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

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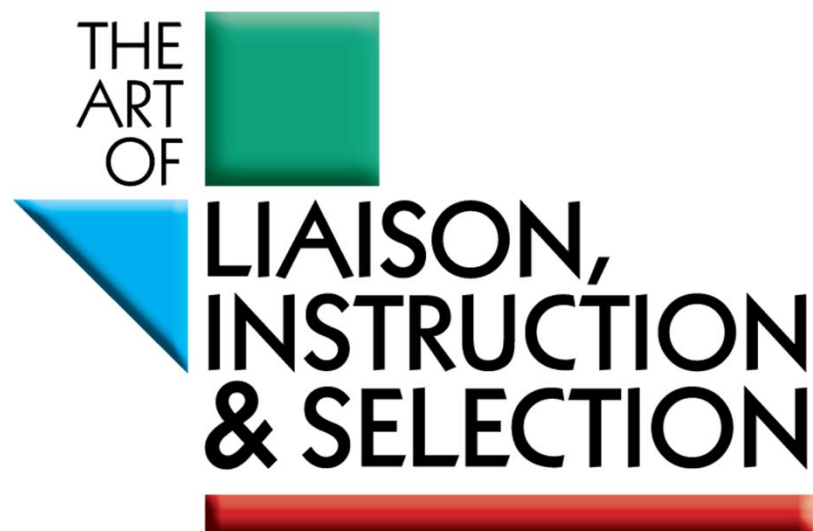
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Patron-Driven Acquisitions: Transforming Library Collections in the Virtual Environment

November 11, 2011
Michigan State University



Doug Way

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GVSU Libraries



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

First... A Vocabulary Lesson

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

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

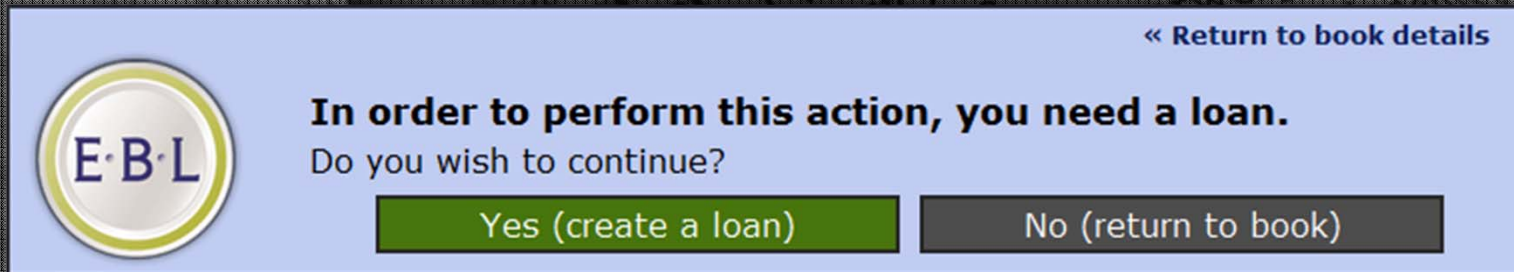
First... A Vocabulary Lesson

- **Short-Term Loans**


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

First... A Vocabulary Lesson

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



« [Return to book details](#)

 **In order to perform this action, you need a loan.**
Do you wish to continue?

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

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.


