Patron-Driven Acquisition

– Peter Spitzform, Collection Development Librarian, University of Vermont

Two Patron Driven Acquisitions Case Studies: Local to Consortium & Print to E and Pilots to Programs

– Lynn Wiley, Head of Acquisitions, University of Illinois Urbana-Champaign

Patron Driven Acquisitions at Duke University Libraries: A Case Study

– Nancy Gibbs, Head, Acquisitions Department, Duke University

NISO Webinar: Patrons, ILL, and Acquisitions

March 9, 2011

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Collection Development Strategies

• Traditional Collection Development involves Just in Case Purchasing: Buy Books in Case of future need
• Done by Selector Librarians, Vendor Profiles, Faculty Selectors, Other “Experts” in Subject Selection

Why PDA? Why Now In Particular?

Usage, Usage, Usage!

• The Pittsburgh Study from 1973 (Allen Kent) showed that 40% of books at U of Pittsburgh did not circulate even after 7 years on shelf
• Studies ever since show the same pattern
• UVM usage study in 2006 showed (surprise!) 40% of books did not circulate
Late Breaking:
Cornell Usage Study Results are In

- 55% of all Cornell's books published since 1990 never circulated
- Even accounting for foreign language books, 40% of books in English published since 1990 have never circulated.


Money Appears Not to Grow on Trees

The University of Vermont Weighed Options. How to Proceed?

The Year was 2007...

- **Print On Demand** would require:
  - Electronic files of books
  - High resolution, high speed printing
  - If printed outside library, uniting printed book with patron

- **E-books Chosen by Patrons** would require:
  - That such a model existed in a viable way
  - Most available e-books still only available via just-in-case model
  - Not a great reception of NetLibrary's initial product

Order on Demand for Print Books With YBP

YBP Agrees to Partner with UVM for Pilot of OOD

They Invent Methods and Procedures to Enable UVM Libraries to:

- Load MARC Records into Voyager for Books We Don't Yet Own From Three Major Publishers Based on Slips
  - Wiley
  - Palgrave Macmillan
  - Oxford University Press

- Enable Us to Rush-Order Titles from YBP (or Other Sources)

- Goal: To Get Book into Patron's Hands 3 Working Days from Order
Our Findings So Far:

Numbers of Books

- Total number of books ordered On Demand since inception (12/07): 1,536
- Number of books ordered On Demand, FY10: 590
- Number of books we WOULD HAVE received on our profile (books received automatically), FY10: 1,502
- Number of books we did NOT receive automatically: 912 (Give or take 90 linear feet of shelf space not used)

Our Findings So Far, Cont.:

Usage

- Average circulation of books ordered On Demand since inception: 2.0
- Average circulation of books received over same period in the traditional way (“just in case”): 1.18

Our Findings So Far, Cont.:

The Money

- Money we spent on Order on Demand since inception: $96,797.41
- Money we spent on OOD, FY10: $37,971.86
- Money we would have spent if no Order on Demand, FY10: $88,604.60
- Money saved because of OOD, FY10: $50,632.74
The Next Chapter: PDA for E-Books

Intensive commitment from YBP and EBL (Ebook Library) to create the means to integrate PDA with our Profile

My Ideal:
- Provide records for ebooks whenever available.
- Continue to load records for print books when ebooks not available
- De-duplicate records so only one record, either for print or ebook
- Patron triggers short-term loan or purchase for ebooks
- Patron continues to rush-order print when no ebook

PDA Pilot for E-books Started
Feb 18, 2011

From YBP:
- YBP provides records for ebooks for our same 3 publishers (Wiley, Palgrave Macmillan, Oxford) used in Order on Demand project whenever they are available
- Continue to provide records for print titles when ebooks are not published simultaneously with print

Billing goes through YBP, so financial workflow is largely unchanged

PDA Pilot for E-books Started
Feb 18, 2011, cont.

From EBL:
- Direct links from records to full-text ebooks for Wiley, Palgrave Macmillan, Oxford (when available)
- All functionality of EBL's platform, seamless authentication with our EZProxy, Shibboleth
- Marketing materials to help patrons negotiate new ebook system
- They pass billing through YBP

PDA Pilot for E-books
The Story So Far

- 90 Sessions looking at ebooks
- 8 short-term loans
- 0 automatic purchases (3rd click triggers purchase)

Thank you!

Two Patron Driven Acquisitions
Case Studies:
Local to Consortium
Print to E and Pilots to Programs

Lynn Wiley, Head of Acquisitions
University of Illinois at Urbana-Champaign
NISO Webinar 2011
• 41,918 Total students: 31,209 undergraduate and 10,709 graduate and professional students,
• 2,971 Faculty with many Nobel and Pulitzer Prize winners in that group and over 8,000 staff
• ARL Library with almost 13 million volumes in the over 30 libraries on campus

Introduction: Two Studies
• Study 1 was run jointly with the Consortium of Academic and Research Libraries in Illinois (CARLI). This joint program builds on the success of CARLI’s robust resource sharing program. UIUC and CARLI worked with YBP to load 16,000 records into the CARLI I-Share union catalog; the titles were made available to all the CARLI members’ libraries for easy requesting. This study focused on print books.
• Study 2 was a local e-book pilot program that provided access to 6,000 ebooks to UIUC students, faculty and staff and coincided with the launch of a mobile device web site to facilitate access to full text. The vendors for this study were YBP and ebrary. It focused on ebooks.

