Building Better Collections: Demand-Driven Acquisition as a Strategy for Monographic Collection Building

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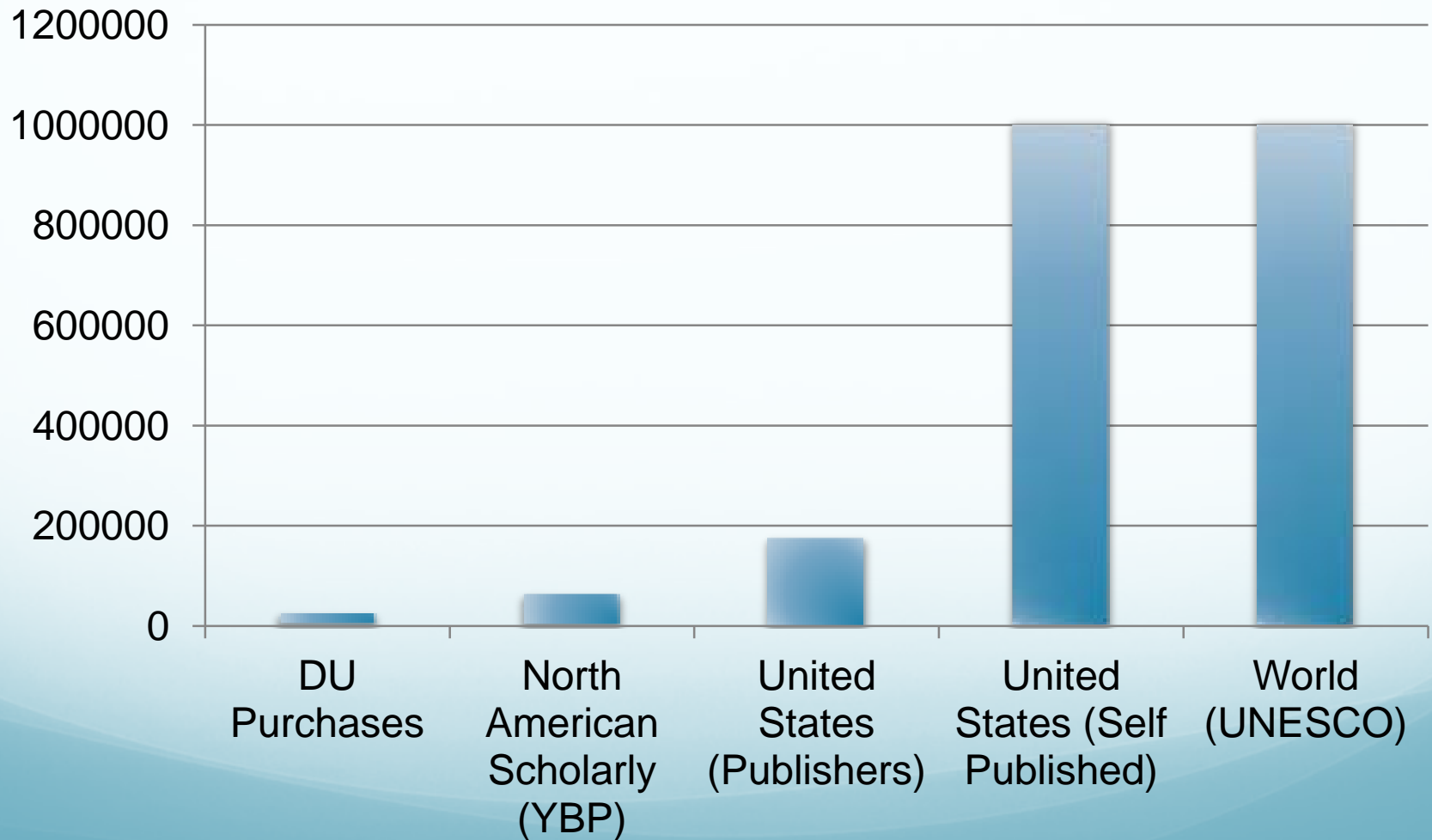University of Denver

Library Science Talks
Swiss National Library
Bern
September 11, 2012

Definitions

- Patron-Driven Acquisition (PDA)
  - Faculty Requests/Input
  - Use Data

- Demand-Driven Acquisition (DDA)
 - Meets immediate need

Why DDA?

