[Slide 1]

- Good Morning
- I'd like to start by thanking Rhonda for providing us with the background of the large and somewhat complicated Latin American Studies collection at UCR
- As she pointed out, the collection is spread out among a number of different disciplines, making the tracking and managing of this collection a particular challenge, and therefore an excellent candidate for collection mapping

[Slide 2]

- So, what is a collection map?
- Basically, a collection map is a way to use data visualization to get a visual representation of a library's holdings
- We're all familiar with data visualization, we see it every Presidential election year, when news outlets choose to represent polling data and election results on an actual map, instead of providing a large table of numbers.

[Slide 3]

- But why map a collection at all?
- Well, why map anything?
- As human beings we have a strong aversion to the persistence of blank spaces on a map
    - We want to know what is there, and we want to be able to "see it"
- This same principle applies in collection mapping: We want to know what we have, and we want, through data visualization, to be able to "see it"

[Slide 4]

- The second reason to map a collection is in order to understand its strengths and weaknesses:
    - Where is our collection "shallow" or where are our holdings weak?
    - Where is our collection "deep" where are our holdings profound?
    - Are there islands in our collection, areas where we have no holdings whatsoever?
    - And finally, do our strengths and weaknesses coincide with the needs of our patrons?

[Slide 5]

- Finally, we map collections because we our resources are limited, and we want to be sure that we are putting our collections budget to the best use?
    - Are we building up our relevant strengths?
    - Are we seeking to strengthen areas where demand is high and our coverage is weak?
    - Sometimes it helps to see the areas in which we are working
- But to do any of this, you need data…

[Slide 6]

- Fortunately, you have most of the data you need to create a collection map already, in your ILS
- Unfortunately, that data is housed in MARC records, which is not a format you can easily convert to data visualizations…

[Slide 7]

- So what you have to do is convert the data in your MARC records into a spreadsheet format
- Most ILS's can do this
    - At UCR, where we use III Millennium, we used their Boolean search function to gather all the records in the collection, and then exported the records into an Excel Spreadsheet.
    - With the data in spreadsheet form, we were able to input it into a number of different data visualization tools, in order to provide us with the images for our "map."

[Slide 8]

- And here are the results of this process:

[Slide 9]

- First off, here is the collection as a whole, subdivided by discipline. As you can see, the largest single subdivision in the collection is history, at a little more than half of all holdings, approximately 52,000 volumes.

[Slide 10]

- In the collection, History can be subdivided between holdings covering events that occurred in U.S. history, located in LC Class E, and holdings covering events that occurred in the various nations of Latin America, located in LC Class F.
- In keeping with the theme of the SALALM conference this year, we chose to focus on an in-depth study of the regional histories located in LC Class F, so all of the following visualizations you will see, deal with this area in yellow, comprising approximately 45,000 volumes.

[Slide 11]

- So, here is this subset of the collection broken down by format. As you can clearly see, we are dealing with a collection made-up overwhelmingly of print books.

[Slide 12]

- Which happen to be located, physically, for the most part, in the stacks of the Rivera Library, our Humanities and Social Sciences Library.

[Slide 13]

- The publication language for these materials is primarily in Spanish, with English and Portuguese respectively comprising the second and third largest language groups in the collection.

[Slide 14]

- The materials in this subset of the collection come from a variety of locations across the globe, but our strongest sources of publication are in the Western hemisphere, particularly in the United States and Mexico.

[Slide 15]

- By looking at the publication dates of the materials in the collection, you can see that we are primarily a 20th century collection, and a late 20th century collection at that.
    - One of the interesting things about data visualization is that it can show you patterns that would not be otherwise readily apparent. For example, look at the slump in receipts of materials in this subsection of the collection during the decade of the 1970's. This decade happens to also be the height of censorship under the major military dictatorships of South America. Is there a connection, or is this coincidental? We will have to study this further in the future to find out.
- Finally, as LC Class F subdivides geographically on a national scale, it allows us to get a picture of how well our collection covers the various nations of Latin America: For example…

[Slide 16]

- Here is our coverage of the nations of South America…

[Slide 17]

- And here is our coverage of the nations of Central America and the Caribbean.
- As you can see, our holdings are the strongest in regard to Mexico, so in keeping with the SALALM conference theme this year, we chose to drill down and see what kind of holdings we had in Mexican History at the state level.

[Slide 18]

- Here are our results:

[Slide 19]

- Of course mapping a collection is only the first step in assessing it's relevance, as it can only tell you what you have. After you've made your map, it falls to the librarian, through a careful study of patron use and interests to determine if what you have is the same as what your patrons need.
- Therefore, collection mapping is a tool to help librarians make collection development decisions, it cannot replace them in the decision-making process.

[Slide 20]

- Any Questions?
- Thank you.