IFN617 MANAGING AND ORGANISING COLLECTIONS

GRAPHIC NOVEL COLLECTION DEVELOPMENT PROPOSAL



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1.0 EXECUTIVE SUMMARY

This report provides an extensive outline for the integration of a new Graphic Novel (GN) collection within the already well-established catalogue of the Logan City Council Libraries (LCCL). Logan City has a population of 313,785 citizens who represent a diverse group of cultural backgrounds, age groups, educational backgrounds and socio-economic demographics.

The LCCLs across the region have seen a decline in membership in young adult (YA) patronage which has allowed for librarians to evaluate the relevance of the current collection and what additions can be purchased to entice younger readers to return to the library. In recent years, there has been a resurgence in the popularity of GNs as a valuable literary genre, specifically in the YA audience, and can assist in engaging reluctant readers. Acquisition of titles for the collection will be guided by the LCCL Collection Development Policy and a range of scholarly literature. Selection criteria to also assist in guiding acquisitions will also be applied to titles to ensure relevance, quality, interest, connection and engagement.

The collection will be populated with a range a popular and award-winning, fiction and junior titles to appeal to a wide range of readers and reading abilities. The collection will be displayed in a high traffic area of the library to facilitate ease of access and ensure visibility. To engage users and encourage their interaction with the collection, library staff will engage a range of marketing and promotional methods such as competitions, press releases, social media announcements and visually attractive displays surrounding the collection and entry to the library. The collection will be evaluated on a regular basis, but will follow a three-year plan incorporating a user-centred and physical assessment approach while also engaging the users in the process to allow for ownership of the collection across the community.

Based on the analysis of user needs and scholarly literature and the application of policy, the report recommends:

1. LCCL develops a GN collection to appeal to the needs and demands of the intended users. Users of the library span across a range of age groups, and will appeal to users already engaged in the format, but it is recommended that the collection have a heavy focus on YA readers.
2. LCCL builds a collection that is populated by a diverse range of genres within the GN format.
3. LCCL provide for access to the collection across a range of delivery formats including but not limited to eBooks, audio texts, merchandise, websites (blogs).
4. LCCL embeds a GN specific policy statement into the existing collection development policy to address the specific qualities of the format.

5. LCCL evaluates the strength, quality and value of the collection on a regular basis according to the three-year plan to allow for continued growth.
6. LCCL provide for continued acquisition of titles on a regular basis for the collection to maintain relevance and appeal to audience
7. LCCL provides viable feedback avenues to users to allow for acquisition suggestions to enhance the collection.
8. LCCL work with the broader community such as schools, local retailers and community groups to promote the collection.

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2.0 INTRODUCTION

Logan City Council Libraries (LCCL) is dedicated to servicing the information and entertainment needs of the community of which it serves (Agee, 2005). This report provides further opportunity for the LCCL to address this through a theoretical justification and framework for the development of an extensive and high quality graphic novel (GN) collection to be embedded in the already existing catalogue. The purpose of the report is to establish the intended user to assist in the selection of titles for the collection. Identifying the user allows the collection to address their needs and therefore ensure it connects more effectively to readers. The process of identifying the user and their needs will also allow for the LCCLs to promote the GN collection and attract potential new users, specifically within the YA age group.

The scope of the report covers the process, methods and tools required to build an effective and high quality GN collection that will add value for LCCLs and address the needs of the intended user. The report discusses and outlines:

- The collection
- Selection criteria applied to titles
- The formats available for users
- The plan for future growth
- The methods for evaluation of the collection
- Enhancing access
- Marketing and promotion
- Weeding and deselection

GNs are a specific format and as such, specific terminology has been derived. Key terms used throughout the report are:

- Graphic Novel – *a work of fiction or non-fiction that tells a story using comic strips and is published as a book (https://www.merriam-webster.com/dictionary/graphic%20novel)* .
- Manga – *Refers to Japanese comics, usually produced in black and white and serialised in thick digest-sized volumes (Hall, 2013, p6).*
- The 'Big Two' – Comprises of titles published by the two big companies: Marvel Comics and DC Comics (Hall, 2013, p6).
- Sequential art – A form of art where content is presented in a series of artistic items positioned in a specific order to convey its message or effect, such as a comic strip (http://www.yourdictionary.com/sequential-art)

A range of scholarly articles have been reviewed and applied in the writing of this report. Goldsmith (2005) provides an abundance of questions to explore when developing,

selecting, maintaining, displaying and promoting the collection which were applicable to the LCCL context. Weiner's (2010) collection of essays relating specifically to the value of GNs in libraries ensured a depth of research and academic reviews were applied to the development of the collection. GN enthusiasts who are librarians were also considered as valuable contributors to the selection process. Hall's (2013) guide to GNs for librarians was essential to the development of this report and the selection process of titles for the collection. A key piece of literature in the field of library collection development and management is the work of Agee (2005). Guidance for evaluation of the collection was derived from this text and assisted in developing the three-year plan for maintenance and evaluation of the collection.

3.0 BACKGROUND

3.1 LOGAN CITY COUNCIL LIBRARIES

The Logan City Council provides nine library facilities across the region to address the diverse and evolving needs of their users. Each location provides a range of services and facilities that aim to make a difference in the community through enabling the growth of creativity, literacy and learning (DL Membership Booklet, 2017). The current collection is supported by a Collection Policy Document that ensures that users are provided with access to resources that meet the educational, information, recreational and cultural needs of the community (Logan City Council, 2017). Each facility is supported by professional librarians and volunteers with a vast knowledge and interest in the collection to also ensure that members are kept abreast of new materials, able to request and are provided with regular newsletters (http://loganlibraries.org/facility/logan-central-library/). Fundamental to the collection and the Library network in Logan City is the 139,652 members, representing 45.24% of the region's population (http://loganlibraries.org/facility/logan-central-library/). These members are categorised into Adult, Junior and Home Library membership which provides the data for library staff to evaluate monthly. As membership of users grows, so to do the needs of the users and their access to the collection. To address ongoing growth in interest and information access, the library offers a range of content in the categories of fiction, non-fiction and reference texts that incorporate:

- Traditional text format
- Digital texts (e-books, e-magazines, e-newspapers, etc)
- Audio books
- DVDs
- Online learning tools

(Logan City Council, 2017)

The scale of these formats within the framework of the libraries provides the necessary technologies and facilities to ensure that the integration the GN collection will be accessible to all patrons, while also enticing potential new users. This is reflected in the LCCL Collection Development Policy which recognises the value in continued evaluation of the collection and allows for all mediums to be indoctrinated into the collection to ensure flexibility in meeting the changing needs of the city of Logan (Logan City Council, 2017).