First... A Vocabulary Lesson

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

First... A Vocabulary Lesson

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

Approaches to PDA

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

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**



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

Nuts and Bolts of GVSU's PDA Set-up

- **Initial Load of Books**

- Approximately 50,000
- Published since 2005
- Exclusions

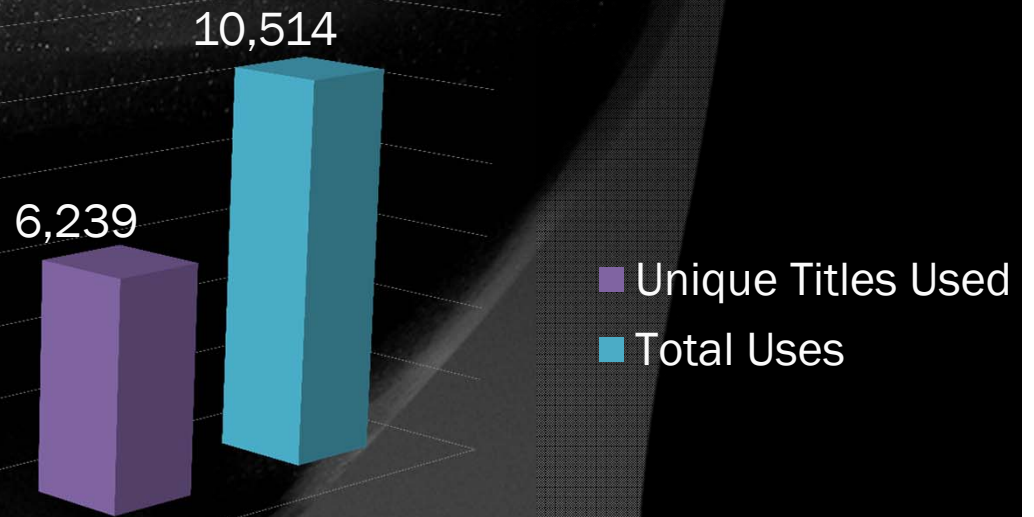
- **Growing Collection**

After One Year...



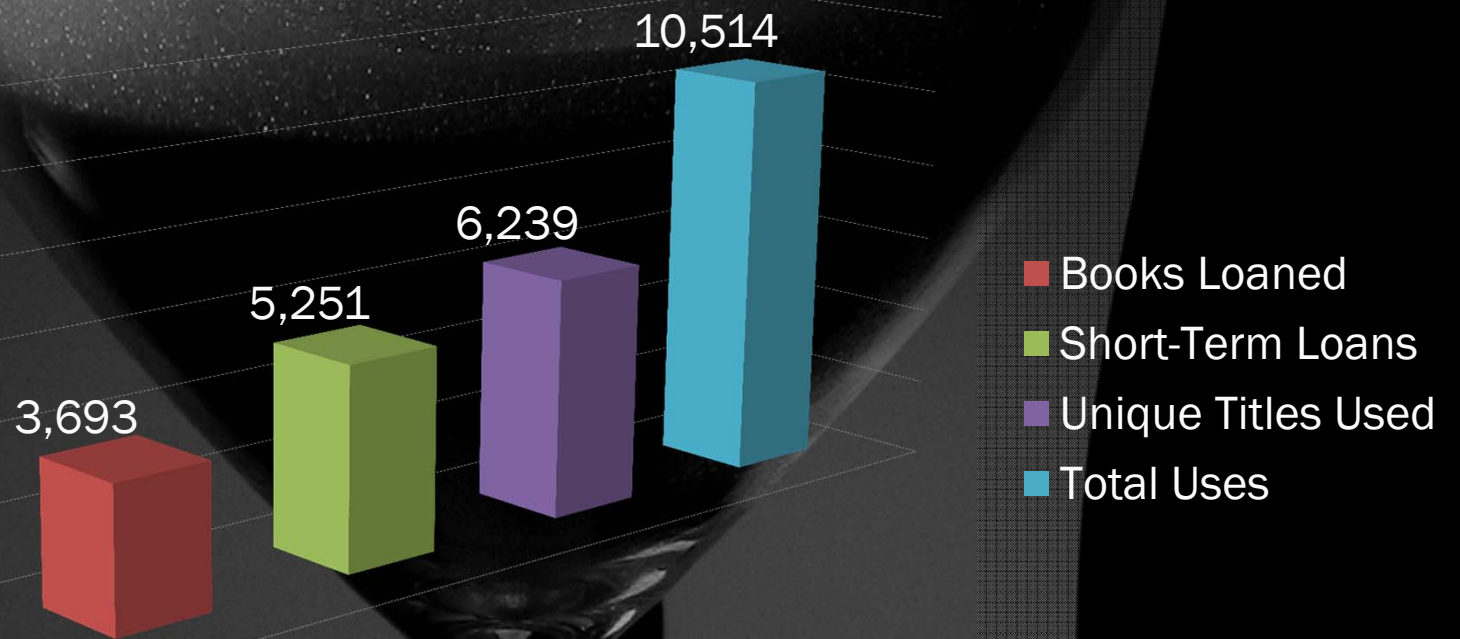
After One Year...