Study 1:
Consortia pilot to purchase print books on demand
• CARLI and UIUC each put $5,000 into the pilot project to purchase print books selected by our users.
• YBP, vendor for most CARLI libraries, loaded 16,000 records for books that matched our parameters.
• Parameters included:
  • English language academic books and non-reference titles priced under $300.00 each
  • No duplicates or second copies of UIUC owned material
  • Committee members requested a file list of 12 months of publishing output but with the latest date a full three months before the project began (to allow for local book processing of purchased materials).

Primary Questions
• How can we make it easy for patrons to gain access to books that we currently don’t own or have available and build on the I-Share success of loanable print monographs?
• Will this access be transparent to users print and E?
• Will PDA purchases compliment library selection?
• What costs are involved? What direct and indirect investment is needed?
• Did the pilots work internally? What are the lessons learned?
• When and how do we move past the pilot stage?
Results from Study 1

- The pilot ran February 1 - March 5, 2010.
- Our patrons expended $10,000 in five weeks.
- 795 requests were placed
- 190 were purchased
- 605 requests were not filled (reasons discussed ahead)
- The average cost of a book was $55.00.
- Turnaround time from order to delivery (including cataloging and prepping) was just under 3 business days for most titles.

Use of the books

- All the books circulated: over 50% more then once to a high of seven circulations.
- They were subject to over 400 additional requests in the next 6 months but only 200 could be filled as these books were already in use.
- Contrast that to the 30K titles bought in the same time at our library. For that same time period (five week period) only 10% circulated.

Reasons for Buying The Selected Titles

- The subject matter (LC Class) was diverse for both the titles bought and those not filled. All subject areas saw a request.
- Requesters were affiliated with 58 of 76 CARLI libraries. The single largest requestor affiliation was from the University of Illinois at Urbana-Champaign.
- The 190 titles purchased all circulated and many have circulated many times since ordered on demand....

Reasons for NOT Buying a Selected Title

- Not Owned
- One or more copies not available
- Multiple copies (up to 7) but none available
- Multiple copies with more than one full limited availability

LC Class Comparison for Bought (blue) and Not Bought (red)
User/Staff Feedback for Study 1

- 32 users responded to a paper survey that was distributed with the print book they requested (almost 20% return rate).
- All respondents were positive about the pilot, answering YES to:
  - Did the item arrive on time for your use?
  - Was this purchase a good one to add to our collection?
  - Would you try this service again?
- Lynn will give examples of user comments.
- Separate online staff survey: Staff had great suggestions for improving record requesting text: A request will generate a RUSH purchase for you.

Study 1: Lessons learned

- The pilot was a success (based on turnaround, users comments, collection gap).
- CARLI member Local circulation policies may need to be addressed: NEW for many means local use only so those we did NOT buy as added copy ALSO may not have been lent.
- Workload processes worked well, with labor averaging 1-2 staff hours per day.
- Request text must be clear so that users do not try to find that book on a shelf.
- MUST involve staff and all public service points.
- Load records with identifier to easy removal and project a deadline to do so.
- Best to have integrated acquisitions and copy cataloging for RUSH processing and easy access to delivery to minimize handling.
- Would NOT load as many records at once again but rather would load less more frequently.
- A second purchase program is being planned now for the next fiscal year.

Study 2: UIUC pilot to purchase ebooks on demand

- Special one-time funding of $28,000 was granted to pilot an ebook-on-demand program.
- The pilot ran from April to July 2010.
- YBP and ebrary were the vendors who piloted with us.
- 6,000 records were loaded into our local Voyager catalog for ebrary books that fell within our parameters.
- Users found these records and simply "used" them never knowing they may actually trigger a purchase.
- Trigger threshold was TEN activities.
- We purchased 238 ebooks on demand in four months.

Results from Study 2:

Number of Titles Purchased by LC Category

Total items purchased: 238
Study 2: Observations and Use

- Average cost by discipline shows not much difference in pricing by subject in ebooks, with the range $91.06 to $138.12. Average overall is $106.00.
- Where were users when they discovered a title? They can leap from OPAC to ebrary platform and browse there so not sure how much they discovered from record load and how much from ebrary searches.
- Patrons did browse within a title and then left it if not of interest as is clear from the untriggered titles. Questions on how they found titles and what was really a discard not fully answerable. We need to know more about how users explored. Should library buy the those titles viewed but not triggered?
- Use of the purchased items during Pilot compared to 5 months subsequent use:
  - Pages views: 20,000 and now up to 27,000
  - Pages printed: 2,500 and now up to 5,000
  - User Sessions: 949 and now up to 1,400

Top Book: Fault Lines: Why the Republicans Lost Congress
2,000 pages views and 1,34 users

Tips for Building PDA Programs That Work

- Set your program parameters and work closely with the vendor to make sure you have built a program that fits your needs.
- By establishing firm parameters, users are free to “play” within the limits you set, resulting in books or ebooks that will fit your collection AND satisfy user demand.
- Cost limits can vary widely. Try pilot programs to begin to learn how to balance PDA vs library selection:
  - Pilot programs can also help iron out technical challenges and better transition staff to new processes. Involve staff!
  - Build on what you learn, track the usage and point to happy users.