Annual Book Production

DDA Opportunity for Publishers & Libraries

	YBP JULY 2010 - JUNE 2011		DDA Opportunity	
Publisher	**New Print Titles**	*Slip Notifications Sent*	**Notifications % Ordered**
Springer	3,261	1,177,454	4%
Wiley	2,881	1,219,333	7%
Oxford	2,146	921,359	11%
Routledge	2,200	1,099,110	8%
Cambridge	1,551	736,043	11%
Palgrave Macmillan	1,310	1,006,981	8%
McGraw-Hill	637	218,244	6%
HarperCollins	410	144,881	11%
ABC-CLIO	409	214,167	8%
Continuum	518	243,636	8%
Brill (& Nijhoff)	573	197,895	8%
Penguin Putnam	447	169,820	13%

Books Cataloged 2000-2004 (126,953 Titles)*
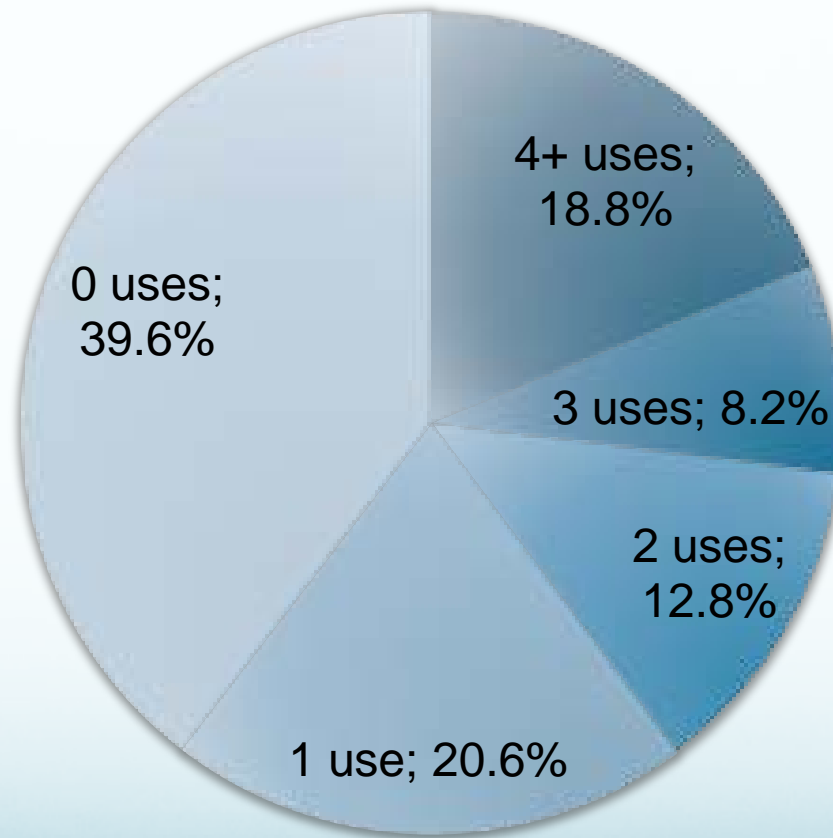
*University of Denver. Data from June 30, 2010