Use of EBL Collection



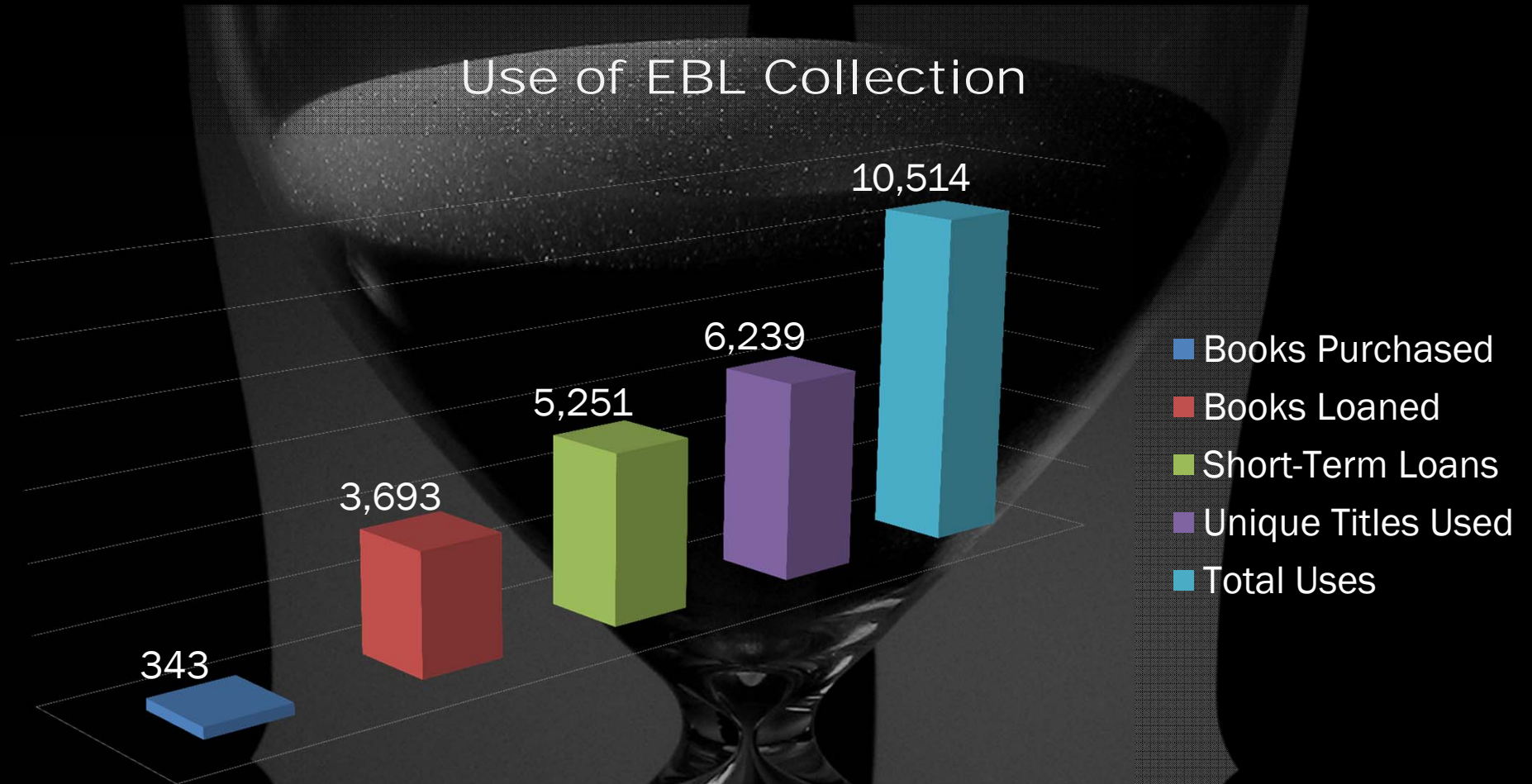
After One Year...

