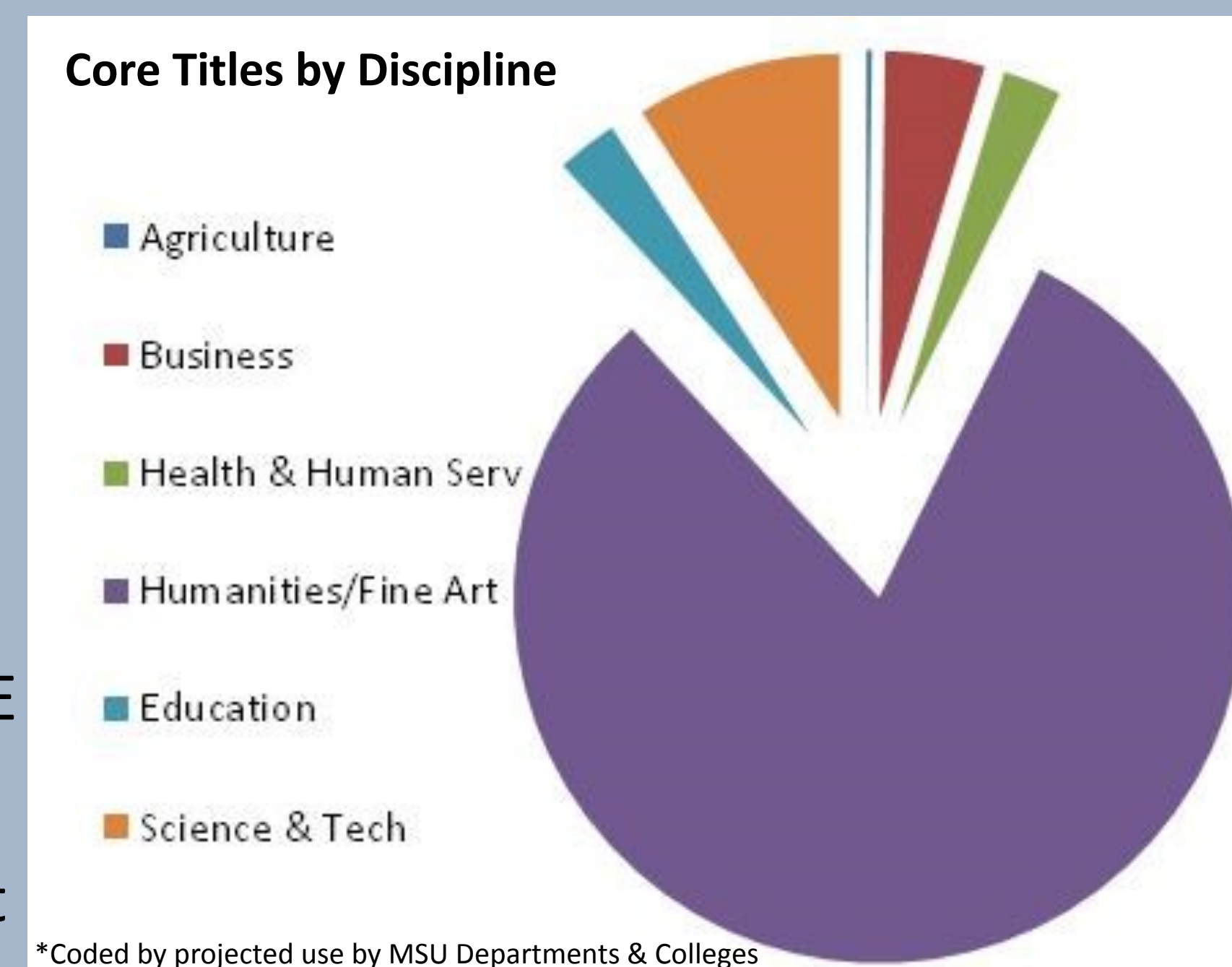
Four years of the Core 1000 Titles product were selected for analysis (2007-2010). Each title was tagged with disciplines within which the subject matter of the books would be utilized within regular study. Some titles had multiple disciplines associated while others had none. It should be noted that this was a subjective process.

The figures represented in the table above represent the number of titles coded into each discipline, as they would be used by MSU students and faculty. The number of titles coded was 3941 (not all CORE 1000 lists are 1000 titles).

The graphical representations show the comparison between the proportions of disciplines represented in the CORE 1000 titles and the actual major enrollment at MSU. The humanities and fine arts are grossly over-represented in these titles, while disciplines such as agriculture, education, and health are minimally represented.

This package, while is an excellent beginning point for collection development, but it fails to be an adequate “core” collection to a regional comprehensive university.

College/School	Departments and Disciplines	# of Core Titles in 4 years
Agriculture	Crop, Animal, Equine, Soil Sciences	11
Business	Accounting, Computer Science, Management, Organizational and Mass Communications, Economics & Finance	216
Education	Elementary, Secondary, and Special Education, and Educational Leadership	134
Health Sciences & Human Services	Nursing, Communication Disorders, Occupational Safety, Social Work and Criminal Justice, Wellness and Recreation	136
Humanities & Fine Arts	Art, English, Philosophy, Political Science, International Affairs, History, Psychology, Music, Foreign Languages, Sociology, Theatre	3854
Science	Biology, Chemistry, Engineering, Physics, Geosciences, Anthropology, Mathematics	440



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Definition of “agriculture”

In the four years worth of titles that were analyzed, the YBP/Baker & Taylor marked nine titles as being Agriculture. Here are those titles:

Days on the Family Farm: From the Golden Age through the Great Depression
Dirt: The Erosion of Civilizations
From Rainforest to Cane Field in Cuba: An Environmental History since 1492
Genetically Modified Diplomacy: The Global Politics of Agricultural Biotechnology and the Environment
Leviathan: The History of Whaling in America
Plant Breeding and Biotechnology: Societal Context and the Future of Agriculture
Prairie Fire: A Great Plains History
Seeds for the Future: The Impact of Genetically Modified Crops on the Environment
Starved for Science: How Biotechnology is being Kept out of Africa

While a few of these titles may be used by students and faculty in the agricultural disciplines, few of these are regionally relevant and most would be more likely used by students in government or public policy. The items tagged as “Science” by YBP are also overwhelmingly the history of science or biography.

Future & Moving Forward

Use evidence shows that these CORE titles tend to circulate more frequently and more quickly than titles selected by other means, so it is clear that these are quality titles. But in order to represent other disciplines, Murray State has already begun implementing the access-oriented model for e-books from EBL.



It is intended that titles in the CORE list will be included among the titles that are available for access, among titles available from publishers that focus on the sciences and applied sciences.