Books Cataloged 2000-2004 (126,953 Titles)*

- 4+ uses; $1'084'576
- 3 uses; $473'060
- 2 uses; $738'435
- 1 use; $1'188'418
- 0 uses; $2'284'532
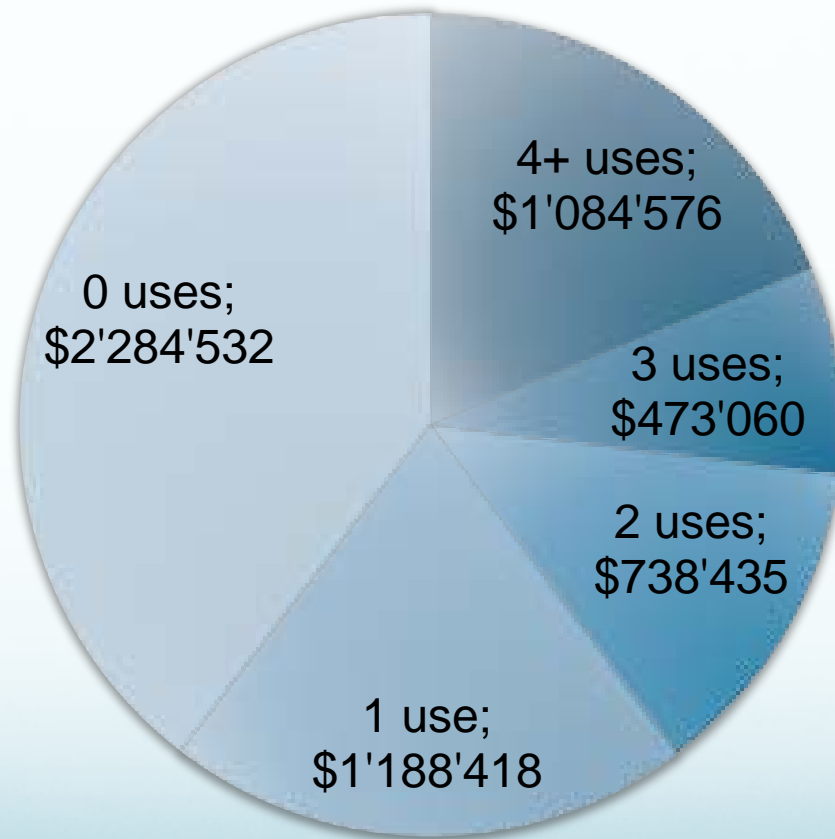
*University of Denver. Data from June 30, 2010.

Demand-Driven Acquisition Goals

- Broaden the collection
  - More titles
  - More publishers
  - More subjects

- Match acquisitions to immediate demand
  - Pay at point of need
  - Pay for amount of need
  - Short-term loans
  - Purchase-on-demand

Redefining the Collection

- Everything we can provide in a timely manner

- Ultimately, bounded only by budget

What We've Done at the University of Denver (DU)

netLibrary

- Colorado Alliance of Research Libraries

- 1999-2005

- First use free

- Purchase on second use

- Shared access

NetLibrary Model Weaknesses

- 2 clicks of any length = a purchase
  - We bought books we didn't need
  - Bananas!

- Careless initial profiling
  - We bought single volumes of multi-volume series
  - We bought stuff we didn't want

Purchase ILL Requests

- Price

- Publisher

- Publication Date

- Limited utility

eBook Library (EBL)

- Began May 2010

- Loaded 42,000 records into catalog (now 90,000 – Aug 31, 2012)

- No budget for FY 2010

- Budgeted $150,000 for FY 2011, 2012
  - 2011: spent $72,924 (14 months)
  - 2012: spent $61,418 (12 months)

EBL – Initial Criteria

- Books published after January 1, 2007

- Subject limits only in Medicine and Law

- Some publishers excluded

- Books under $250.00

The EBL Model

- First five minutes free

- STL for three uses (customizable)
  - One day or one week
  - 10-20% list price

- Purchase on fourth use (we have just changed to the fifth use)
  - List price

A Recent Chronology of DDA at DU

- May 2010 – 42,000 titles from EBL

- February 2012 – EBL integrated into approval plan (YBP)

- May-August 2012 – Consortial DDA
  - Pilot with small list of publishers
  - EBL (May)
  - Ebrary (August)