Use of EBL Collection



After One Year...

Use of EBL Collection



After One Year...

Where the Money Went

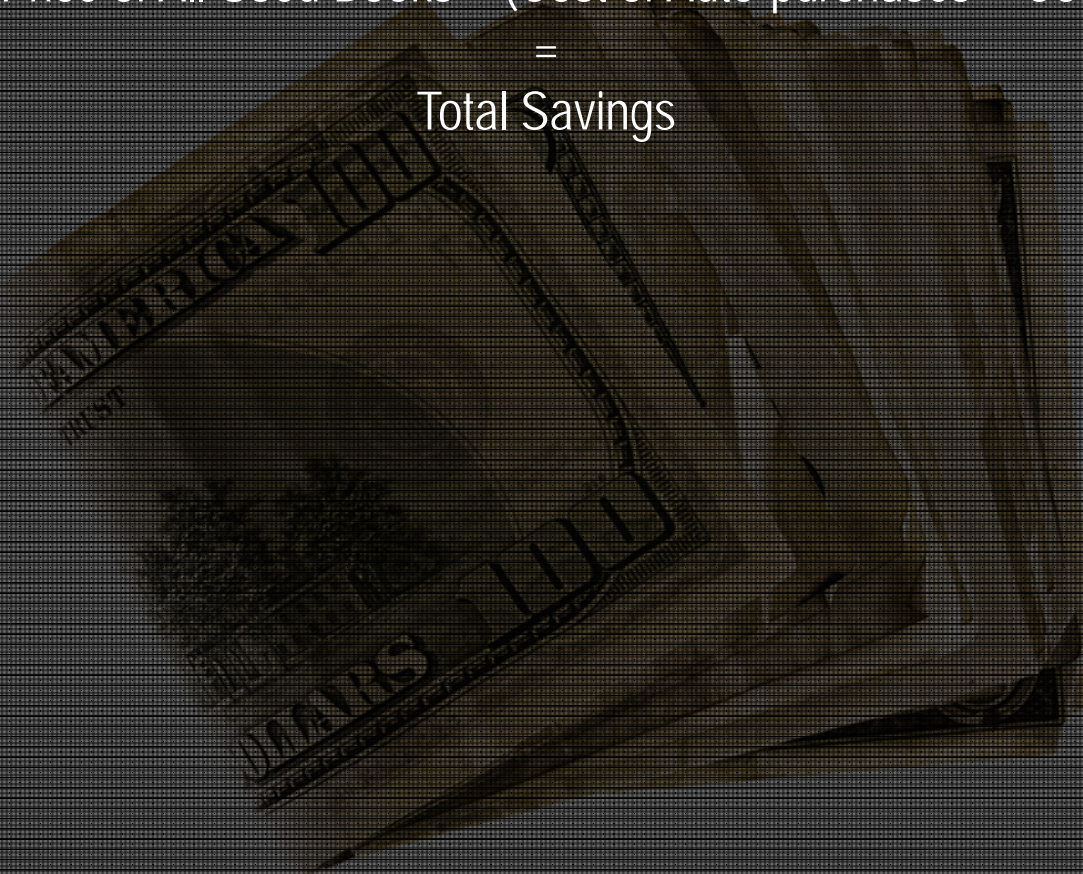
	Total #	Total Cost	Highest Cost	Lowest Cost	Average Cost
Short Term Loans	5,251	\$41,891.49	\$39.75	\$0.20	\$7.98
Auto-purchases	343	\$26,946.9	\$855	\$3.99	\$78.56
Uses	10,514	\$68,838.39	\$3,000	\$3.95	\$6.57

