

National Cheng Kung University Guidelines for Collecting Multimedia Audio-visual Materials

Approved at the Library Affairs Meeting on 06.21.2005

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I. National Cheng Kung University Library (hereinafter referred to as the Library) has formulated its guidelines in accordance with the NCKU Library Collection Development Policy, as its foundation for acquiring multimedia audio-visual materials.

II. Multimedia audio-visual materials refer to the following items:

1. Items that require the use of multimedia facilities/equipment at the Library Media Center, such video recordings, audio media, visual media and interactive media.
2. VOD, audio-visual databases and other web-based audio-visual materials and any accessories.

III. The regular budgets for purchases of multimedia audio-visual materials are as follows:

1. The allocation of annual budget for multimedia items is divided among purchases of the Library, professors' course reserves, readers' recommendations and digital audio-visual resources. Materials that are subscribed again after evaluation will be regarded as part of the core collection that requires reserved budget.
2. Departmental budgets, including regular and additional budgets, which can be utilized for purchases of audio-visual materials recommended by the related department.

IV. Purchases made with the Library budget

1. Purchases made by the Library

A. VOD materials

- (I). The materials purchased or from donations and stored in the Library VOD system are mainly selected by the Library, which excludes readers' recommendations. For donations please refer to Article VII.
- (II). Purchases of VOD materials must be VOD versions or those with rights granted for duplicates and web transmissions through. The extent to which such items are open to the public is subject to copyright authorization.
- (III). VOD materials such as teaching aids for education degrees and language learning that are for the use of the faculty, staff and students of the University shall be recommended by the relevant units and purchased with the related unit's budget.

(IV). Assessment principles for new subscriptions

- (1) Price.
- (2) Data formats.
- (3) Whether there are physical materials attached.
- (4) The duration and scope of use authorized.
- (5) Hardware and software required in related to the current system and campus internet network.
- (6) Quality of the products.
- (7) The content is informative, educational, cultural, or recreational and meets the listening comprehension levels of the University undergraduates.

(V). Assessment principles for continuing subscriptions

- (1) Rate of use.
- (2) Price.
- (3) Cost effectiveness.

(VI). Assessment principles for canceling subscriptions

- (1) Lack of budget.
- (2) Low rate of use.
- (3) Low cost effectiveness.
- (4) Cannot be supported with current facilities/equipment.
- (5) Replaceable.

B. Audio-visual databases are selected by the Library, and user recommendations are not accepted.

(I). Assessment principles for new subscriptions

- (1) Price.
- (2) Accurate, comprehensive and innovative content.
- (3) Whether they can replace physical materials covering the same topic.
- (4) Whether the data transmission and broadcast quality is stable.
- (5) The modes of use and management.
- (6) Contract and authorization issues.
- (7) Library support equipment (space, human resources, hardware and software).
- (8) Superior databases of the same kind.
- (9) Rate of trial use.
- (10) Providing methods for permanent use.

(II). Assessment principles for continued subscriptions

The rate of use, price and cost effectiveness takes priority when considering whether to continue a subscription, in addition to the other assessment principles.

(III). Assessment principles for canceling subscriptions

- (1) Lack of budget.
- (2) Low rate of use.
- (3) Low cost effectiveness.
- (4) Replaceable.

C. Online audio-visual materials

- (I) The materials are purchased by the Library, and user recommendation are not accepted.
- (II) The assessment principles for new, continued and canceled subscription are the same as those for audio-visual databases.
- (III) Online learning courses for individual needs are not included.

D. General audio-visual materials

Depending on the budget, materials shall be purchased in the order of the following topics:

- (I) Science and technology.
- (II) Acclaimed films and documentaries.
- (III) Art and classical music.
- (IV) Language learning.
- (V) Management and social science.
- (VI) Geography and travel.
- (VII) Sports and recreation.
- (VIII) Humanities/history and biography.
- (IX) Others.

E. Subscriptions to language learning periodicals with accessories will be made according to the budget and the rate of use.

F. Apart from materials on language tests, materials on other types of certified exams will not be collected.

G. Periods for recommending materials

- (I) Scheduled recommendations: every March and July, depending on the budget
- (II) Non-scheduled recommendations: in accordance with teachers' recommendations for teaching and research purposes.
- (III) Before mid-October each year, the recommendations shall be completed depending on the remainder of the budget.

