Objective

How to build a print and audiovisual collection on a reduced collection development budget.

Results

1. We identify 55-60 works per year, which have been authored by a Cleveland Clinic member. Over the past 5 years, $28,438 worth of books were donated, or an average of $5688/yr. Our average return of request was 50-60%.
2. Our instructional technology offerings were updated through IT donation for a $1,000 value.
3. Audiovisual board reviews were updated in 3 specialties at fifty percent of cost through publisher negotiations or $2,000 savings.

Background

The library identified low cost opportunities to help supplement the growth of the collection. These three areas were soliciting new educational technology media from appropriate department, institutional authors and editors donations, and publisher negotiation.

Methods

1. The library actively solicits newly published works from institutional authors. Professional staff members are required to donate a copy of their work per the Cleveland Clinic professional staff manual. Our library does not buy any items authored by Cleveland Clinic authors. The library solicited help from influential clinicians who asked their publisher for a donation copy.
2. The IT department was asked to donate instructional material for Microsoft office suite programs.
3. Librarians negotiated with publishers and vendors to acquire materials at a discount or reduced price.

Summary/Future Actions

The library received $31,438 in supplemental print and media through this process.
Recently, the Education Institute chairman added the power of his office and began soliciting Cleveland Clinic authors/editors for a donation. We are seeing early results that this is pumping up our donation numbers.
We have begun to highlight the “donated” works on the Kiosk in the library.

Annually, we solicit donations from retiring/departing staff in the staff newsletter. We hope to send a personal letter to each departing member about our donation program. These are some additional ways we will be endeavoring to supplement our board review book collection as well as our historical and Cleveland Clinic author archives.