Thank you!
Who is Duke Libraries

- ARL library with 6 million volumes
- We catalog the Duke University Press books hosted on the ebrary site.
- We had cautiously entered into the e-book market up to now

What are we doing with e preferred now?

- ILL PDA since FY 2009
- The large ebrary pilot for e books
- PDA for our e-readers
- Two additional ebrary pilots for specific subjects: Global health and Green energy
- Beginning in December 2010 our approval plan with Yankee Book Peddler is offering us e preferred approval plans

Why ebrary for the large PDA pilot?

- Their pilot was intriguing
- ebrary’s strategic alliance with our approval plan vendor, Yankee Book Peddler, was advantageous
- The time was right to give this a try

Budget implications

- Gave ourselves $25,000 for the ebrary pilot
- Gave ourselves the budget to purchase pda titles for the e-readers
- Assigned $2,000 in FY 2010 and $15,000 in FY 2011 for the ILL print PDA.
- Gave ourselves $10,000 for each of the two specialized ebrary pda's

Parameters of the large PDA pilot

- Given title list of 90,000+ titles
- Loaded 21,408 titles into online catalog
- Attached holdings in OCLC
- Enabled titles in SFX
- Did not advertise trial
- Provided ubiquitous access across campus
- Owned the titles purchased with archival access
- Patrons had no idea clicks = purchases

Duke’s review of the original title list

- How did we get from 90,000+ to 21,408?
  - Eliminated Medical, Business, Law titles
  - Culled by BISAC Subject content
  - Culled by publisher
  - Culled by series
  - Culled by serials
  - Floor on imprint date
  - Ceiling on price
  - Accepted both SUPO and MUPO
  - It took almost 6 hours
Important dates for patrons

- Nov 1 titles activated for patron access and action
- Nov 14 spent allotted trial amount
- Nov 14 ebrary agreed to keep trial active
- Dec 2 trial stopped
- Dec 14 titles turned off at ebrary
- Jan 10 titles removed from catalog
- Jan 30 titles removed from OCLC

Review of what we initially purchased

In the first two weeks of the pilot:

Patrons clicked on 225 titles, creating purchase driven acquisitions totaling $25,000.

In the following two weeks:

Patrons clicked on another 122 titles, creating an additional $24,000 worth of titles!

Of the 347 Total titles purchased

- 179 titles had print equivalents owned in the Duke University Library system
- Of those 179 print equivalents there were 420 total circs by our patrons
- In e format there were:
  - 7,058 trigger interactions
  - 12,401 total views
  - 6,789 unique pages viewed and
  - 985 sessions
- 168 were not owned in print in the Duke University Library System
- Of those titles not owned
  - 8,276 trigger interactions with
  - 15,053 total views
  - 8,432 unique pages viewed and
  - 880 sessions

Unique findings

- Our most popular book based on views: Programming Interviews Exposed: Secrets to Landing Your Next Job (2nd Edition) (We do not own)
- Our most popular book based on printing: Monopoles and Three–Manifolds (We own, has had two circulations)
- Our most popular book based on unique views: Values Education and Lifelong Learning : Principles, Policies, Programmes (We do not own)

Most popular publishers

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<th>2nd phase</th>
<th>TOTAL</th>
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<td>Wiley</td>
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<td>Springer</td>
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<tr>
<td>CUP</td>
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Most popular subjects accessed

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<tr>
<td>Sciences</td>
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149 titles were accessed but not purchased by Duke in these subjects

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Most popular subjects accessed

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Total cost of titles purchased

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Feedback from staff, patrons

- Library staff wanted a few more fields in the MARC records
- Effect of records in the catalog after de-activation: AskTech
- Patron experience – how do we measure except through the use data?

Good, bad, challenges

- Surprise ... surprise
  - Speed
  - Acceptance
- What would have happened if we advertised this service?
- Culling title list through the approval plan profile
- Improved record loading in our catalog and updating our A-Z list for e book titles.

Assessment

- Things learned after the fact:
  - I should have coordinated this pilot with ITS
    - What I know
    - What I don’t know
- How do I report the circulation statistics
- Circulation statistics one year later …
  - Remember those titles from a previous slide?
Our most popular book based on views during this past year was *Atlantic History: a Critical Appraisal*, Oxford Univ Press, 2009; 3,212 views (90% viewed), SUPO, $26.93. 8 loans in print since April 2009.


Our most popular book based on turnaways was *Conflict and Development*, Routledge, 2009, 30 turnaways, SUPO, $140.00 2 loans since May 2009.

Discussions with ebrary to rethink circulation models, get additional use data

Integration with our other monographic purchases

Funding

Better match routines within the catalog

Collaboration with our Duke and TRLN partners

Questions?

All questions will be posted with presenter answers on the NISO website following the webinar: