

Patron-Driven Acquisitions (PDA): Origins, Implementation, Future

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Outline

- Traditional collection development
- Use studies
- Interlibrary loan
 - Post-transaction analysis
 - Book purchase model
 - Early implementers
 - Purdue University Libraries
- E-book model
 - Overview
 - Purdue implementation
- Q & A

Traditional Collection Development

Definition of a library:

- Acquire
- Organize
- Provide access



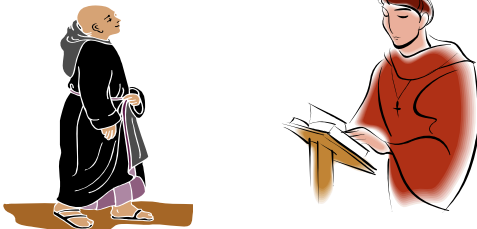
Librarian as Selector



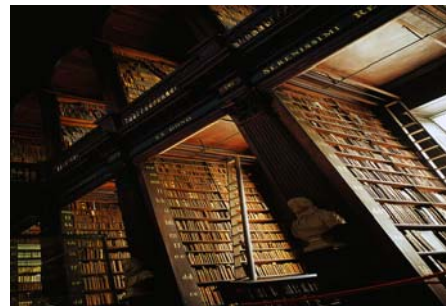
- Knowledge of user population
- Education, training, experience

User as Selector

"Can you get a copy of that new Bible from Herr Gutenberg?"




Just-in-Case collection development



Use studies


“Some behavioral patterns of library users: The 80/20 rule.”

~ Richard Trueswell, 1969



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Low- and no-use books



- Identify
- Acquire
- Catalog
- Shelf
- Shift
- Barcode
- Inventory
- Weed
- Move off-site
- Consortial print retention

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Ownership vs. Access



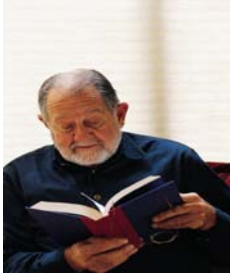
Interlibrary Loan



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Interlibrary Loan: the theory

Traditional view:
Arcane technical reports in obscure languages



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Interlibrary Loan: the reality


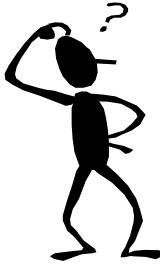


“The overwhelming preponderance of recently published material was obvious.”

~ Michael Roberts and Kenneth J. Cameron, 1984

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ILL Post-Transaction Analysis

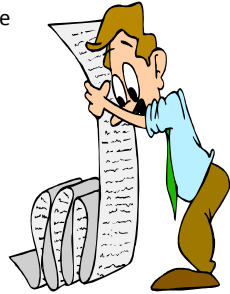


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Mining ILL Data to Make Collection Development Decisions

- Suggest specific titles to purchase
- Identify weak areas
- GOAL: provide better service

- Expensive
 - Time
 - Borrow, then buy
- Difficult to generalize
- Hard to routinize



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Roberts & Cameron, 1984

“... Some of this could and should be bought either *instead of*, or in addition to, borrowing.”

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Allen, 1988

“... serious problems in practice” because it would be impossible to predict “which books would or would not be used.”

~ G. G. Allen, 1988

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ILL/Book Purchase: Early Efforts



- Buy selected books after librarian review
- Buy if less than borrowing cost
- Buy if ILL request fails
- Buy if requested multiple times

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Pritchard's Study

- Medical library, mid-1970s
- ILL requests: selected recently published titles were bought rather than borrowed
- Circulation for these books slightly better over a three-year period than librarian-selected titles

~ S. J. Pritchard, 1980

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Regional Public Library System, 1985

- Buy books that cost less than the average ILL transaction
- Most purchased books were subsequently used multiple times



~ Ann Swanson, 1985

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The Failed ILL Request

“ . . . when items cannot be acquired by ILL, requests should go to collection management for a decision whether to purchase.”

~ Ruth Miller, 1996

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ILL Titles Requested Multiple Time

“ . . . titles requested more than once could automatically generate an order for purchase.”

~ Molly Murphy and Karen Rupp-Serrano, 1999

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ILL Requests for Current Imprints

“Requests for titles from the current publication year could . . . be flagged for automatic purchase.”

~ Molly Murphy and Karen Rupp-Serrano, 1999

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ILL/Book Purchase Model: Early Implementers

- Planned & comprehensive
- Criteria-driven program
- Budgeted
- Sustained
- Assessed



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Early Implementer: Bucknell

- Started in 1990
- Bought selected books requested through ILL
- Assessment: Successful
 - Acceptable turnaround time
 - Reasonable average cost
 - Inter-unit cooperation with acquisitions
 - High subsequent circulation rate

~ Jennifer Perdue and James A. Van Fleet, 1999

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Late 1990's

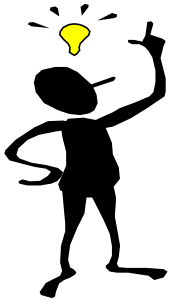


- ARL ILL cost study
 - \$18.35 (borrower)
 - \$ 9.48 (lender)
- Amazon.com
 - Discounted price
 - In-stock information
 - Shipping time
 - Rapid delivery

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Traditional ILL book loan

- Borrow book
- A few weeks' use
- Return book



NEW IDEA: *Keep the book!*

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Proposed ILL Book Purchase Model

- Establish acquisition parameters
- Purchase book from online bookseller
- Lend to ILL patron
- Catalog returned book for library

ASSUMPTION: A book that one patron needs will also be useful to others.

