University of Wisconsin-Madison

From the SelectedWorks of Doug Way

November 11, 2011

Patron-Driven Acquisitions: Transforming Library Collections in the Virtual Environment

Doug Way, *Grand Valley State University*

Available at: https://works.bepress.com/doug_way/21/

Patron-Driven Acquisitions:

Transforming Library Collections in the Virtual Environment

November 11, 2011
Michigan State University

THE ART OF LIAISON, INSTRUCTION & SELECTION

Doug Way
Head of Collections and Scholarly Communications
GVSU Libraries

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Today we will...

- Examine components of PDA programs
- Review different approaches to PDA
- Discuss some reasons libraries are using PDA
- Take a closer look at GVSU's PDA Program

First… A Vocabulary Lesson

- Is it Patron Driven or Demand Driven?
- The Great PDA vs. DDA debate

First… A Vocabulary Lesson

Elements of PDA Programs

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First… A Vocabulary Lesson

- **Candidate Pool**
  - PDA titles that are accessible to users

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First… A Vocabulary Lesson

- **Candidate Pool**
  - PDA titles that are accessible to users
  - Managed in a variety of ways
    - Pub date, publisher, subject/LC Class, non-subject parameters
    - Consistent size or growing

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First… A Vocabulary Lesson

- **Short-Term Loans**
  - A lease that allows extended and enhanced access to a book in the candidate pool

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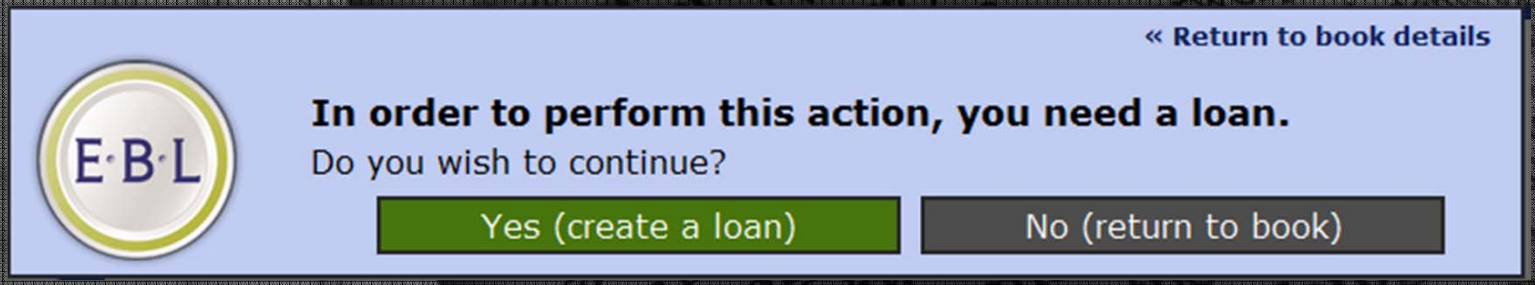
First… A Vocabulary Lesson

- **Triggers**
  - An action that causes a short-term loan or purchase



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First… A Vocabulary Lesson

- **Triggers**
  - An action that causes a short-term loan or purchase
  - **Types of triggers**
    - Number of sessions
    - Time in a book
    - Pages Viewed
    - Downloading a book
    - Copying/Pasting
    - Printing

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First… A Vocabulary Lesson

- **Autopurchase**
  - The unmediated purchase a book. This may take place the first time a trigger occurs or after a set number of short-term loans.

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First… A Vocabulary Lesson

- **Mediated Loan/Purchase**
  - A loan or purchase that must be approved by a librarian or library staff member.

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First… A Vocabulary Lesson

- **Browsing**
  - Viewing and/or reading a book in the candidate pool without triggering a loan or purchase

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Approaches to PDA

- **Electronic vs. Print vs. Print & Electronic**
- **Backlist or Frontlist Only**
- **Leased vs. Owned**
- **Mediated or Unmediated**

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Why are Libraries Looking at PDA?

- **Lots of reasons**
- **At GVSU…**
  - **Past Success**
  - **Expand Universe of Books Available**
  - **Better Use of Funds**
  - **Change in Philosophy**
    - From Building Collections to Providing Access
  - **Evolving Role of Liaison Librarians**

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Nuts and Bolts of GVSU's PDA Set-up

- **Initial EBL Settings**
  - 1 Day STLs
  - Price Limits on STLs
  - Auto-purchase Threshold
  - Loan period for purchased books
  - Budget
  - Invoicing and Deposit Account

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Nuts and Bolts of GVSU's PDA Set-up

- **Initial Load of Books**
  - Approximately 50,000
  - Published since 2005
  - Exclusions

- **Growing Collection**

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After One Year...

