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Partnering with Patrons via E-Book Patron Driven Acquisitions

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Partnering with Patrons

Via EBook Patron Driven Acquisitions

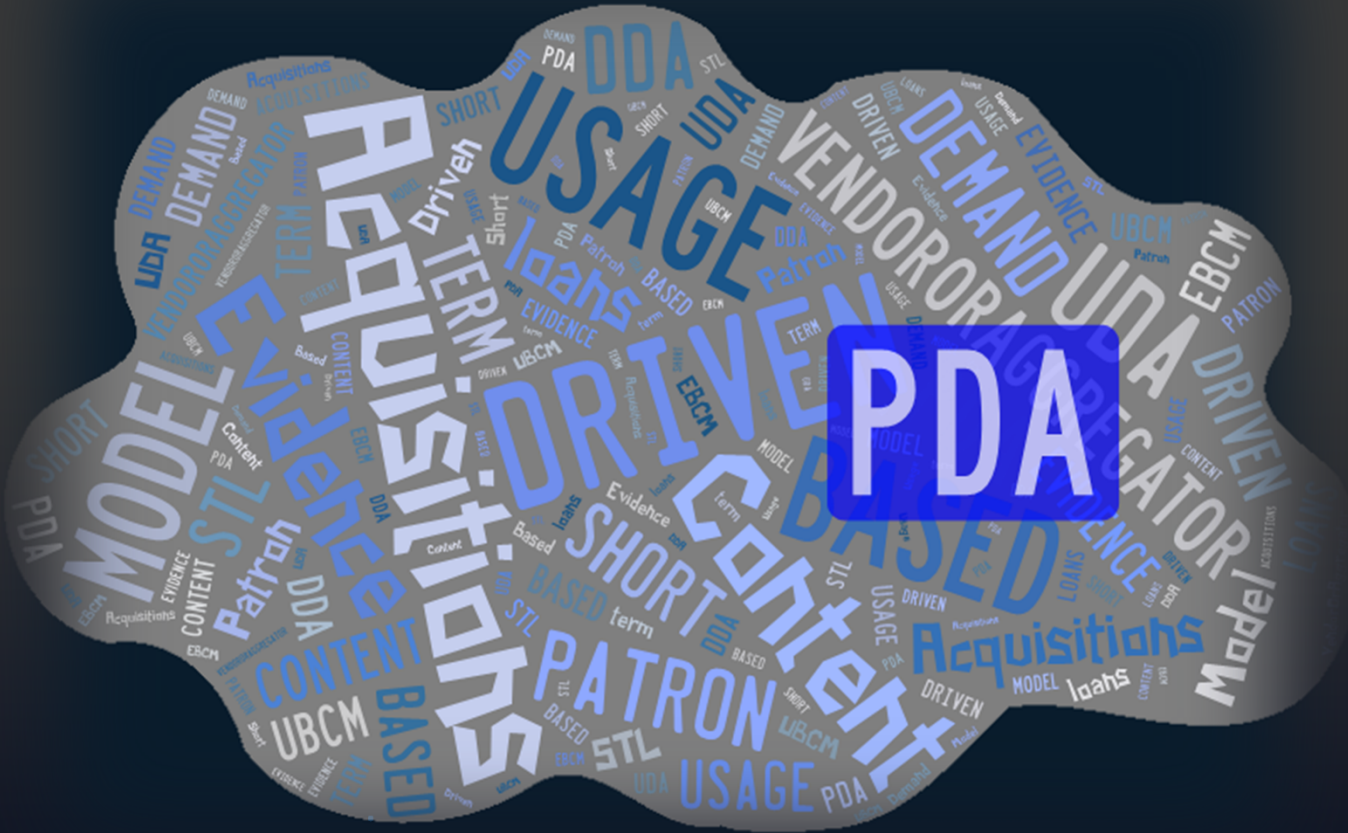
Panelists:
Valerie Boulos
Andrew Copnick
Rachel Perry

Agenda

- What → Definition of a PDA.
- Why → Background and what lead to the implementation of this selection model, including substantive statistics.
- How → Practical application for rolling out a PDA.
- The Possibilities → Variations on a theme.
- Conclusions → Is it worth it?
- Q & A → Got questions?