3.2 BROADER ORGANISATIONAL CONTEXT

The LCCL is a web of nine libraries, interconnected physically and digitally. Members have access to the collections of all nine facilities and are able to request material through inter-library borrowing services (http://loganlibraries.org/facility/logan-central-library/). This access is facilitated through in-person requests or through the on-line borrowing facility – a

service that allows members to collect requested items from the closest facility to their home.

The Queensland State Library is also a part of the LCCL context to allow members to access material not available at one of the nine facilities in Logan, such as books in languages other than English, through their public lending collection (Logan City Council, 2017).

3.3 THE COLLECTION

The focus of this collection is on the GN format, across a range of genres including Manga, Superheroes and popular/best-selling literary titles to appeal to the membership categories of Adults, Young Adults and Juniors, in both the fiction and non-fiction catalogues. The GN collection will initially be integrated into the existing collection at the Logan Central campus and will consist of 47 core titles, with the intention to spread across other campuses as the collection evolves in the future. These titles will be accessible to patrons through a range of reading mediums including traditional texts, e-readers, mobile devices and computers.

GNs are a format spawned from the popularity of comic books in the early 1900s. Defined as, “sequential art” (Weiner cited in Lavin, p32, 2013) which consists of, “juxtaposed pictorial and other images in deliberate sequence, intended to convey information and/or to produce an aesthetic response in the viewer” (McCloud cited in Lavin, p32, 2013). The narrative is considered as dynamic, where there is constant reference between image and text where both address the concern and the literacy needs of the reader (Goldsmith, 2005). With the combination of both image and text, the GN collection will appeal to today’s readers who are a visually driven generation whose literacy skills differ to previous generations of readers.

GNs are now recognised as a valid literary medium that broaden the range of literacy modalities, engage readers in social issues and provide access to the literary world for readers who have been challenged by traditional texts. They have now been established as a popular literary format with a generation of visually literate readers (Gavigan, 2014). Gavigan (2014) and Goldsmith (2005) both acknowledge the justification for the integration of GNs into a library collection, stating that understanding the popularity and potential of GNs will provide for an increased engagement with the library and circulation. The GN collection at LCCL is an opportunity for the library to demonstrate their understanding of their evolving and diverse community and allow for patrons to interact at their level and interest with a popular format that reflects their visual world (Lyga, 2004).

3.4 THE USER AND THEIR NEEDS

Public libraries are recognised as diverse organisations that work to serve their community’s interests and specific needs (Muthu & Veerapandi, 2013). Great public libraries aim to know, understand and serve their user through connection to the materials provided in the collection (Lankes, 2016). As mentioned earlier, the LCCL services 139,652 members across a

broad spectrum of age, gender, social class, educational and multi-cultural backgrounds. In order to ensure that the collection Is appealing to these users and their needs within the library context, it is essential to define and understand who will access and continue to access the materials provided.

3.4.1 THE USER IN THE COMMUNITY

The LCCL is situated in Logan City, a large local government electorate in South-East Queensland, with a population of 313,785 residents (Logan City Council, n.d.). Logan is identified as a young city, with the median age being 33 and 31% of the population aged under 20 years old.

The 2016 census data identifies 215 different ethnic background, making Logan City a multicultural city (Logan City Council, n.d.). The data outlines that 27.3% of the population was born overseas with 13.8% from a non-English speaking background (Logan City Council, 2016, p23). While numerous cultures are represented in the community, 77.8% of the population speak only English, while 2.9% identify as not being proficient in English (Logan City Council, 2016, p23). There is no dominant foreign language represented in the data, the more dominantly spoken language (Samoan) accounts for 1.4% of the population (Logan City Council, 2016, p28).

Educational background and the socio-economic profile of the region also provide insight into the user within the community. The data suggests that there is a high level of unemployment and educational retention rates within the region. Since 2011 there has been in increase in year 10 (36.4%) school leavers, while 46.8% completed year 12 or equivalent according to the 2016 Census data (Logan City Council, 2016, p38). Employment direction and attainment is often a reflection of educational qualifications. In Logan however, unemployment is at 5.56% compared to the national unemployment rate of 5.90% (Logan City Council Economic Profile, 2017). This data provides valuable information indicating that the population of Logan City are engaged in education and employment and place value on an increased involvement.

The age, education and employment profile of the region demonstrates the need for a GN collection at LCCLs. The dominant reading age group of GN enthusiasts identified as 45 and below (Hall, 2013). As Logan represents a young population, it is evident that a GN collection will benefit and address the needs of the current and potential new readers.

3.4.2 THE USER IN THE LIBRARY AND THEIR NEEDS

The user is defined as any person accessing the library, either physically or online. A user can be identified as a learner who is seeking personal enrichment (Schmidt, 2016). Defining the user in the LCCL context for this collection encompasses who they are and what they need (Wilson, 2000).

Essentially, the fundamental characteristic of the GN collection user at the LCCL is interested in accessing GNs for education, literacy, information or recreational purposes. The user is not only an existing member of the library, but also a potential new member. Due to the broad appeal of GNs in the reading community and their potential to entice reluctant readers, the user of this collection is defined as anyone who crosses through the doors of the library or accesses the catalogue online, however with specific emphasis on YA readers and reluctant readers. As such, the developers of this collection needed to consider the wide range of skills, knowledge, interests, needs and desires (informed by census data – see section 3.4.1) when selecting materials.