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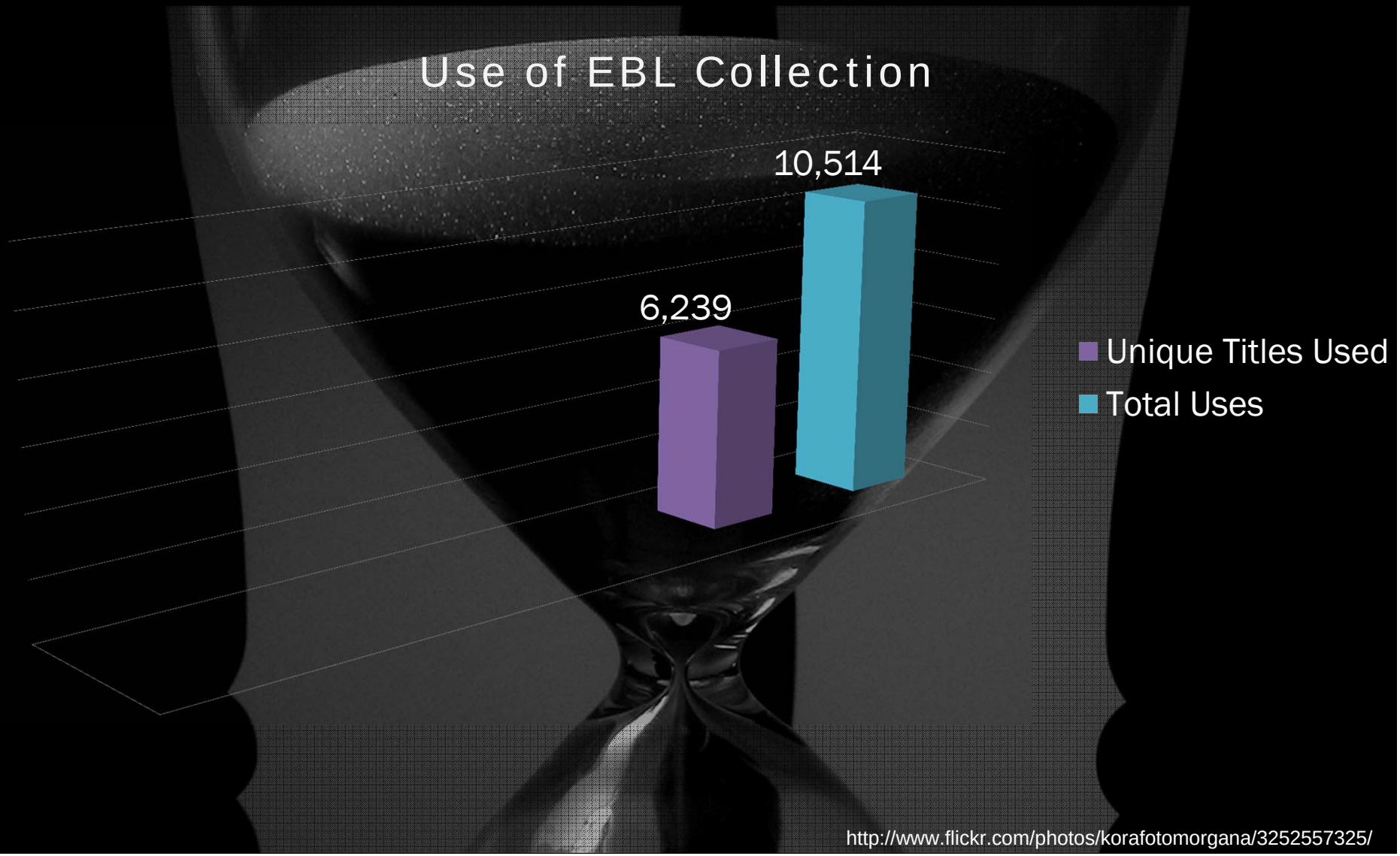
After One Year…