Savings from PDA



Savings from PDA

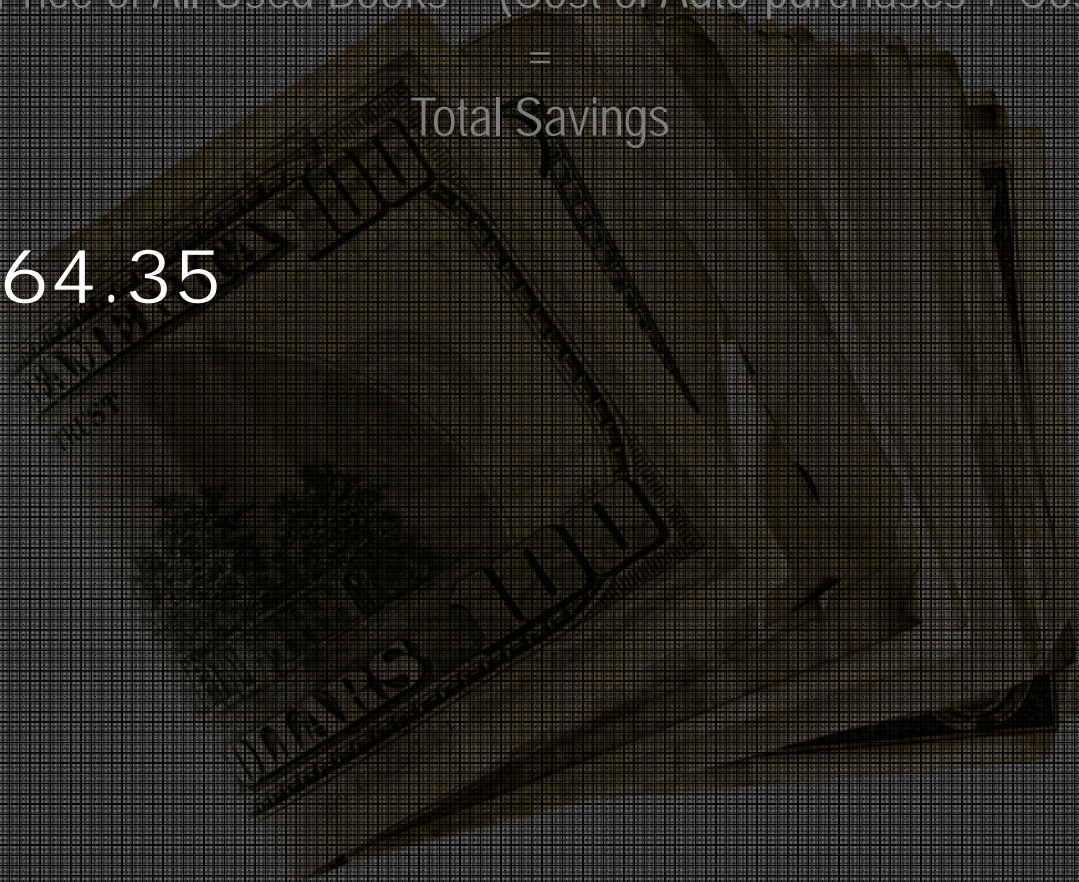
Purchase Price of All Used Books – (Cost of Auto-purchases + Cost of STLs)
=
Total Savings



Savings from PDA

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

\$550,464.35



Savings from PDA

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

$$\begin{aligned} & \$550,464.35 - (\$26,946.90 + \$41,891.49) \\ & = \\ & \mathbf{\$481,625.96} \end{aligned}$$

