



# How to Allocate Your Collection Development Funds Using Supply and Demand ...and the Excel Tricks You'll Need to Keep Your Sanity

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## Allocation Formulas: You're Doing It Wrong

Allocation formulas use objective data to distribute money across competing fund lines. They're a huge improvement over other models ("We've always done it this way" and "This distribution seems good, but we're really just guessing"), but many formulas neglect to include supply and demand.

Common metrics include student credit hours, average costs of books per discipline, number of faculty, ILL requests, and degree levels. These are valuable tools, but their ability to predict demand is imprecise at best.

The best way to predict future demand is to study past demand. Instead of—or in addition to—the metrics already in your school's allocation formula, historical circulation statistics can be incorporated to identify the comparative popularity of monographs across disciplines.

The other crucial component for any allocation formula is supply. At Western Carolina University, for instance, we over-funded our Parks & Recreation Management book budget. It's a popular program, but we neglected to account for the paucity of scholarly works being published in this relatively new discipline.

Whether you build a new formula from scratch or merely modify an existing formula, the case for including circulation statistics (demand) and publication data (supply) is strong. Using these metrics gives you the confidence that you're distributing monograph money where it belongs.

## How To Include Supply

If you use YBP, log in to GOBI and click the link *Publisher Lists, New Title Reports* on the left side. Otherwise, contact your primary book vendor for information about subject availability.

This information will point to recent publishing trends in academia. If 1,000 books were published last year, a perennially popular subject like history might have two or three hundred titles, while Estonian law may have little or no representation.

You will need to translate the data about recent publications from Library of Congress Call Numbers for each of your local fund codes (discussed further in the next section). Set up your formula in Excel to cover each fund code and each LC call number (first two letters only):

$$\left( \frac{\text{Count of Fund Code\#1 with LC call number} \times \text{Books recently published}}{\text{All instances of that fund code}} \right) \div \text{Total books recently published}$$

Tip: Use a Pivot Table in Excel to easily count fund codes.

## How To Include Demand

In your ILS, generate a list of circulation statistics for all your circulating monographs. Use a minimum of four years to capture spikes in demand from classes that are taught irregularly. To keep your data set manageable, eliminate items with zero circulation.

Now comes the time-consuming part: Assign each book the fund code that would apply if it were to be purchased today. Sort by call number to get the books loosely arranged into subject areas. Some ranges translate easily, and the fund code information may already be encoded in the profile you have with your book supplier.

Other ranges do not translate easily, particularly when it comes to interdisciplinary areas like the G and H. Scrutiny at the title level will sometimes be necessary, and even then, you may need to make a guess and move on. Should a book on the History of Women in Music go under the history fund, the women's studies fund, or the music fund? Deliberating too long on too many titles will lead to madness.

It's best to apply fund codes to as many ranges as you comfortably can, because it takes time and mental energy to examine the oddball ranges and quirky titles.

After assigning fund codes, you should reduce your call numbers to a workable size by truncating them. Insert a column to the right of your call numbers with this formula (which assumes the first call number is in A1):

=LEFT(A1,2)

Now you can take the final step of tallying the number of circulations per fund code. Use a Pivot Table to easily generate the numbers.

## Highlight alternating rows

This is an optional step, but it can make large data sets easier to read.

Select the rows you want to highlight, or type CTRL+A to select all

1. Go to Conditional Formatting
2. Click on New Rule
3. In the popup box, choose "Use a formula to determine which cells to format"
4. Enter this formula: =MOD(ROW(),2)=1
5. Click the Format button to choose a fill color
6. Click OK

If you change your mind:

1. Go to Conditional Formatting
2. Click on Clear Rules
3. Choose Clear Rules from Entire Sheet

## Keyword Searching and Sorting

This is essential for squirrely disciplines that do not fit neatly into call number ranges. If you have a fund for LGBTQ, for instance, you will want to apply this method to keywords such as Lesbian, Gay, Bisexual, Transsexual, Transgender, and Queer (as well as words that have fallen out of favor, like Homosexual, which will still be represented in older titles).

1. CTRL+F
2. Type *lesbian*
3. Click on Replace
4. Type *lesbian*
5. Click on Format
6. Click on Font  
Change the font color to red and click OK
7. Click on Replace All
8. Sort your Title column to bring red words to the top

Now you can easily assign the LGBTQ fund code to every book with *lesbian* in the title.

## Essential Shortcuts

- CTRL+D - copy the information from the cell above
- CTRL+→ - jump to the first cell to the right that's empty
- CTRL+↓ - jump to the first cell in the column below that's empty
- CTRL+→+shift - select all the cells to the right (until the first empty cell)
- CTRL+↓ - select all the cells below (until the first empty cell)
- Double-click the lower right corner of a cell - fill in the remainder of the column with the same information

	A	B	C
1	Fund Code	Call number	Sortable call number
2	English	PS1702 .H45 1969	PS1702.0.H45 1969
3		PS1334 .D6 1992	PS1334.0.D6 1992
4		PS1322 .S45 1996	PS1322.0.S45 1996
5		PS1292.C6 B87 2005	PS1292.0.C6 B87 2005
6		PS1541.Z5 C65 2008	PS1541.0.Z5 C65 2008
7		PS1895 .B9	PS1895.0.B9
8		PS1895 .B9	PS1895.0.B9
9		PS1645 .H8 1967	PS1645.0.H8 1967
10		PS1308 .A1 1996	PS1308.0.A1 1996
11		PS1308 .A1 1996	PS1308.0.A1 1996

Double-click here to fill in the rest of the cells with *English*

## Sort by LC Call Number

Penn State University maintains instructions on its website for sorting by Library of Congress Call Number in Excel:

<http://www2.libraries.psu.edu/psu/ems/callnumbersort.html>

Because of professional courtesy and copyright law, those instructions are not reproduced here. Follow the link or google for the information. The code is ugly but the instructions are easy to follow. It is invaluable for any project that uses LC Call Numbers in a spreadsheet.