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2000: Purdue Implements Books on Demand

- Criteria for ILL book purchases
 - Published in the last 5 years
 - Scholarly
 - Up to \$100 (\$150)
 - In English
 - Delivery within a week

~ Suzanne Ward, 2002


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Workflow, pt 1

- ILL ...
 - does title meets criteria?
 - can online bookseller supply? Price & Time
 - assigns home library
 - manages transaction in ILL database
- Acquisitions ...
 - places order with online bookseller
 - enters "on order" record in OPAC

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Workflow, pt 2




- ILL ...
 - receives book directly from online bookseller
 - adds property stamp
 - lends book to patron
 - sends returned book to cataloging

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Major Objective

As little extra or rush processing as possible



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Evaluation Criteria

- Solicit patron feedback
- Track subsequent circulation
- Analyze patrons' departments & status
- Analyze purchased books

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Patron Feedback

- Short questionnaire distributed with books
 - Did book arrive in time? 99% Yes
 - Usefulness of book for library collection?
 - Very useful 86 %
 - Moderately useful 11%
 - Marginally useful 3 %

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Patron Comments

- I am delighted with this new service.
- This is a wonderful program!
- What a great idea - I don't feel rushed to use the resource because I can check it out later.
- It was great that you bought this book!
- This is a crucial work. Thanks for this policy!
- The book came so much faster than I expected.

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How many books per patron?



- 2,718 books & 1,072 patrons
- 1 patron 54 books
- 1 patron 45 books
- 2 patrons 24 books
- 101 patrons 3 books
- 182 patrons 2 books
- 595 patrons 1 book

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By discipline & by patron status

- Percent by discipline
 - 84% social sciences/humanities
 - 16% sci/tech/engr
- Patron status information
 - 9% undergraduates
 - 60% graduates
 - 31% faculty/staff

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What did we buy?

- Health clubs: architecture and design
- Building imaging applications with JAVA
- Encyclopedia of women and crime
- Eating disorders in women and children
- Politics of human rights in East Asia
- Insect development and evolution
- Monetary policy rules
- Camus: portrait of a moralist



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Why not already acquired?

- Budgetary constraints
- “Wet ink” titles
- Interdisciplinary
- Narrow specialty
- Publishers’ catalogs not seen

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Librarians’ perceptions

- Grad students’ input
- Strengthens collection in interdisciplinary areas
- Cost effective
- Meets point-of-need requirements
- Fast, easy, seamless
- Vast majority of titles are in scope
- Improved customer service



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2010 Assessment: Purdue

A Decade of Books on Demand

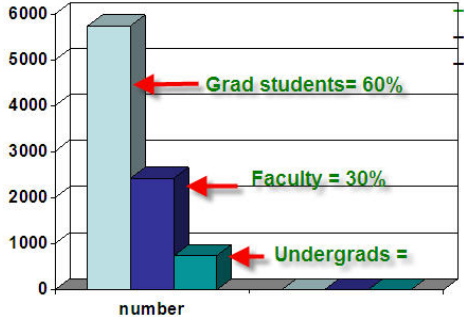
9,572 books (about \$350,000)
 Average cost: about \$38
 5-8% of total monographs added/year

Librarians: 98% of books appropriate
 Users: extremely satisfied
 Subsequent circulation: significantly higher than that of similar librarian-selected books

~ Anderson et al; Bracke; Nixon & Saunders, 2010

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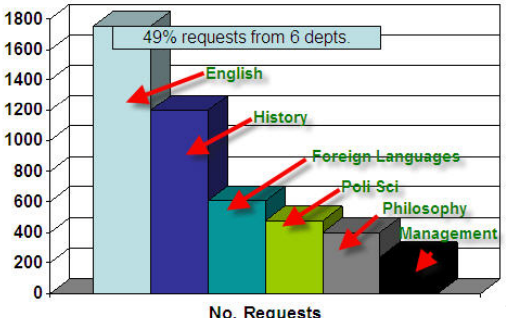
Who uses service? GRADS.



| User Category | Percentage |
|---------------|------------|
| Grad students | 60% |
| Faculty | 30% |
| Undergrads | 10% |

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Who uses service? Liberal Arts: English, History, Foreign Language, Poli Sci researchers.