The needs of the user are as broad as the users themselves, as GNs have no boundaries and large scale appeal for readers (Weiner, 2010). In developing this collection, the following needs were essential considerations:

- Engagement or connection
- Knowledgeable staff (of GNs and the collection)
- Ease of access
- Education/information
- Visual appeal
- Literacy development
- Collaboration
- Connection

(Goldsmith, 2005; Heaney, 2007; Lankes, 2016)

The needs of the user were influential in the development of this collection, however the wants of the user were also considerations:

- Entertainment
- Social engagement (other GN readers/users)
- Discussion
- Comfort

4.0 COLLECTION DEVELOPMENT PROCESS

4.1 METHODS FOR SELECTION

The methods and tools used for selecting materials for the GN collection were initially informed by the Logan City Council Library Collection Development Policy (2017). The document provides the general criteria for the development, selection and management of library resources (Logan City Council, 2017). Within the established framework of the policy, the general criteria (a, b, c (v, vii) and h – see appendix four) assisted in planning for the collection. The delivery or format of the resources to patrons was also guided by the policy. However, while the policy provides general guidelines about content and materials, the specifics relevant to a GN policy are not outlined. As a result, selection methods and tools that were relied upon fell outside of the scope of the policy, although worked within the criteria of the policy, and are available in a variety of formats as outlined below:

METHOD/TOOL	PURPOSE/USE
Publisher Catalogues	Publishers of GNs provide detailed outlines specific for library use (Agee, 2007; Johnson, 2005). Agee (2007) identifies the value of these catalogues in identifying new-releases and frequent reviews of these documents allow librarians to keep abreast of trends in publishing and therefore inform and guide selection. Various catalogues (both online and print) have been reviewed to inform the selection of materials in accordance with the LCCL Collection Development Policy. These include: • https://www.allenandunwin.com/browse/books/fiction/graphic-novels • http://www.cinebook.co.uk/ • https://www.booklistonline.com/Top-10-Graphic-Novels-for-Youth-2017-Sarah-Hunter/pid=8964161
Best-seller/Popular Titles List	Lists outlining the best-selling and popular titles in the GN format assisted in the selection process. Examining popular titles in terms of sales ensured the collection will be populated with materials to appeal to the users' needs and desires when connecting to the collection (Finlay, 2015). • http://www.comichron.com/ • https://www.barnesandnoble.com/blog/sci-fi-fantasy/best-comics-graphic-novels-august-2017/ • http://www.diamondbookshelf.com/Home/1/1/20/163
Award Winners	Award-winning titles provide for depth and scope to the collection and when developing this collection, it was imperative that GNs awarded a title or nominated for a title were considered for inclusion as they are an indicator of special or popular interest (Goldsmith, 2005).

	• Eisner Awards • Harvey Awards • Lulu Awards
GN/Comic Book Retailers	In 2013, GN sales saw an increase of 90% in sales in North America which demonstrates the increased popularity of the format (Gavigan, 2014). An independent retailer is well-versed in GNs and their audience and provide insight into a range of key issues including demographics of the local market, popular titles, change or trends in the market and local preferences (Goldsmith, 2005). Access to the closest retailer in comics and GNs (Fat Comics) allows for a more personalised collection for the Logan community and the library users.
Local Schools	The local school community and their libraries also provided further insight into the needs of the user when selecting for the collection (Volin, 2011). Volin (2011) further outlines how this collaboration can help to identify the recreational and entertainment reading needs of young adult and junior readers, therefore this collection provides an opportunity to address a gap that may exist in the school library collection and possibly entice new members.
Professional Publications and Academic literature	Publications from professional organisations such as ALIA and ALA were used to guide selection with a focus on libraries and their responsibilities when developing a collection that is relevant and dynamic. Other professional publications written by those who have worked in the GN format or conducted research into the integration of GNs into a library were accessed to assist in developing the collection.
GN Publishing Websites	There is a plethora of GN publishing websites that assisted in guiding selection of materials. These tools provided insight into the popularity of characters, genre and stories. Websites such as https://www.comixology.com, http://marvel.com/, http://www.dccomics.com/ and https://www.darkhorse.com/ are interactive and informative, assisting in building knowledge in the format and what the users want and need from the collection.

(Goldsmith, 2005; Agee, 2007)

4.2 SELECTION CRITERIA

In addition to the previously discussed tools and methods of selecting titles for the LCCL collection, selection criteria specific to GNs were devised based on the Logan City Library Collection Development Policy and scholarly literature. Appendix one provides a detailed outline of the selection criteria and a justification for the use of the criteria.

4.3 FORMATS OF THE COLLECTION

Ensuring access to the collection at a level relevant to users is essential to the success of this collection. The 21st century reader is not confined to a static, traditional text, but is savvy in the world of digital reading. Horova as cited in Thomas (2009) observed that, “the collection is everywhere and nowhere” and libraries must acknowledge this continual change as

collections transition from analogue to digital (Thomas, 2009, pg 185). To reflect this change and address the reading needs of all users, the GN collection encompasses a range of formats. The start-up collection will provide access for users through:

- Traditional print texts (paperback and hardcover)
- Digital items (ebook, DVD, audio)
- Journal articles
- Websites
- Graphical items (charts)
- Magazines

Each of these formats will provide an opportunity for users to access GN titles, however will also allow an abundance of GN resources to become integrated in their experience with the format. As it is typically a visually format, it is integral that the collection allows for users to access all facets to heighten engagement, enjoyment and knowledge (Foster, 2004). Foster further reiterates the value of varied delivery of the content of GNs in the library as it ensures that patrons will continue to visit and borrow the titles. The formats offered for users within the LCCL GN collection therefore ensures that users will not only read the titles, but continue to visit to fulfil their needs and wants.