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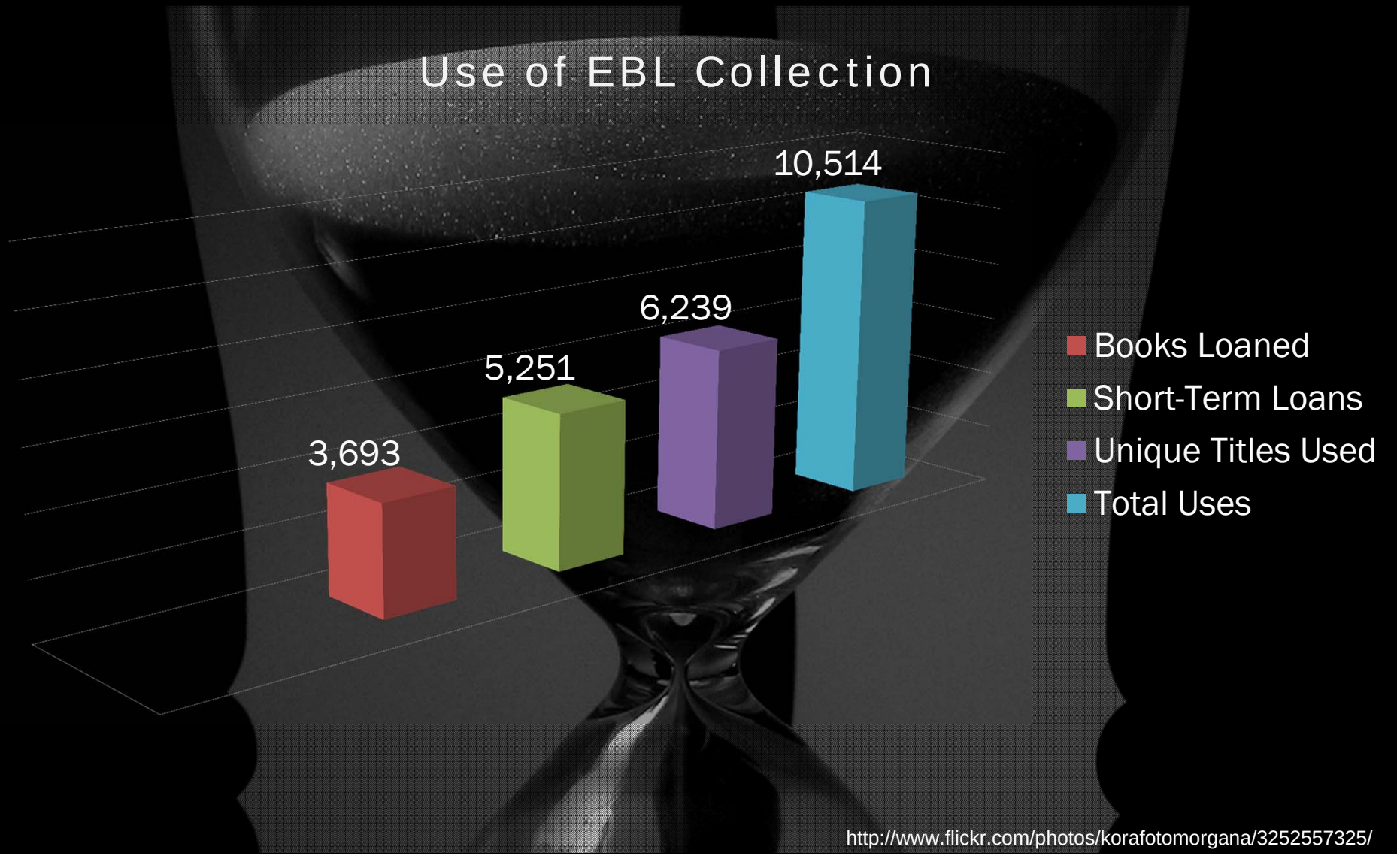
After One Year...