A Recent Chronology of DDA at DU

- August 2012 – ebrary added into YBP approval plan

- September 2012
  - Added 12,000 older titles via EBL
  - Increased STLs to 4

- September 2012
  - Pilot with large humanities/social sciences publisher
    - Committed same $ as spent on print last year
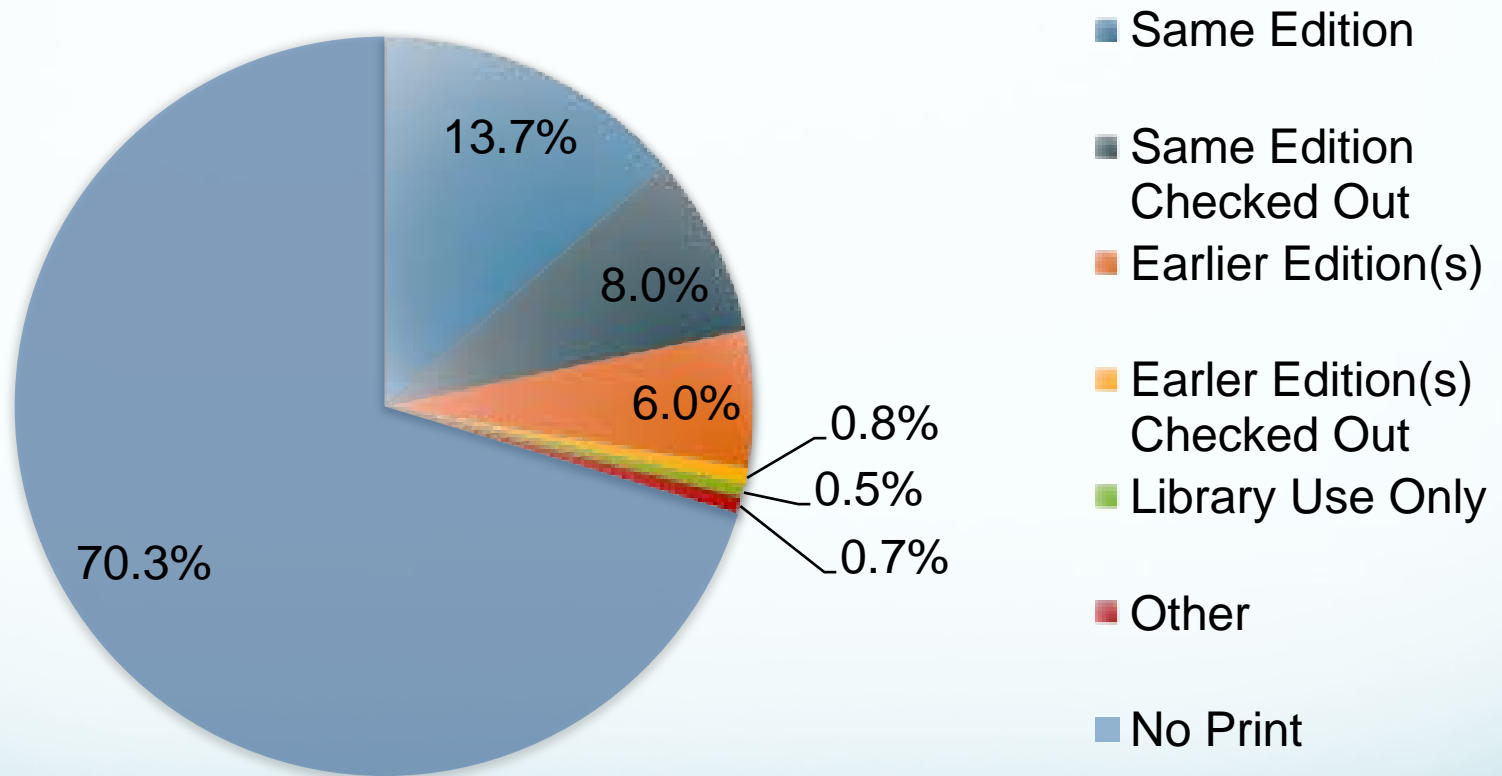   - All titles available
    - Ultimate purchase based on use

DU EBL Data (5/1/2010-6/30/2012)

	Actual	List
619 titles purchased	$49,003	$49,003
5,031 titles with at least one STL	$85,338	$398,278
4,154 titles with at least one browse	$0	$328,872
Total (9,804 titles)	*$134,341*	*$776,153*
Savings	**$641,812**	

Cost Per Transaction

Purchase Type	Total Cost	Cost per Transaction
STL	$85,338	$9.55
Autopurchase	$49,003	$79.17

EBL Use - Relation to Print Holdings (FY 2011)