4.4 START-UP COLLECTION

An effective start-up collection must consist of core titles that are popular, will generate interest and increase in circulation in the future. Core titles of the collection are the foundation of the collection and provide the consistency that is expected for users (Mabaster, 2010). Within the GN format core titles are fundamental to the acceptance and the success of the collection for the LCCLs as they will provide a consistent framework from which to build upon and ensure that users are able to read and re-read the materials. This aspect of the collection is important as GN readers are recognised as enthusiasts who appreciate the experience of the visual format repeatedly, similar to a TV series rerun (West, 2013).

The start-up collection for the LCCL includes 47 core titles selected with the application of the selection criteria and also the ‘theory of thirds’ as outlined by Hall (2013). Hall recommends that an effective core collection should be separated into three sections:

1. 1/3 Manga Titles
2. 1/3 Superhero Titles
3. 1/3 Everything Else

A collection considering this formula ensures that users will interact with the titles and will also ensure on-going and growing circulation (Hall, 2013). This formula is relevant to the LCCL collection due to its newness in the already existing catalogue and also the large

population of library membership. As the users have been defined as ‘anyone entering the library with a specific focus on YA readers and reluctant readers’, it is difficult to predict their likes and dislikes due to their diversity. However, a collection that incorporates titles that have already been proven popular in the GN format ensures circulation and continued interaction with the collection while providing a starting platform for the collection to develop in the future.

The list of specific titles included in the core collection is included in Appendix two.

5.0 ON-GOING DEVELOPMENT

The GN collection at LCCLs will require on-going development and management to ensure it is meeting the needs of the intended user. To ensure that the collection is meeting development goals and to determine the value of the collection, effective and on-going evaluation over a three-year period is necessary (Agee, 2005).

5.1 Three-year plan

The GN collection is a 'start-up' collection with a focus on providing engaging GN titles for existing users and attracting new users to the library. While consisting of a relatively small number of titles initially, the popularity of the visual reading medium provides further scope for growth of the collection. To guarantee that the collection does develop further, continues to address specified goals and is meeting the needs of the user, it is vital that the library implements a three-year plan incorporating methods of collection management and evaluation (Agee, 2005).

The proposed three-year plan will incorporate various methods to be utilised at different stages to ensure that the collection is dynamic and is relevant to the user's needs. It is recommended that professional development for staff and surveys/questionnaires are offered regularly throughout the three years to assist in building knowledge and assessing interest in the collection. Providing opportunities for staff to develop their own knowledge and patrons to contribute to the collection ensures growth through personal connection (Lankes, 2012). There are also evaluative assessments that will need to be conducted at regular intervals to identify the strength and weaknesses of the collection. A user-centred evaluation combined with the regular physical assessment of the titles is also recommended to identify the quality of the collection and user engagement with its content, which will also inform future spending decisions. Effective application of these methods and processes will lead to continued growth through the acquisition of new titles and potentially a greater depth of users. Appendix three provides further details of the methods to be used as a part of the three-year plan.

The current Logan City Library Collection Policy does not provide criteria and guidelines for the selection of GN. To further allow for the collection to grow it is imperative that the LCCL develop a basic graphic novel statement to be embedded into the collection development policy (Slater & Kardos, 2017). A statement that acknowledges the specific nature of GN selection in the LCCL will publically inform both staff and users of the process undertaken when selecting titles for the collection. It will also establish the necessary system and process for selecting materials for future growth. (see appendix four – GN collection statement). Within the first three months of the initial implementation of the collection, an addition to the collection development policy that has the potential to evolve, as the collection evolves is essential.

There are constraints that will be encountered during this three-year plan. The two most significant constraints are budgeting and subject matter concerns. While a budget has not been specified for this collection, careful consideration must be afforded to the ongoing purchases for the GN collection. Budgeting in library facilities is a universal concern and one that the LCCL must also consider. However, the growth of this collection hinders on the continued acquisitions primarily because GNs are read more rapidly than a standard prose novel and therefore have heightened circulation. Although GN readers are identified as those who appreciate the process of 're-reading', it is also fundamental to the collection that it remains dynamic for the user and their interests and this can only be achieved through the purchase of up-to-date and the diversity of titles (Goldsmith, 2005). The content of GNs is often met with concern and can establish constraints for librarians when endeavouring to develop and grow a collection. Further concerns are raised in relation to the subject matter of the GN format and constraints may arise (Volin, 2011). Subject matter or content issues will be address throughout the selection of materials and continued evaluation of the collection.

5.2 Evaluation

The on-going development of the collection will be assessed with the use of user-centred evaluation and physical assessment of the collection. Effective evaluation of the collection will assist in identifying the value and balance of the collection, determining the quality of the collection and demonstrating whether or not the collection development goals are being met (Agee, 2005).

The user-centred evaluation assists in determining how effectively the library is addressing the needs of their users through data collected from the perceived needs of the user (Agee, 2005). For the purpose of this collection and its on-going development, the library will (in accordance with the three-year plan) conduct a circulation study, an in-house study and rely upon user-opinion surveys (Pearlmutter & Nelson, 2012). Each of these processes have their advantages and disadvantages as individual evaluation methods, however the combination of these three must be used to provide a more effective picture of the quality and vitality of the collection (Pearlmutter & Nelson, 2012, pg 79). As the collection grows and evolves to reflect the needs and demands of the user, evaluation tools such as these user-centred approaches allow for librarians to develop a heightened awareness of their patrons, their reading habits, interests and become more familiar with who they are in the library community. The value of the user-centred evaluation is the opportunity to understand the collection from the users' perspective as opposed to the physical assessment also adopted within the library.

The physical assessment or collection-centred evaluation process involves the manual pulling from shelves to determine the longevity of the item in the collection (Agee, 2005). Within the LCCL, this process is important to the health of the materials. As GN are a visually engaging text, their physical appearance must be reviewed and maintained to ensure

ongoing circulation (Foster, 2004). Physical assessment of the items can occur at various stages throughout the plan, but must be complete annually during stocktake periods and will guide weeding and deselection processes. Librarians will review the titles for valuable information (see appendix four) to provide data that will then be used to determine the on-going inclusion or value of the items.

6.0 COLLECTION ACCESS & MANAGEMENT

6.1 Access

Public libraries exist to serve their community and fundamental to this service is providing an accessible and visible collection. Decisions relating to the cataloguing and classification of GN novels are important to the needs and interests of the user. In recent years, research has identified effective methods in the cataloguing and classification of GNs in the library to ensure users are provided with access to titles in the most productive and engaging manner.

Cunningham's (2012) research identifies that selecting the most prominent and available space within the library is the most influential for access. While in the past, libraries have shelved GN titles with other fiction titles under the Dewey Decimal System (741.5), it is recommended that the LCCL house the GNs in a high traffic area within the library. This space should be an 'easy-browsing' area. As GNs enthusiasts often read a title in one sitting, the space should also provide a comfortable reading area where users are able to engage with titles when visiting (Goldsmith, 2005; Hall, 2013). It is recommended that within this location, LCCLs display the GN titles face-up to further facilitate shelf browsing and engage patrons with the titles. A separate space for the GN titles adds convenience to the access of the collection and heightens circulation as users are able to browse and discover other titles serendipitously (Pawuk, 2002). "By offering a separate section for all graphic novel titles, users have easier access to a wide variety of genres and may even be exposed to new titles" Finley, 2015, p78). The opportunity for librarians to expose users to an exciting and entertaining new reading experience will also enhance interaction with the collection for both staff and patrons.

For the LCCL, it is proposed that the GN collection is allocated a unique call number of GN with the first three letters of the author's surname to further enhance shelf browsing and ease of access for the users. The interest of the GN enthusiast is the visual content of the format, so it is justified that the collection is housed in one visible location and promotes visual content in an engaging manner (Hall, 2013). While this space is imperative to the strength of the collection, it is not recommended that the junior titles are housed in the common GN shelves for YA and adult readers. Titles classified as junior fiction in the collection will be housed in the general junior area of the library to ensure exposure to GN titles is restricted to age appropriate content (Volin, 2011).

Access to digital and non-tradition print texts will also be available within the catalogue. These formats will be accessible through the online catalogue and are promoted as a part of the 'home library' catalogue for patrons use. This facility ensures that users are able to connect with the collection on a needs basis, even when the library is not open. Other non-traditional texts such as DVDs, audio texts, magazines, journals and supplementary

materials will be accessible with similar content and is discoverable through both the in-house and online catalogue.

6.2 Marketing and Promotion

The rich visual format of GNs lends itself to marketing and promotion activities that will resonate with the intended audience. The LCCLs will utilise a range of methods and tools in an effort to promote the introduction of the GN collection within the library.

Encouraging the browsing of the collection will initially begin as patrons enter the library with prominent, colourful and informative displays targeting existing GN readers and potential new library users. A visually inspiring display around the GN space, populated with character memorabilia, banners and posters are intriguing to the patron and can enhance connection and ownership of the collection (Goldsmith, 2005). Once established, age specific activities will be incorporated into the programming schedule at the LCCLs to celebrate GNs and provide opportunities for users to discuss content and appeal of the format. Junior members will be encouraged with colouring competitions, create your own superhero activities and book readings with the librarian to engage and interact with the new titles. YA and adult users will also be able to access book talks, graphic novel drawing sessions and GN author visits to inspire interest in the collection and engage with new audiences. A diverse range of programming activities will provide opportunities for both librarians and users to become aware of the collection, its potential in their reading experiences and the ability of the library to connect with the patrons and their reading and information needs (Goldsmith, 2005; Pawuk, 2002).

The LCCL is an active member of the social media and technological world and will utilise these platforms to inform current library users of the addition of GNs in the library. The YA audience are heavy users of social media platforms, and these tools provide opportunities for a range of promotional messages that target specific language and literacy needs. Social media works collaboratively with the visual format of GNs as both mediums combine images with text in a more concise manner and incorporates a more diverse range a literacy skills to interact with and understand the intended message (West, 2013). Facebook, Twitter and Instagram provide an abundance of opportunities to feature book covers, photos of library activities, quotes or promotional messages (West, 2013). The LCCL website is another platform that offers further opportunity for promotion of the collection. A specific page introducing the GN collection can be added to the website outlining the material contained in the collection with links to blogs, reviews, GN targeted news and user based feedback will be valuable to the integration of the collection.

Connections with local media will also be incorporated into the marketing and promotion campaign to alert current and potential new users of the collection. Press releases outlining the range of activities and the depth of the collection will be used to generate public interest in the collection. These opportunities will also be shared via the LCCL newsletter

that is distributed digitally and through user/member correspondence. (http://loganlibraries.org/facility/logan-central-library/).

6.3 Weeding and Deselection

The Logan City Council Library Collection Development Policy states that, “Deaccessioning (weeding) and replacement will develop a “living” collection of current and inviting material which maximises use of the collection” (Logan City Council, 2017, p7). The policy determines that the process of weeding allows for staff to reassess titles for their value and quality within the collection and the facility. The GN collection will be subject to the weeding and deselection process outlined in the Collection Development Policy in accordance with the overall mission and objectives. Weeding allows for the maintenance of a fresh collection and one that maintains relevance to the intended user (Volin, 2011). Specific to the GN format will be assessing the quality of each title with consideration of the ‘health’ of the materials. Goldsmith (2005) discusses the overall quality of publications and how it impacts on the longevity of their inclusion in a collection. GNs enthusiasts tend to read titles in rapid succession (Volin, 2011) and a consequence of this, is that they can deteriorate in quality and therefore become unappealing to their audience. The weeding and deselection process must consider this element and aim to replace worn or damaged materials to reinvigorate the collection (Goldsmith, 2005).