2. Professors' course reserved audio-visual materials

Media Services Division shall control the budget to purchase professors' course reserved

audio-visual materials each year. After filling out the “Application Form for Rush Purchase”, the Acquisitions and Cataloging Division will make purchases accordingly.

3. User recommendation

A. Applicable to: the faculty, staff and students of NCKU.

B. Principles:

- (I) NCKU faculty, staff and students can log on to “Suggest a Purchase of Library Materials” system and select “General users” to make a recommendation.
- (II) The maximum budget for each individual recommendation is NT\$3,000. The recommendations will be evaluated by the Media Services Division for purchase decisions and replies will be issued by the Acquisitions and Cataloging Division. Recommendations that have been accepted will be processed by Acquisitions and Cataloging Division for purchase.
- (III) If the recommendation is categorized as teaching and research materials, it will be referred to the related departmental unit for purchase.
- (IV) The recommender has priority to use the materials first. When the materials arrive, the recommender will be notified by the Library.
- (V) When the cost of a recommendation exceeds the maximum amount, the Library will evaluate its value to the collection, and if approved it will be put on the purchase list and then purchased depending on the budget. However, as the cost exceeds the maximum amount, the recommender is not entitled to the first use.

V. Purchases with departmental budget

1. Budget and acquisition procedure

The multimedia audio-visual materials purchased with departmental budget, except for VOD materials, audio-visual databases, online audio-visual materials, shall be processed in accordance with "National Cheng Kung University Library Operation Regulations for Acquiring Books and Other Materials".

2. VOD materials, audio-visual databases and online audio-visual materials

- A. VOD materials, audio-visual databases and online audio-visual materials recommended by the departments shall be evaluated based on the assessment principles stated in Article IV. If approved, the departments will be granted additional budget for such purchases.
- B. Materials that require continued subscription should be confirmed in September of each year by filling out the confirmation form.

VI. Exchange and Donated Materials

1. Collection Principles for Donated and Deposit Materials

The collection principles for donated and deposit audio-visual materials shall be processed in accordance with "National Cheng Kung University Library Operation Regulations for Acquiring Books and Other Materials " and follow the rules stated below:

- A. When the information is current (such as brochures), it will not be collected by the Library.
- B. Government publications that are not authorized for public performance shall keep the letter sent from donated units as basis for uses.
- C. Should be able to be used on current facilities/equipment.
- D. Digital materials take priority over other format materials.

2. Processing Principles for Donated and Exchanged Materials

The processing principles for donated and exchanged audio-visual materials shall be processed in accordance with "National Cheng Kung University Library Operation Regulations for Acquiring Books and Other Materials ".

VII. Multimedia audio-visual materials produced or published by the University

1. Scope of collections

- A. Speeches or conferences held at the University, which includes NCKU Forum, speeches given at the Medical College, Library seminars, and so on.
 - B. Recorded distance learning materials.
 - C. Brief introductions of the University.
2. After obtaining authorization of copyright holder, materials that are not published officially will be converted to the Library VOD system for readers to use, and physical materials will not be collected.
3. Distance learning courses offered in the immediate semester will be kept in the VOD system and the courses offered in the final semester will be stored on a CD-ROM.

VIII. Departmental purchases

- 1. Multimedia audio-visual materials purchased by each department shall acquire public performance versions and obtain public performance license. However teachers' own purchases of audio-visual materials are not governed by this.
- 2. VOD materials, audio-visual databases and online audio-visual materials purchased by the department shall be managed and maintained by the respective department. Those that require the management of the Library shall be evaluated based on the assessment principles

stated in Article IV.

3. Materials delivered for registration should follow "National Cheng Kung University Library Operation Regulations for Acquiring Books and Other Materials".

IX. Details not stated clearly in the guidelines are subject to governance of the NCKU Library Collection Development Policy. Any disagreement or controversy shall be discussed at the Library Affairs Meeting.

X. These guidelines and their revisions are in effect subject to the approval of the Library Affairs Meeting and submitting to the Library Committee.

*These guidelines are enacted in Chinese, which shall prevail in case of any discrepancy between the English translation and the Chinese original.