Legend:
- Same Edition
- Same Edition Checked Out
- Earlier Edition(s)
- Earler Edition(s) Checked Out
- Library Use Only
- Other
- No Print

Pie chart values: 13.7%, 8.0%, 6.0%, 0.8%, 0.5%, 0.7%, 70.3%

Cost Projections - GVSU

	# of Ebooks Purchased	Total $ of Ebooks not Purchased	Additional STL Costs	Total Savings over Existing Plan
Purchase on 4th Loan	89	$17,382.31	$3,327.20	**$14,055.11**
Purchase on 5th Loan	58	$24,512.55	$4,621.09	**$19,891.46**
Purchase on 6th Loan	34	$25,722.11	$5,041.64	**$20,680.47**
Purchase on 7th Loan	22	$26,899.83	$5,324.84	**$21,579.99**

Doug Way and Julie Garrison, "Financial Implications of Demand-Driven Acquisition," in David Swords (ed.) *Patron-Driven Acquisitions: History and Best Practices*. (Berlin: De Gruyter Saur, 2011), p. 148.

What We Want to Do at the University of Denver

A Multi-Format Model

- E-Books from multiple vendors/publishers

- Print books
  - When electronic not available
  - When electronic not desired
  - Slip notifications

- Managed by YBP

- Primary means of monographic acquisition

E/P are NOT Simultaneous (but getting better)

- YBP Library Services data
  - Simultaneous publication = within 8 weeks

Fiscal Year	Percentage of titles released as ebooks simultaneously with print
FY 2013 (Aug 31, 2012)	42%
FY 2012	29%
FY 2011	19%

Why is DDA Perfect for E-Books?

- Seamless

- Instant Access

Why is DDA for Print So Difficult?

- Needs to be automated

- Must link to a request form from catalog record
  - Must pass through bibliographic information, patron information to acquisitions

- Should feed into a queue for acquisitions staff

Why is DDA for Print So Difficult?

- Users need to understand the process
  - (Unlike for e-books, for which the process can/should be seamless

- Clear explanation that this is not immediate

- Clear explanation that e-book version may be available

Why is DDA for Print So Difficult?

- Can we rely on a book supply network set up for traditional distribution (at point of publication)?

- Must rely on availability of title months/years after loading record

- Will move from bulk shipments to title-by-title

- Will rely on rush ordering

Why Print May Not Be So Hard

- Commercial Print On Demand
  - Lightning Source
  - Nothing will go out of print

- Increasing availability of e-books

- User comfort with requesting books
  - From other libraries
  - From remote storage

The Future

- E-Books on demand

- Local print-on-demand option

- Make accessible all that we can afford

Budget Goals

- Commit most of the monographs budget

- Spend the same to access more titles

Long-Term Management of the Consideration Pool

Another Definition

- Consideration Pool
  - All of the books available for access through the DDA program
  - Potentially much larger than a traditional collection
  - Can be tightly controlled or not – library preference

Filling the Pool

- Approval process

- Broader criteria

- Inclusion rather than exclusion

Adding/Removing Records

- Discovery is key

- Must be automatic

- Approval vendor

- MARC record service

Pool Maintenance

- Rules for
  - Length of time in pool
  - Removal
  - Replacement

Removal of Titles

- Removal because of content, quality

- Removal because of financial risk

- Rules for temporary removal

- Rules for permanent removal

Removal?

- May not be necessary at all
  - Large enough budget and small enough user base may allow permanent access to unlimited titles

Use Shapes the Pool

- Titles that are used remain available a bit longer
  - Removing titles = unhappy users

A Permanent Collection

- Some titles are core
  - Establish criteria for permanent/longer-term availability
    - Title-by-title
    - Series
    - Publisher
    - Subject

Role for Vendors

- Fill the pool (profiling)

- Provide discovery tools

- Remove/replace content (profiling)

- Comprehensive reporting

What About Consortial DDA?

- Tension between?
  - Goal of consortial purchasing: shared access for discounted group price
  - Goal of DDA – pay for only what is needed (locally)

Does DDA Change the Role of the Library?

- Long-term stewardship vs provision of robust collection for current research and teaching

Thank You

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