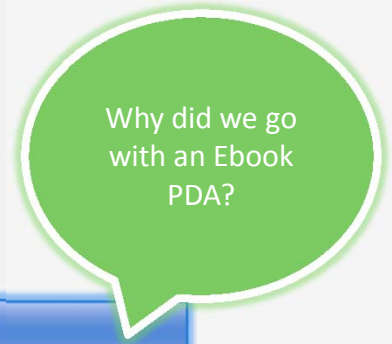
PDA



Why did we start a PDA?

Background: Print vs. EBook

Just the Stats...



PRINT

- Print budget
 - FY11 36%
 - FY12 35%
 - usage=29% CIRC>1
 - 71% print were never checked out!
 - FY13 25%
- Other considerations
 - Out of print
 - Shipping costs
 - Time delay from triggered to delivered and cataloged

EBOOK

- EBook budget and usage
 - FY11 64%
 - FY12 65%
 - usage=71% ACCESS>1
 - 29% ebooks were never accessed
 - FY13 75%
- Other considerations
 - 24/7 access
 - Accessible from anywhere
 - Free use for 1 page



Ebrary PDA (FY 12-FY13)

- Profile primarily focused on Spanish-language e-books for the subject areas:
 - Education
 - Business/Economics
- Absence of a Subject Selector responsible for the assigned areas precipitated the need for the PDA and funds to be spent
- Lack of physical space in North Miami Beach branch library required purchase of “virtual” materials
- Allocation for FY12 and FY13:
 - \$5,000.00 with University Purchase Order
- Perpetual rights/archive license with Multiple User Model (MUPO)



FIU's 2011 Ebrary PDA Pilot – 2012 stats

- Of 626 titles purchased from the PDA pilot:
 - 372 were used in 2012; 254 had no usage.
 - 59% of the PDA-purchased books continued being used into 2012.
- In terms of overall 2012 usage of the ebrary collection, only 32% of ebrary titles used were from the PDA project – BUT PDA accounted for:
 - 60% of the user sessions
 - 77% of the page views
 - 58% of the pages printed
 - 64% of the titles which patrons request to be in the Wait Queue
 - 70% of the chapter downloads
 - 62% of the full book downloads

PDA titles only account for 25% of the cost of e-books accessed in 2012 (overall cost of titles used was \$115,000; the PDA books account for \$28,000 of that)



MyLibrary PDA (FY 14)

Profile primarily focused for the subject areas:

Class H - Social Sciences (Business)

Class D-F - History (World; Americas)

Class P - Philosophy; Psychology

Class Q - Sciences

Intended targeted audience:

- UNDERGRADUATE LEVEL
- Expanded to include GRADUATE LEVEL in Sciences due to lack of matches in MARC record loads

Subject Selector vacancies required the use of PDA as a substitute tool for collection development

Allocation for FY14:

- \$10,000.00 with a University Purchase Order

Explicit instructions for Single User license (SUPO)



MyLibrary PDA (FY 15)

Profile primarily focused for the subject areas:

Class B - Philosophy, Psychology

Class E-F - History (Americas)

Class H - Social Sciences

Class T - Technology

Class D - History (General), Old World

Class G - Geography

Class Q - Sciences

Class V - Naval Sciences

Intended targeted audience:

- UNDERGRADUATE AND GRADUATE LEVEL

Allocation for FY15:

- \$10,000.00 with a University Purchase Order

Explicit instructions for Single User license (SUPO)



Wiley Usage Based Content Model UBCM

Pros

- Get the [entire] publisher catalog
- Generally no requirement for any specific title purchases
- Don't need to worry about duplication with already purchased e-titles
- Can order additional titles based on known usage

Cons

- Limited to one publisher
- Multiple plans = multiple deposit payments
- What are your institutional regulations for deposit accounts?



Wiley UBCM – duplicitous?