7.0 CONCLUSIONS

Due to increasing the popularity of GNs in mainstream education and entertainment, they have now become, ‘a mainstay of library collections.” (Finley, 2015, p79). The inclusion of GNs in the catalogues of public libraries provides a positive reading and information experiences for users and further cements their value to a collection (Heaney, 2007). Through an analysis of the needs of users and recognition of the research and understandings of scholarly literature, it can be concluded that a GN collection that embodies a diverse range of genres, subject matter and appeal will benefit the already extensive service provided at the LCCLs. The collection will provide users and librarians alike, enhanced reading opportunities and experiences while benefitting literacy skills in young adult. The library already services a large portion of the Logan community, however the integration of a contemporary format such as GNs will allow for membership to grow across generations, cultures and interests.

8.0 RECOMMENDATIONS

This report outlines the process and methods required for the development and maintenance of a GN collection at LCCL.

The report therefore recommends:

9. LCCL develops a GN collection to appeal to the needs and demands of the intended users. Users of the library span across a range of age groups, and will appeal to users already engaged in the format, but it is recommended that the collection have a heavy focus on YA readers.
10. LCCL builds a collection that is populated by a diverse range of genres within the GN format.
11. LCCL provide for access to the collection across a range of delivery formats including but not limited to eBooks, audio texts, merchandise, websites (blogs).
12. LCCL embeds a GN specific policy statement into the existing collection development policy to address the specific qualities of the format.
13. LCCL evaluates the strength, quality and value of the collection on a regular basis according to the three-year plan to allow for continued growth.
14. LCCL provide for continued acquisition of titles on a regular basis for the collection to maintain relevance and appeal to audience
15. LCCL provides viable feedback avenues to users to allow for acquisition suggestions to enhance the collection.
16. LCCL work with the broader community such as schools, local retailers and community groups to promote the collection.

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APPENDICES

APPENDIX ONE

Selection Criteria

CRITERIA FOR SELECTION OF MATERIALS	JUSTIFICATION OF CRITERIA
CRITERIA GUIDED BY THE COLLECTION DEVELOPMENT POLICY	
Format *(LCCL Collection Development Policy – (b) The collection development process will ensure that library materials are available in a variety of formats)*	• Paperbacks • Hardcovers • Trade Paperbacks • E-books • DVDs • Audiobooks The provision of various formats provides depth and scope to the accessibility of the collection.
Subject Matter *(LCCL Collection Development Policy – (c (i)) material appropriate to the interests and needs of the community in terms of subject, style, accuracy, level and language)*	The content of materials must be considered and evaluated in contemplation of the intended users. Each individual title should be considered as one would a film or videogame. Applying this criteria means considering the rating (G, PG, etc) the text would be allocated if it were released to an audience as a film, television show or video game (Volin, 2011). This allows the subject matter (visually and textually) to guide the appropriateness of the text for the intended user. This criteria is specifically important to the selection of GN titles due to the nature
Popularity/Best Sellers *(LCCL Collection Development Policy – (c (iv)) The collection development process will ensure that library material produced by popular authors and/or illustrators)*	The popularity of a genre within the GN format is essential to the successful selection of a title. Hall (2011) states, “a collection lacking in mainstream product is lacking both a crucial point of entry and an established consumer demographic.” Hall’s guide for GN collection development for librarians outlines the value of a collection divided by thirds where one third of the collection is comprised of mainstream superhero titles such as those produced by Marvel and DC Comics (Superman, Batman, etc). Popular titles within this genre open the gateway into more literary titles and genres within the format (Hall, 2013).
Literary Classics *(LCCL Collection Development Policy – (c (x)) The collection development process will provide material which would strengthen the collection by filling a gap, supplementing or*	The selection of graphic adaptations of canonical literature ensures that a gap is filled which will strengthen the collection. These contemporary adaptations provide a visual aid for readers who have previously had difficulty accessing the classics (Foster, 2004).

updating the existing collection or providing an alternative viewpoint)	
Australian Authors & Content *(LCCL Collection Development Policy – (c (vii)) The collection development process will provide material within the broad scope of Australiana)*	Where possible, Australia authors and artist must be considered for the collection. When considering local titles, other criteria within the policy must also be applied for suitability of the text within the collection. Titles with an Australian themes, characters, settings and values provide the user with familiarity and can enhance their experiences with the format.
Non-Fiction Titles *(LCCL Collection Development Policy – (c (vii)) The collection development process will provide material important as a historical record)*	Titles documenting historical events in a graphical format provide further depth to a collection and are a consideration not to be overlooked. The visual element and alternative method of narrative engagement provides information in a more accessible platform for users (Goldsmith, 2005; Lavin, 1998).
CRITERIA GUIDED BY ACADEMIC LITERATURE	
Age Appropriateness	This criteria is applied in combination with the subject matter of the title (Fagan & Fagan, 2011). As the subject matter is evaluated for selection, so too must the intended age group of the audience. According to Fagan and Fagan (2011), GNs and comics are interpreted image by image and in varying ways from user to user. Determining appropriateness for an age group requires hands on evaluation from the librarian. The determination of the specific age group however, may be amended as the collection grows based on circulation of individual titles within the age specific user group (Fagan & Fagan, 2011)
Award-Winning Titles	Titles acknowledged with accolades from those in the GN publishing arena will be considered for the collection. These materials will be sourced, reviewed and evaluated according to publically accessible lists generated digitally (List of Award Winning Graphic Novels, 2017). However, receiving award or nomination is not a stand-alone criteria for selection. Goldsmith (2005) states that recognition from the publishing industry doesn't always equate to circulation within a library context. Therefore, when considering an award-winning title, the subject matter and worth of the title must also be considered.
Intended Use	Determining the intended use of the GN is an essential consideration for titles. Generally, the user intends to gain enjoyment from the GN and to access a narrative in a format that is within their scope of literacy needs. Goldsmith (2005) identifies this criteria (or question) as a necessary criteria when determining titles for users. This may involve posing questions such as:

	• Will the user enjoy reading this GN? • How will the user enjoy reading this GN? • Can the user rely upon their skills to read this GN? Addressing the intended use of the title will assist in determining the value and longevity of it within the collection (Heaney, 2007; Goldsmith, 2005).
Evaluated Worth	The evaluated worth addresses what the title will bring to the intended users of the collection. This criterion allows the title to be assessed in accordance with its ability to enhance the intended user's understanding and enjoyment of the format while also bringing value to the collection (Goldsmith, 2005).
Quality of Production of the Publication	Assessing the quality of production of the publication ensures the ongoing health of the collection. GNs have traditionally provided physical limitations for a collection due to the prevalence in substandard gluing of pages to spine, narrow spines that do not support legible labels and minimal gutters that restrict rebinding (Goldsmith, 2005; Heaney, 2007). When considering a title for the collection, evaluation of how the title was constructed will allow for a long shelf life and ongoing circulation of the text.