49% requests from 6 depts.

| Department | Approximate No. Requests |
|-------------------|--------------------------|
| English | 1300 |
| History | 700 |
| Foreign Languages | 500 |
| Poli Sci | 400 |
| Philosophy | 300 |
| Management | 200 |

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How do they circulate? Better than normal.

| 2000-2009 | BoD books: total Circulation | CONTROL books |
|------------------------|------------------------------|---------------|
| Number of books | 9,327 | 141,112 |
| Number of Circulations | 38,389 | 340,121 |
| Average Circulation | 4.116 | 2.410 |



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Librarians' analysis: out of scope (2%)

- Textbooks
- Popular
- Recreational interest
- Extremely narrow subject focus

- Out of scope for discipline, but appropriate for overall collection

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Conclusion: ILL/Print PDA program

- Patrons delighted with program
- Turnaround time acceptable
- Project adds relevant titles to collection
- Not as effective for sci/tech titles
- Subsequent circulation rates justify acquisition

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Just-in-Time Collection Development Expressed patron needs



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ILL/Book Purchase Variables

- Price
- Date range
- Vendor(s)
- New and/or used books
- Media
- At point of request / if ILL fails
- Apply criteria / librarian review
- Automatically add / librarian review

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Read all about it!

Patron-Driven Acquisitions: Current Successes and Future Directions. Edited by Judith M. Nixon, Robert S. Freeman, and Suzanne M. Ward. Taylor & Francis, 2011.

- 4 Purdue articles
- 9 other articles

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Why is understanding print PDA important in an e-book world?

- Print books are still with us
- Patrons are good at requesting books that
 - Are appropriate
 - Fill collection gaps
 - Indicate new areas of interest
 - Are used again



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E-Books in Libraries

- Single purchases
- Buy e-book packages
- Subscribe to e-book plan
- Develop e-book PDA program



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E-book advantages

- Don't need shelf space
- 24/7 access
- Multiple user access (sometimes)
- Fast delivery
- Environmentally correct
- Bonus features, links, interactive
- Searchable
- Downloadable

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E-Book disadvantages

- May be more expensive than print
- Some people prefer print
- Broken links
- Potential of vanishing titles/content (subscription)
- May need specific reading device

- Not all titles are available in e-versions

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E-books are here to stay

Librarians' challenge:



1. Buy the best mix of print / electronic
2. Buy the best mix of e-titles for the best price
3. Let patrons' usage preferences guide at least some of the purchase choices

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E-Book PDA Model



- Records in OPAC
 - "Rent" / short term loans
 - Buy if used past a certain point
- Hybrid print/e-book models
- Purdue implementation

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Task force

- Reference
- Collections
- Acquisitions
- Cataloging



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Choosing an e-book PDA vendor

- Mix of titles / publishers
- Customization
- Reports
- Work with book vendor?
- User-friendly interface
- Downloading / printing
- Purchase triggers
- MARC records
- Fees above book costs



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Coordinate with book vendor

- Build from established profile
- De-dup titles already purchased
- Drop e-book package publishers
- Limit by type / treatment, e.g., test prep, how to, reading level

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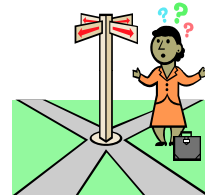
Working with potential PDA vendors

- Webinars
- Test records / sample database / sample reports
- Sample MARC records
- References (similar libraries who are customers)
- Financial considerations
 - Invoicing or deposit account
 - Account monitoring

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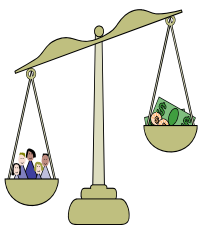
What triggers a purchase?

- Length of time in a record?
- Printing or downloading?
- X short term loans before purchase?



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Pilot project



- 6-12 months
- Monitor budget
- Analyze purchases
- Review / tweak profile
- Assess browse vs. buy ratio
- Assess workflow
- Assess subsequent use of purchased titles
- Assess customer service

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Budget

- Pilot
- Ongoing



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Purdue's pilot project

- 11,000 initial title load, 2009+ (3/11)
 - Drop previously purchased titles
 - Drop e-book package publishers
- 100-200 new titles per week
- 3 short term loans before purchase

- \$3,762 spent (March-May)
 - ~400 STLs
 - 14 purchases

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Advantages of e-book PDA

- Librarians set collection profile
- Immediate access to a large selection of titles
- Pay only for what is used
- Seamless updates and acquisitions

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Disadvantages of e-book PDA

- Some patrons prefer print
- Many titles not available as e-books
- Vendor restrictions (printing, downloading)
- Resource sharing concerns
- Runaway costs?

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Fear & uncertainty?

Librarians' changing role
in collection development
& acquisitions



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Beyond the pilot project



- Adequate budget
- Periodic assessment
- Expand?
- Change ratio of print and electronic books?
- Remove older records
 - When?
 - How?

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The future



- Print & electronic books co-exist, ratios change
 - Patron preference
 - Publisher changes
- Journal article PDA
- Librarians as selectors
 - macro
 - micro
 - middle (autopilot)

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Questions?



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