FIU OWNS?	TITLE	
no	Medical Toxicology of Drug Abuse: Synthesized Chemicals and Psychoactive Plants	58
no	Mass Spectrometry Handbook	56
Print - MMC	The Point is to Change it: Geographies of Hope and Survival in an Age of Crisis	55
EBL	Handbook of Statistical Genetics, Third Edition	49
Print - BBC	Sharks of the Open Ocean: Biology, Fisheries and Conservation	43
no	Introduction to Neural Engineering for Motor Rehabilitation	42
no	Protein Engineering Handbook, Volume 1 & Volume 2	40
no	NMR of Biomolecules: Towards Mechanistic Systems Biology	39
EBSCO, 5th ed	C++ for Dummies®, 6th Edition	35
EBSCO	Interactions Between Fish and Birds: Implications for Management	34
no	Biology of Sensory Systems, Second Edition	34
no	Magnetic Resonance Microscopy: Spatially Resolved NMR Techniques and Applications	34
no	Quantum Biochemistry	34
print, 2nd ed	The Liver: Biology and Pathobiology, Fifth Edition	34
no	Computational Drug Design: A Guide for Computational and Medicinal Chemists	33
no	Amyloid Proteins: The Beta Sheet Conformation and Disease	32
no	Biomechanics in Sport: Performance Enhancement and Injury Prevention	32
no	Monitoring and Modeling the Deepwater Horizon Oil Spill: A Record-Breaking Enterprise	32
no	International Handbook of Organizational Teamwork and Cooperative Working	31
no	Employee Engagement: Tools for Analysis, Practice, and Competitive Advantage	30
no	Medical Terminology for Dummies®	30
no	The R Book	30



CONSORTIA PDA

We're all in this together



Shared PDA as of May 2014

Imprints available	41 (34 publishers)
Number of MARC records loaded in PDA01	2,990
Number of titles purchased	376
Purchase MARC records loaded	83
Amount Expended	\$71,351
Amount Remaining	\$54,275



Cost Effectiveness of the Shared PDA

Cost
Per
Use

- The cost per book purchased averages \$188, with a cost per use of \$19.60
- However, it is worth noting that the plan has no fees for less than three uses of a book, which in most plans would trigger a short term loan (STL) fee. When the usage of books which have not yet been triggered for purchase are factored into the cost per use mode, the overall cost per use of the entire plan is \$14.89.



All Ebook Usage (as of March 2014)

FL Statewide PDA - All E-Book Usage		
	Books	Uses
Unpurchased E-Books (1 or 2 uses)	661	790
Purchased E-books (3+ uses)	276	2,747
Total number of books used	937	
Total number of uses		3,537
Cost of Books Purchased	\$52,674.18	
Overall Cost Per Use of All E-books in Plan		\$14.89



PDA Life Cycle

Profiling: based on retrospective, based on need, wishlist, approval slips, replacements, ILL.

MARC Loading: discovery records, purchased records, frequency. Delete records vs. batch deletion. Keep duplicate records – different simultaneous users.

Triggers & Tracking: vendor specific, short term loans. Only know who last triggered it on consortium level.

Invoicing: frequency.

Analysis: (closes loop), good profile?

Analysis

- Titles triggered
- Titles to be removed, title accessed remain in pool, some titles permanent, some subjects/publishers remain

Profiling

- Existing AP
- Collection Gap

MARC Loading

- FTP server/Admin Module
- Frequency
- Record Coding
- Record Quality (Discovery vs. Final)
- Duplicates

Invoicing

- Frequency/Format
- Order Records format
- Payment workflow

Triggers & Tracking

- What is a purchase?
- Emailed or Admin-based



We Interrupt This Program...

Newsflash!

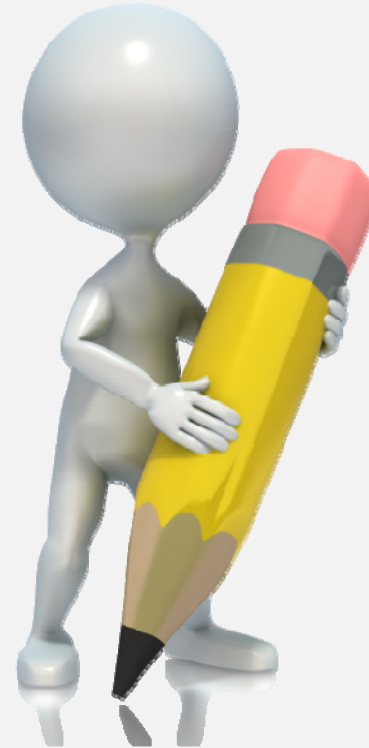
Our first PDA (Ebrary) increased our catalog access value in FY12 by \$38,000 but we only paid for what was used: \$7,200



We Interrupt This Program...