APPENDIX TWO

The Start-Up Graphic Novel Collection – LCCL

TITLE	AUTHOR	PUBLISHER	FORMAT	RELEVANCE TO SELECTION CRITERIA
Junior Titles Fiction				
The Arrival (2006)	Shaun Tan	Hachette Australia ISBN 9780734406931	Print	Australian author, award winner Subject matter – relevance, evaluated worth Age appropriate
Kid Glovz (2015)	Dale Newman & Julie Hunt	Allen & Unwin Australia ISBN 9781742378527	Print	Subject matter – relevance to user Age appropriate Intended use - entertainment
Kid Beowulf: The Blood-Bound Oath (1) (2016)	Alexis E Farjardo	Andrews McMeel Publishing US ISBN 9781449475895	Print	Subject matter – relevance, evaluated worth Popular Age appropriate
Dragon Ball Z Volumes 1 - 3 (2008)	Akira Toriyama	Viz Media USA ISBN 9781421520643	Print	Popular, Subject matter – relevance Intended use - entertainment
The Adventures of Tintin (1994)	Herge	Little Brown Books for Young Readers USA ISBN 9780316359405	Print	Popular Classic Evaluated worth
The Adventures of Polo (2006)	Regis Faller	New Milford, CT USA ISBN 9781596431607	Print	Subject matter – relevance Age appropriate
Astro Boy (2002)	Osama Tezuka	Dark Horse Manga USA ISBN 9781569716762	Print	Popular Intended use - entertainment
Anders and the Comet: Anders 1 (2015)	Gregory Mackay	Allen & Unwin Australia ISBN 9781760111151	Print	Australian author Evaluated worth
Young Adult Fiction				
The Tango Collection (2009)	Bernard Caleo & Dylan Horrocks	Allen & Unwin Australia ISBN 9781742371436	Print	Award winner Australian author Evaluated worth

Batman: Year One Deluxe SC (2011)	Frank Miller	DC Comics USA ISBN 9781401207526	Print	Popular Intended use – entertainment
Iron Man Rapture (2011)	Alexander Irvine	Marvel Comics USA ISBN 9780785145592	Print	Popular Intended use – entertainment
Hellboy Vol 1: Seed of Destruction (2015)	John Boyne	Dark Horse USA	Digital	Popular Intended use – entertainment Varied format access
The Walking Dead Compendium (2015)	Robert Kirkman	Image Comics USA ISBN 9781607060765	Print	Popular Intended use – entertainment
American Born Chinese (2006)	Gene Luen Yang	Macmillon USA ISBN 9781596431522	Print	Award winner Subject matter Evaluated worth
Operation Ajax (2012)	Daniel Burwen	Cognito Comics	Digital Interactive Online	Award winner Interactive/digital format
A Wrinkle in Time (2015)	Madeleine L'Engle & Hope Larson	Square Fish	Digital PDF	Award winner Popular Evaluated worth
The Lightning Thief: Percy Jackson and the Olympians (2013)	Rick Riordan	Disney Publishing Worldwide	Digital PDF	Popular Intended Use – entertainment Varied format access
The Lightning Thief: Percy Jackson and the Olympians Activity Kit (2013)	readriordan.com	Disney Hyperion	Digital PDF	Popular Intended Use – entertainment Supplementary package to support reader's interaction Varied format access
Adult Fiction				
Megahex (2014)	Simon Hanselmann	Fantagraphics USA ISBN 9781606997437	Online/ Webcomic	Subject matter – relevance Evaluated worth Varied format access
The Sandman Series Book 1: Preludes and Nocturnes (2010)	Neil Gaiman	DC Comics USA ISBN 9781401225759	Print	Popular Intended Use – entertainment Evaluated worth

Watchmen (2005)	Alan Moore & Dave Gibbons	DC Comics USA ISBN 9780930289232	Print	Popular
Batman: The Dark Knight Returns (2005)	Frank Miller, Klaus Janson & Lynn Voy	DC Comics USA ISBN 9781563893421	Print	Popular
Akira (6 Volumes) (2009)	Katsuhiro Otomo	Kadansha Japan ISBN 9781935429005	Print	Popular
Bone: The Complete Cartoon Epic (2010)	Jeff Smith	Cartoon Books/Scholastic USA ISBN 188896314X	Print	Popular Classic
The Complete Maus (2003)	Art Speiglman	Penguin Books USA ISBN 9780141014081	Print	Historical Subject matter Evaluated worth
The Compete Persepolis (2009)	Marjane Satrapi	Pantheon Books USA ISBN 9780375714832	Print	Historical Subject matter Evaluated worth
Blankets (2003)	Craig Thompson	Top Shelf USA ISBN 9781891830433	Print	Popular
Understanding Comics (1994)	Scott McCloud	William Morrow Paperbacks USA ISBN 9780060976255	Print	Subject matter – information Intended use
Kodoja Series & Soundtrack (2016)	Keith Foster	Giant Monster Comics	Print Audio CD	Subject matter Intended use - entertainment