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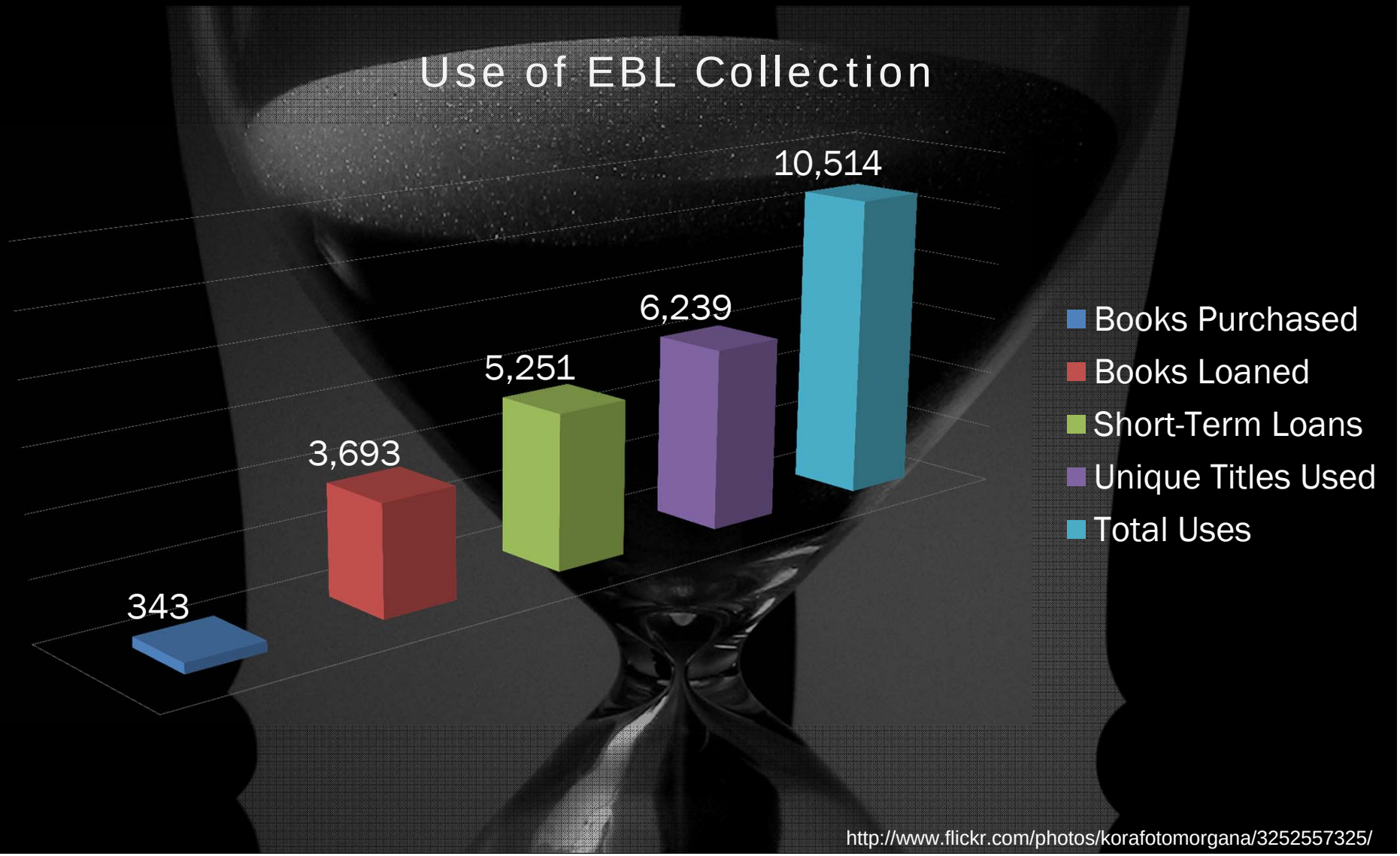
After One Year...



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After One Year...

Where the Money Went

	Total #	Total Cost	Highest Cost	Lowest Cost	Average Cost
Short Term Loans	5,251	$41,891.49	$39.75	$0.20	$7.98
Auto-purchases	343	$26,946.9	$855	$3.99	$78.56
Uses	10,514	$68,838.39	$3,000	$3.95	$6.57