Newsflash!

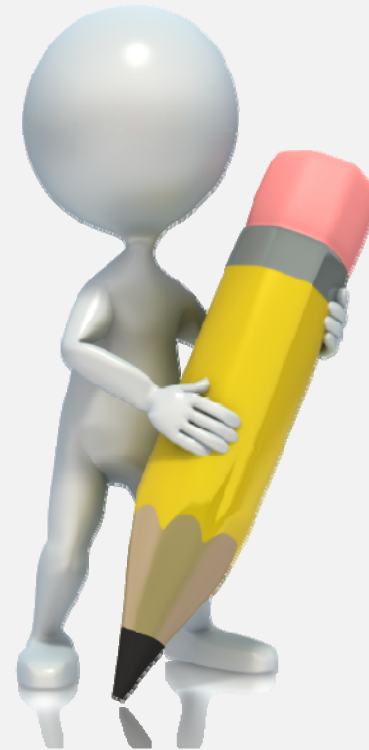
*Our second PDA
(MyLibrary) increased
our catalog access value
in FY14 by \$73,889 but
we only paid for what
was used: \$11,644*



We Interrupt This Program...

Newsflash!

*Our current PDA
(MyLibrary) increases
our catalog access value
by \$87,160*



Variations on a theme

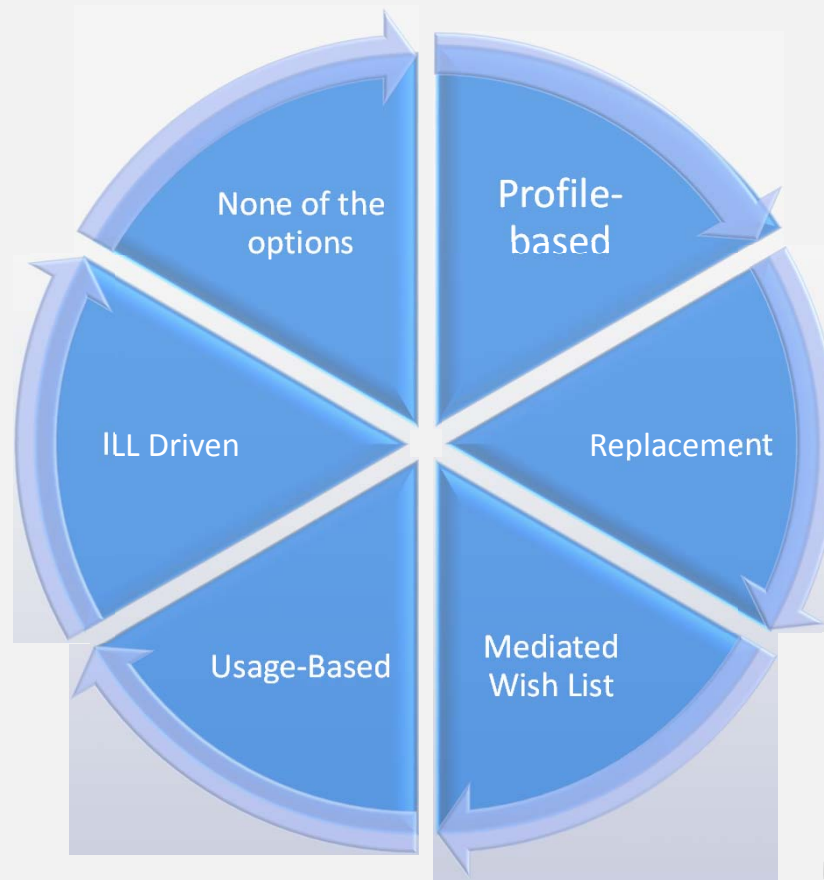
The possibilities

PDA/DDA options or variations of the acquisition process that are offered using this workflow.

All options may not work for all library environments.

Print Books:
ILL driven Books-on-Demand

MARC records in system generates trigger to acquisitions to purchase the book



Conclusions

Is it worth it?



- Budget saver
- Targets user-need
- Labor intensive
- duplicates

- Immediate access
- Easy to use
- Records look the same and act the same
- No additional security levels

- Is it sustainable?
- Publishers opting out





Questions?



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