Building & Maintaining

World Language Collections
Archana Chiplunkar, Livingston Public Library
Hongmei Liu, Livingston Public Library
Linda Tripp, Somerset County Library System
The limits of my language mean the limits of my world.

Ludwig Wittgenstein
WL Collection Development/Management

Demographics & Patron Needs

Selection

Shelving/Promotion

Budget/Vendors

Cataloging

Deselection
Statistical Atlas.com

Census data made visual
Language Spoken at Home

% of the total population in NJ living in households in which a given language is spoken at home.

Source: Statistical Atlas
Demographics matter...
...but know your patrons
Livingston Public Library
18 World Languages

Korean   Marathi   Russian
Hindi     Vietnamese
Hebrew    Gujarati
Chinese

Spanish   Hungarian
French
Latin
German
Yiddish
Italian
Swedish
Danish

LIVINGSTON PUBLIC LIBRARY
10 Robert Harp Drive
Livingston, New Jersey 07039
973-992-4600
livingston.bccls.org
Livingston PL

Chinese Languages

- > 4,500 books
- > 1,000 DVDs, CDs & Books on CDs
- 29 magazines
29 Chinese Magazines
Planning the Budget

Going beyond demographics

➔ Foreign visitors
➔ Look at Circulation
Planning the Budget

➔ Languages with Non-Latin characters = larger circulation

➔ Prevalence of English in native country
Where to Purchase

➔ Foreign vendors may have too many items

➔ US vendors sort and eliminate books
Where to Purchase

➔ Vendors give you a limited book list
➔ More options going to bookstores
Vendors for Chinese - New York

<table>
<thead>
<tr>
<th>World Journal Bookstore</th>
<th>Xinhua Bookstore</th>
<th>Eastern Culture Bookstore</th>
</tr>
</thead>
<tbody>
<tr>
<td>世界书局</td>
<td>新华书店</td>
<td>东方文化事业公司</td>
</tr>
<tr>
<td>Flushing, NY</td>
<td>Flushing, NY</td>
<td>New York, NY</td>
</tr>
</tbody>
</table>
# Vendors for Chinese - New Jersey

<table>
<thead>
<tr>
<th>Timesbook, Inc.</th>
<th>Science Press USA, Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>时代图书</td>
<td>中国科技出版集团, 美国</td>
</tr>
<tr>
<td>Linden, NJ</td>
<td>Princeton Junction, NJ</td>
</tr>
<tr>
<td>Russian: Russian Publishing House Ltd.</td>
<td>French: Renaud-Bray/collectivites</td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>---------------------------------</td>
</tr>
<tr>
<td>Forest Hills, NY</td>
<td>Montréal (Québec)</td>
</tr>
</tbody>
</table>
# Vendors - Other Languages

<table>
<thead>
<tr>
<th>Spanish: The Bilingual Publications Company</th>
<th>Korean: Bandibooks</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York, NY</td>
<td>Flushing, NY</td>
</tr>
</tbody>
</table>
Selection

Best sellers in foreign countries may not align with American interests
Selection Focus

➔ Foreign born seniors & middle aged
➔ Balanced collection
➔ Ask vendors for a selection
Cataloging

➔ OCLC
➔ SkyRiver
UnCataloging

- Use WorldCat.org as reference for Call#
- Book title/author in notes
Displaying WL Materials

➔ Shelf-end displays for popular titles

➔ Booklists for new titles
Promoting WL Materials

Community events

➔ Newcomers’ Picnic Day
➔ Diversity Day
➔ Chinese New Year Celebration
➔ National Night Out
Promoting WL Materials
Promoting WL Materials

➔ WeChat
➔ Facebook
➔ Library newsletter & flyers
➔ New book list on library web
Livingston Indian Language Collection: Gujarati & Hindi

➔ Magazines
➔ Bollywood DVDs
➔ Books
➔ Special Media
Magazines

➔ Vendors: Butala; EBSCO
➔ Add/Drop: 1 x per year
➔ Budget: $1000-1500
➔ Shelved together in Magazine area
Gujarati Magazines

Stree, Chitrakekha, Mumbai Samachar (newspaper)
Hindi magazines

Sarita Grihashobha
Manohar Kahaniyaan
Bollywood DVDs

➔ Local Supplier: Movie Time Video
➔ Bimonthly selection/ordering
➔ No set budget
Bollywood DVDs

➔ Cataloged in BCCLS
➔ Shelved separately
➔ Labeled “Bollywood”
Books

➔ Vendor: Multicultural Books and Videos

➔ 2-3 lists for selection
Books

- Budget: $200-300
- Uncataloged (not in BCCLS)
- Listed on library website
- Shelved in WL area
Special Media