Audio Books				
Batman: The Complete Knightfall Saga (2005)	Bob Kane	Hatchette Audio US	Audiobook (CD)	Popular Varied format access Intended use - entertainment
Superman: The High-Flying History	Larry Tye	Books on Tape US	Audiobook (CD)	Popular Varied format access

of America's Most Enduring Hero (2012)				Intended use - entertainment
Orcs: Bad Blood (2010)	Stan Nicholls	Tantor Media Inc	Audiobook (CD)	Subject matter Intended use - entertainment
DVDs				
Will Eisner: Portrait of a Sequential artist (2010)	N/A	Montilla Pictures	DVD	Subject matter - informative
Superheroes: A Never-Ending Battle (2013)	N/A	PBS (Direct)	DVD	Subject matter - informative
Digital Files				
Which Graphic Novel Should You Read Next?	Harris County Public Library	Harris County Public Library	Digital infographic file	Promotion and marketing Appeals to interest
The Visual Magic of Comics (2005)	Scott McCloud	Ted Talks	Digital Video File	Subject matter Intended value - knowledge
Top 10 Essential Graphic Novels: Part One & Two (2017)	Stuart McMillan	YouTube	Digital Video File	Subject matter Intended value - knowledge
Paul Gravett: Comics, Graphic Novels, Manga	Paul Gravett	Sponsored by Escape Books	Website Blog	Subject matter Intended value - knowledge
Why Graphic Novels?	Capstone Library	Unknown	Digital infographic	Intended use - appeal
The Graphic Novel Reporter (1996)	Founder – Carol Fitzgerald	Unknown	Website	Subject matter Intended value - knowledge
Comics Plus: Library Edition	Various	Apple iTunes	App Subscription	Popular Subject matter Varied format access Quality of product

Graphic Novel Book Club (2016)	James Hunt & Seb Patrick	Player FM	Podcast	Subject matter Intended value - knowledge
Who's Who: The Definitive Podcast of the DC Universe Series (2012)	Rob Kelly & The Irredeemable Shag	Player FM	Podcast	Subject matter Intended value - knowledge
Laughter Against Laughter: Interrupting Racial and Gendered Stereotypes in Gene Luen Yang's *American Born Chinese* (2016)	Stella Oh	Journal of Graphic Novels and Comics	Journal Article	Subject matter Intended value - knowledge
Inventing Iron Man: The Possibility of Human Machine (2014)	Paul E Zehr	Journal of Graphic Novels and Comics	Journal Article	Subject matter Intended value - knowledge
Graphical Items				
Go For Graphic Novels	Carr McLean	Carr McLean	Poster Bookmarks	Intended use - appeal

APPENDIX THREE

Three-year Plan

Method	Process	Timeline
Professional Development *Subject specific knowledge of the format is imperative to the success of a collection as it broadens the scope of the titles and ensures that patrons can source information about the format and also engage in subject-specific dialogue with confidence and with someone who has familiarity with the format (Goldsmith, 2005).*	• Conferences • 'Comic Con' • Professional Reading (Journals, Magazines, Reviews, etc) • Hands-On Reading (titles, genres, etc)	Initial stages of implementing the collection. Professional development of staff will continue throughout the three-year plan is an imperative tool to address the needs and interests of the collection.
Patron-Driven Questionnaires/Surveys *Requesting feedback and reviews from the intended users is vital to determine the value of the collection as surveys and questionnaires assist in providing additional user-centred data (Agee, 2005). In addition, this method will also provide opportunities for users to make suggestions for future titles to assist in growing the collection.*	• Paper based surveys available at the circulation desk • Feedback through social media pages	Beginning with the integration of the collection and will continue over the three years. Feedback will be reviewed on a weekly basis or as is required and recommendations for future purchases documented accordingly for acquisition.
Circulation Monitoring *Consistent and constant monitoring of the circulation of titles within the collection will provide valuable data to assess the worth and value of the titles to the users (Agee, 2005). This method also guides the user-centred evaluation as outlined by Agee (2005) and Pearlmutter and Nelson (2012).*	• Use of the online library management system to collate specific circulation data of the collection	Circulation of titles will be monitored monthly for the first six months. Discussions will be held with staff based on the first six months of the life of the collection addressing: • Popularity of titles • User engagement • Gaps to fill • Further purchases

		Circulation will continue to be monitored bi-annually after the initial six-month period to initiate constant and consistent discussion and review of the success and effectiveness of the collection.
Physical Assessment *"The key to physical assessment is human" (Agee, 2005, p93). Physical assessment requires staff to evaluate the collection both on a physical and a content level and requires staff to make a hands-on assessment of the materials and also assists in growing specific knowledge of the collection ((Agee, 2005).*	Review physical condition of: • Binding • Pages • Copyright date • Number of copies • Density of titles • Relevance to collection (Agee, 2005, p93)	To be conducted annually throughout the three-year plan. This process can also be conducted during the re-shelving (when necessary) or borrowing process.
Continued Acquisitions *To ensure the needs of the users are met, continued development and growth of the collection are vital. Ongoing purchases across all formats will ensure that the collection continues to grow.*	• Patron requests (surveys and questionnaires) • Consult catalogues, best seller lists and award winners • Discussions with publishers • Consult local comic book retailers	Pending budget – acquisitions should be made on a monthly basis based on the needs of the users.

APPENDIX FOUR

Graphic Novel Collection Statement

'Logan City Libraries are dedicated to curating a collection that aligns with the interests and needs of our specific patrons. Graphic novels, defined by the Library of Congress as, "narratives in which the text and illustrations are equally important to the conveyance of the story" (The Library of Congress, n.d – as cited in Slater and Kardos, 2017). To enhance and increase our collection, Logan City librarians will assess graphic novel titles as requested by patrons or staff to acquire those titles that are deemed to have relevance and significance to our community and our patrons. This includes, but is not limited to titles that have been created or re-imagined as sequential art in non-fiction, historical fiction, classic literature and memoirs. Works by notable authors and award-winning titles will also be considered, subject to content. We are dedicated to building a collection that features titles across mediums to ensure our patrons have access to the broadest array of materials within the GN format.'

(adapted from Slater and Kardos, 2017)