How We Could have Saved Even More



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

How We Could have Saved Even More

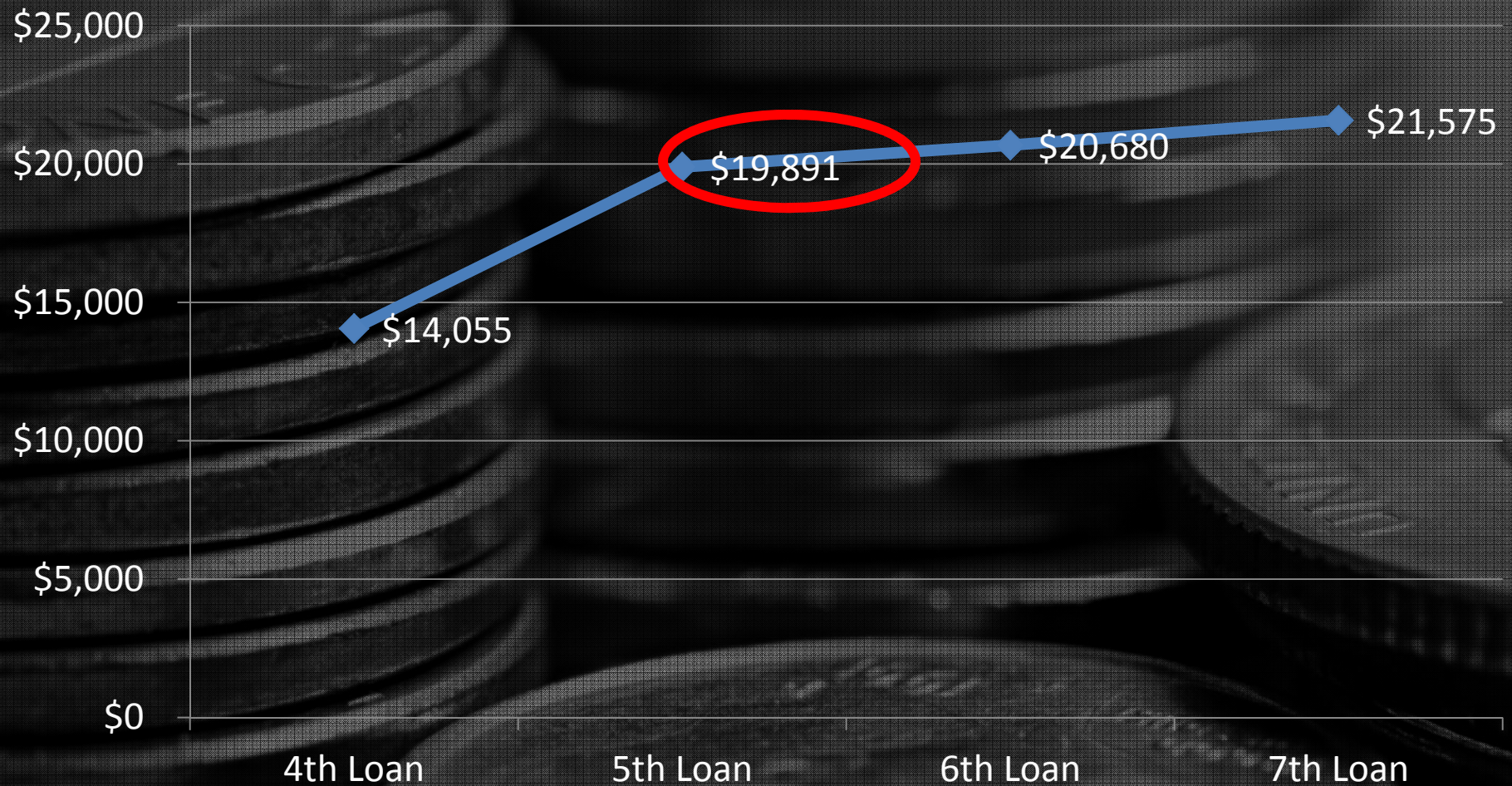
Original Premise:

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%	

How We Could have Saved Even More

Potential Auto-Purchase Savings Over Existing Plan



Year Two

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

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

Where We're at Today

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

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

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

Thank You

Questions?

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