

- Understanding and responding to rapidly changing demographics, as well as societal and technological changes
- Recognizing that materials of varying complexities and formats are necessary to satisfy diverse needs of library users
- Balancing individual needs and broader community needs in determining the best allocation of collection budget for acquiring or providing access to materials and information
- Seeking continuous improvement through ongoing measurement
- Reviewing the collection on a regular basis to identify areas of community interest that may need to be strengthened

Selection Criteria: Public libraries are diverse and represent a broad demographic. With a patron base that can include infants to the elderly, selection criteria should consider the various interests and needs of the patrons the library serves. Criteria for selection of materials should also depend on the goals and mission of that particular library/system. In general, public libraries provide collections containing a wide variety of material formats, including print, audio-visual, and electronic. In selecting materials and developing collections for adults, as well as for children and teens, library staff includes materials that represent the broad range of human experience, reflecting the ethnic, religious, racial, and socio-economic diversity not only of the region it serves but also the larger global perspective. Library collections will provide a broad range of opinion on current issues.

Collections contain popular works, classic works that have withstood the test of time, and other materials of general interest. Works are not excluded or included in the collection based solely on subject matter or on political, religious, or ideological grounds. In building collections, library staff is guided by the principle of selection, rather than censorship. Furthermore, the selection of a given item for a library's collections should not be interpreted as an endorsement of a particular viewpoint.

To build a collection of merit, materials are evaluated according to one or more of the following standards. An item need not meet all of these criteria in order to be acceptable.

General Criteria:

- Present and potential relevance to community needs
- Suitability of physical form for library use
- Suitability of subject and style for intended audience
- Cost
- Importance as a document of the times
- Relation to the existing collection and to other materials on the subject
- Attention by critics and reviewers
- Potential user appeal