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Savings from PDA

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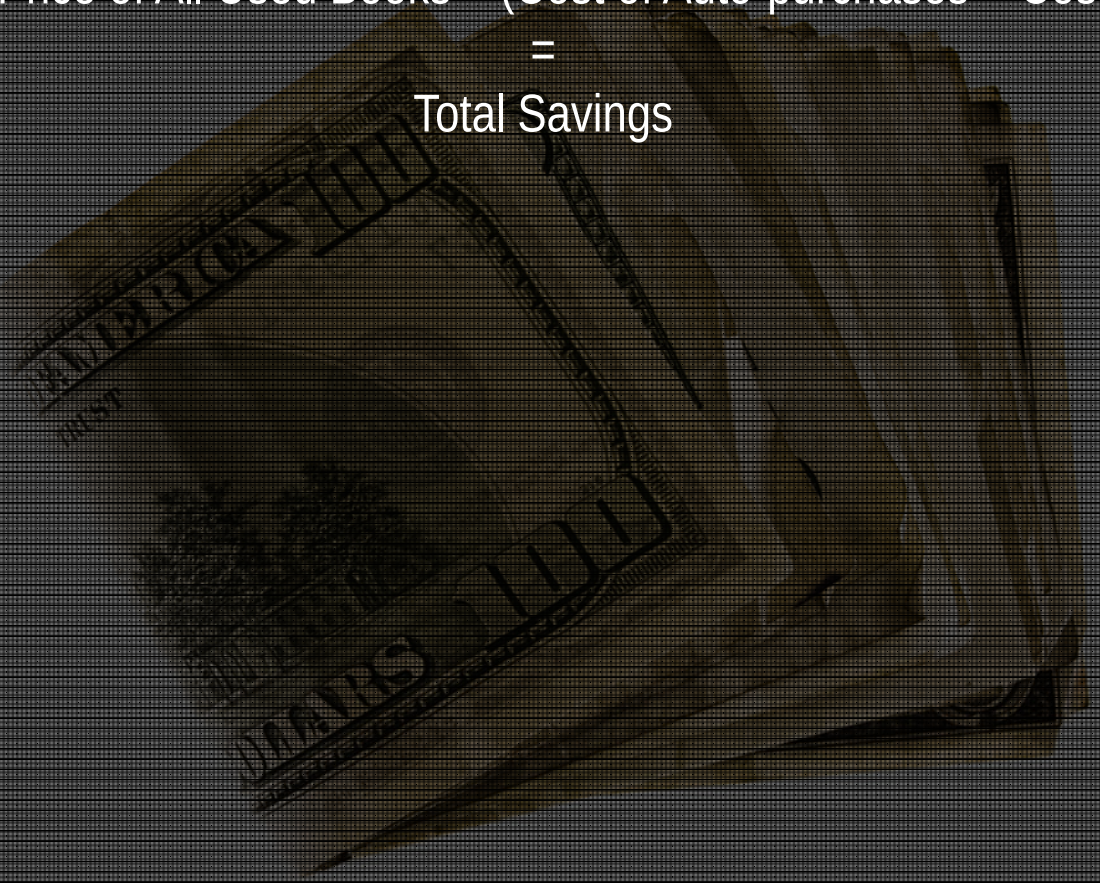
Savings from PDA

Purchase Price of All Used Books – (Cost of Auto-purchases + Cost of STLs)

=

Total Savings



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Savings from PDA

Purchase Price of All Used Books – (Cost of Auto-purchases + Cost of STLs)

=

Total Savings

$550,464.35

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Savings from PDA

Purchase Price of All Used Books – (Cost of Auto-purchases + Cost of STLs)

=

Total Savings

$550,464.35 – ($26,946.90 + $41,891.49)

=

$481,625.96

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How We Could have Saved Even More

By Darren Hester / http://www.flickr.com/photos/darrenhester/

How We Could have Saved Even More

Original Premise:

Purchase on third loan because books used that heavily are likely to continue to be used.

Subsequent Loans after Purchase									
Zero		One		Two		Three		More than Three	
#	%	#	%	#	%	#	%	#	%
196	57%	89	26%	24	7%	12	3%	22	6%

