



# Ford Library Collections Policy

## General Purpose

### Mission

Ford Library collections primarily support the research, teaching and curricular needs of faculty and graduate students in all programs at the Fuqua School of Business at Duke University. Ford Library collections also support faculty and students of Duke University as they relate to the business disciplines. Finally, Ford Library collections support greater university initiatives and missions such as climate change research and increased focus on diversity, equity and inclusion with a focus on business-related materials.

### General Subject Boundaries

Ford Library collections cover the spectrum of business disciplines, including accounting, corporate strategy, decision sciences, economics, entrepreneurship, finance, global business management, health sector management, marketing, operations management and organizational behavior. Acquisitions also focus on key business issues in the curriculum, such as leadership, ethics, global business management, sustainable enterprise and the social responsibility of business. The collection includes subjects tangentially related to business as need or demand arises.

### Endowed Collections

The Dorothea F. Peterjohn Leadership Collection is maintained as a [browsable e-collection](#) in the Ford Library and is part of the Dorothea F. Peterjohn Leadership Library. The Peterjohn Leadership Library is, in turn a part of the Fuqua/Coach K Center on Leadership and Ethics (COLE), and serves as a vibrant resource for information on leadership and ethics for academics, practitioners and students.

Dr. M. Lee Barnes, Jr. (Fuqua '95) and Christy Barnes provide an annual endowment to support data and database acquisitions and renewals, and our library's Data Resources Room is named in their honor.

The library also contains the [J. Gregory Dees Memorial Collection](#), created in honor of former Fuqua professor, Greg Dees.

## Types of Materials Collected

### Databases and research resources

Ford Library supports business-related research interests, partnering with faculty, with other university departments, and with Duke University Libraries, to provide school and campus-wide access to research data or

working to facilitate data acquisitions for research projects. Ford Library supports the school's educational goals with subscriptions to both general and subject specific resources that faculty and students use throughout the curriculum.

### Academic journals and periodicals

The collection consists of top tier academic journals as determined by impact factor and other key bibliometrics, magazines of interest to business professionals and titles that assist graduate students in their professional job search, with a priority placed on subscriptions that support the educational and research mission of the Fuqua School. The number of students or faculty who may benefit from a certain title also factor in the selection decisions. This collection is reviewed and updated annually to reflect shifting internal research focus, usage and changes in a journal's reach and impact. Ford's journal subscriptions are selected to avoid duplication with Duke University Libraries' resources.

### Books

Ford Library collects books in a variety of formats including print, electronic, and downloadable audio and on Kindle devices. In addition to the circulating collection, Ford Library maintains a non-circulating reference collection under the direction of the Associate Director/Manager of Public Service. As with other collections, an emphasis is placed on acquiring materials that meet the needs and interests of Ford's primary users.

### Special Collections

In addition to traditional library materials, Ford provides a number of special collections including recent commercial-release DVDs, strategic and cooperative boardgames, and the Dorothea F. Peterjohn Leadership Collection.

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### Collection Management

#### Databases and research resources

Databases are reviewed year-round as their renewal dates approach. These resources are evaluated for cost efficiency and ongoing need. Cost control is a factor in the decision process, and it is accepted practice that resources are not renewed on brand recognition or reputation alone. Resource usage statistics, along with recommendations from reference librarians, drive renewal decisions. Reference librarians also recommend new resources based on faculty and student demand. Library leadership also monitors emerging trends in business and business education. New resources go through a trial period prior to their addition to the collection to ensure that they meet the needs of the Library's patrons and are within budget guidelines.

## Academic journals and periodicals

The journal collection is re-evaluated frequently following the principles of dynamic stochastic programming as journal publishers continue to revise their business models. In order to control cost increases and realize cost savings, Ford Library will frequently collaborate with Duke University Libraries on multi-year package deals with major academic journal publishers for campus-wide electronic access to the broadest possible selection of scholarly journals. Usage statistics are routinely collected in-house and from journal vendors. Cost data is also collected and each journal is evaluated on a cost per use basis, which informs the Library's decisions about renewal or cancellation. While cancellation is often contingent on multi-year deal terms, journals that are not considered top tier and have a cost per use that is significantly greater than the Library's benchmark, based the comparative cost of purchasing individual articles, are generally not renewed.

Electronic subscriptions are preferred over print when access, cost and licensing issues are considered. For journals in the top tier, the Library subscribes to both electronic and print copies for archival purposes, assuming the additional cost of the print copy is 20% or less than the cost of the electronic. If the cost of the print copy is more than 20% of the cost of the electronic, the Library subscribes to the electronic format only.

For journals outside of the top tier, the Library subscribes to electronic format only. The Ford Library values transparency with Fuqua faculty in decision making about journals. Suggestions for improving the collection are always welcome. Faculty members are invited to send their comments to the Faculty Dean or to the Ford Library Director.

## Books

Ford Library focuses its book collection on current and popular, as well as scholarly business titles, in addition to titles of specific interest to the Fuqua community, including English and foreign language learning, travel, and computer software guides, with an emphasis on current research needs. The Library purchases these titles in a variety of formats including print, online, and online audio. The Library also purchases titles for curriculum support, and on a limited basis, for course reserves, which may include up-to-date textbooks for limited circulation. Generally, the Library purchases single copies of titles in print, and in simultaneous multi-user online format where available and within cost guidelines. Additional copies may be purchased in response to demand. Books are weeded based on condition, with review for possible replacement, or stored off-site based on circulation.

## Special Collections

**Board games** – the Library maintains a small board game collection in collaboration with the Fuqua Student Gaming Club for checkout. This collection is highly focused on strategy and teambuilding games that support business education. The Library consults with students on selecting titles for this collection. Board games are weeded based on condition.

**DVDs** – the Library continues to maintain a small circulating DVD collection. This collection was initially funded by a previous dean of the business school. It is not at present actively updated due to the trend away from end-user optical drive ownership, declining use, and the increased availability of licensable online streaming video, or individual user subscriptions to video streaming services

**Audio Books (on CD)** – this small collection is no longer actively updated. There have been no titles added since 2020, and it is anticipated that it will be deaccessioned in the near future due to the Library’s shift to online streaming audiobooks.

**Dorothea F. Peterjohn Collection** – see above. This collection is funded by a generous ongoing gift from the Peterjohn family. Titles in this collection are purchased in both print and electronic format and are directly related to leadership.

All materials and resources in Ford Library are actively managed to meet the ongoing and changing needs of its individual patrons, the Fuqua School of Business, and the greater Duke University community. Ford Library’s collections are vibrant and evolving to meet the needs of the School and the University. This policy document reflects the nature of the collection and is reviewed annually.