➔ Music CDs
➔ TV series
➔ Gujarati/Marathi DVDs
Special Media

➔ Select/order from Movie Time lists
➔ Budget: $200
Special Media

➔ Cataloged in BCCLS & listed on library website
➔ Shelved in WL area
Publicity and promotion

➔ Displays
➔ Book lists on website
Publicity and promotion

→ Indian Social & Cultural Association

→ Flyers distributed at multicultural events
Challenges

➔ Shelving and space issues
➔ Low usage: patrons are proficient in English
Somerset County Library System

Books
DVDs
Music
Magazines
Newspapers
SCLSNJ: 21 World Languages

Chinese, Spanish, Hindi, Russian, Gujarati, French, Tamil, German, Korean, Bengali, Italian, Urdu, Japanese, Polish, Arabic, Telugu, etc.
Biggest Challenges

➔ Vendors
➔ Cataloging
➔ Collection Maintenance
Books - Adult

Vendors

➔ Multicultural Books & Video
➔ Baker & Taylor
➔ Local stores
Selection

- 1-2% of materials budget
- Choose from vendor-provided selection lists
- Set budget amount and have vendor select titles
Selection

Order parameters:

→ MARC records required
→ Duplicate Check
→ Backorder if Not in Stock
Selection Considerations

➔ Patron requests
➔ Donations
➔ Quality
➔ eBooks?
Vendor Issues

➔ Quality of websites varies widely
➔ Out of stock items
➔ Desired format N/A
➔ Online vs. local
Cataloging

➔ MARC records
➔ Uncataloged
➔ Staff doesn’t speak the language, now what?
Shelving

➔ Dedicated World Language area
➔ Shelved by language
Shelving

➔ Labels
➔ Media with print or separate
Books - Children

- Spanish, Chinese, Gujarati, Hindi, Urdu
- 6-7% of Juvenile materials budget
Vendors for Children’s WL

➔ Multicultural Books & Videos
➔ Baker & Taylor
➔ Lectorum
➔ Capstone Publishing
➔ Rosen/PowerKidsPress
WORLD LANGUAGE MAGAZINES
Magazines/Newspapers

- Vendor: WT Cox
- Add/Drop: 1 x per year
- Budget: Varies ($10,000)
- Shelved together in Periodicals
## SCLSNJ WL Magazines

<table>
<thead>
<tr>
<th>Language</th>
<th>Count</th>
<th>Magazines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td>9</td>
<td>Chinese National Geography; Crown; Family; Fiction Monthly, Heath; October; Reader; Reader’s Digest; Sino Monthly New Jersey</td>
</tr>
<tr>
<td>Spanish</td>
<td>7</td>
<td>Cocina Facil; Cosmopolitan de Mexico, Futbol Total; GQ Espana; Men’s Health Mexico; National Geographic en Espanol; People en Espanol</td>
</tr>
<tr>
<td>Russian</td>
<td>1</td>
<td>Novyi Mir</td>
</tr>
</tbody>
</table>
## SCLSNJ WL Magazines

<table>
<thead>
<tr>
<th>Language</th>
<th>Count</th>
<th>Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gujarati</td>
<td>4</td>
<td>Chitralekha; Grih Shobha; Navneet Samerpan; Saras Salil</td>
</tr>
<tr>
<td>Hindi</td>
<td>3</td>
<td>Grih Shobha; Kadambini; Sarita</td>
</tr>
<tr>
<td>Marathi</td>
<td>1</td>
<td>Saras Salil</td>
</tr>
</tbody>
</table>

## WL Newspapers

<table>
<thead>
<tr>
<th>Language</th>
<th>Count</th>
<th>Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td>1</td>
<td>Shih chieh jih pao = World Journal East</td>
</tr>
<tr>
<td>Spanish</td>
<td>1</td>
<td>El Diario/La Prensa</td>
</tr>
</tbody>
</table>
Promotion/Marketing

➔ School ESOL events
➔ Multicultural events
Collection Maintenance

➔ Size vs. Scope
➔ Staff doesn’t speak the language
Top 5 Adult:
Spanish, Chinese, Russian, Korean, Hindi
Juvenile WL Collections in NJ Libraries, from Survey Respondents

Top 5 Juvenile:
Spanish, Chinese, Korean, Russian, French
Survey Results

More than half spend < 5%
Survey Results - Determining Languages

Methods Used to Determine Which Languages to Collect
Survey Results

Q6. Cataloging/MARC Records

- In house/language specialist
- Consortium
- In house/non-language specialist
- Vendor
- Other
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