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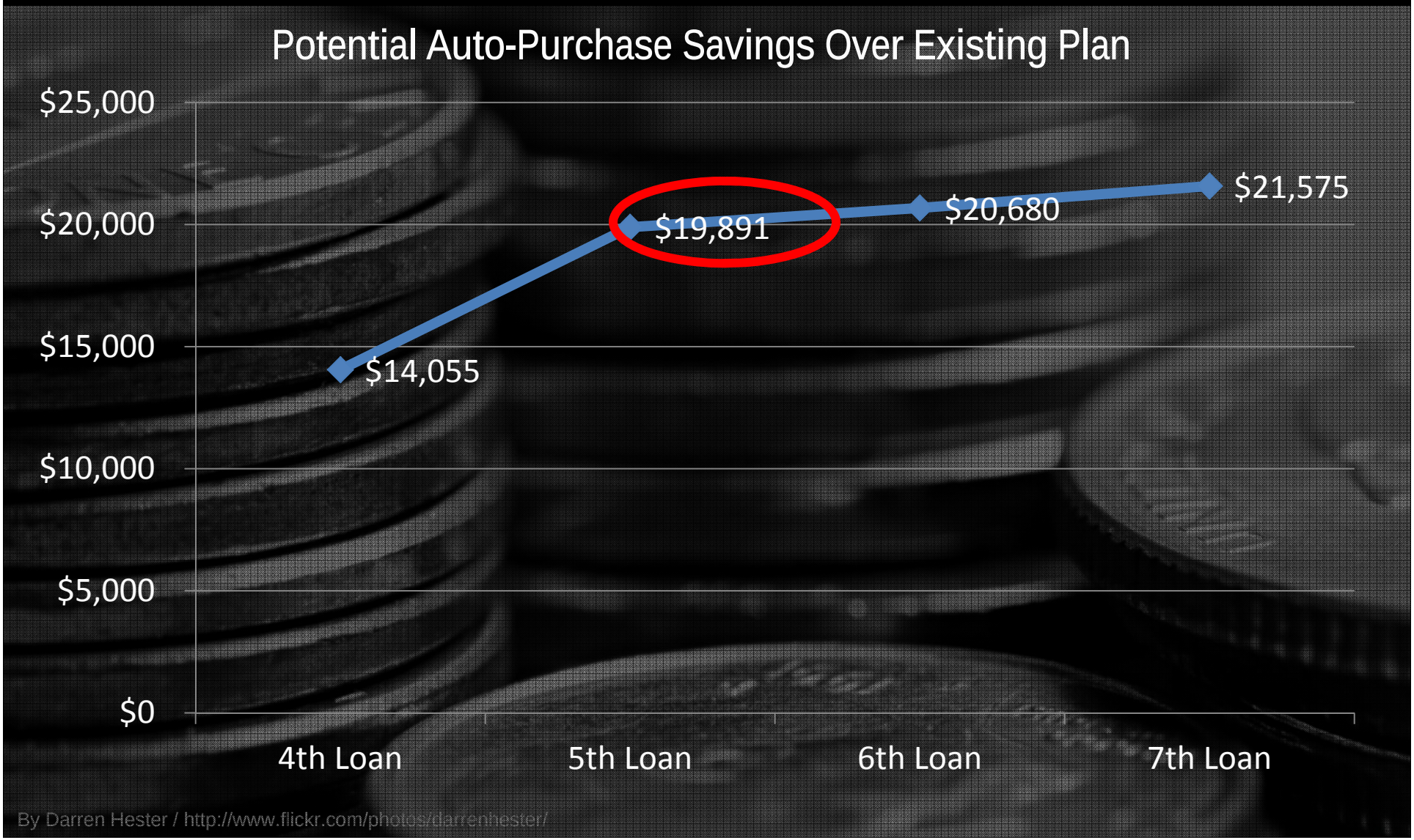
How We Could have Saved Even More



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Year Two

- Increased available titles
- Adjustments to settings
  - Auto-purchase threshold
  - Loan period for purchased books
  - Price limits

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Year Two

Summary Statistics for 2010/2011 Academic Year

	Total #	Total Cost	Highest Cost	Lowest Cost	Average Cost
Short-Term Loans	8,212	$79,039.90	$157	$0.10	$9.62
Auto-purchases	412	$30,743.04	$570	$3.95	$74.62
Totals	23,522 (COUNTER Uses)	$109,782.94	--	--	$4.67/Use

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Where We're at Today

- Adjustments to EBL Profile
  - STL Length
  - Eliminated "copy 2" purchase mediation
- Still figuring out the budgeting

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Where We're at Today

- Impact on collection development

- Integration with YBP
  - Multivendor capabilities
  - Better MARC Records
  - More sophisticated profiling
  - Better integration of PDA with "traditional" collection development

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Where We're Going

- Ebook PDA as the default acquisition model in social sciences and sciences
- Expansion to multiple vendors
- Print-on-demand vs. Vendor Supplied Print PDA

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Thank You

Questions?

wayd@gvsu.edu
http://works.bepress.com/doug_way/