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

Low- and no-use books

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

Ownership vs. Access

Interlibrary Loan: the theory

Traditional view:
Arcane technical reports in obscure languages

Interlibrary Loan: the reality

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

~ Michael Roberts and Kenneth J. Cameron, 1984

ILL Post-Transaction Analysis
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

Roberts & Cameron, 1984

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

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

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

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

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
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

ILL Titles Requested Multiple Time

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

~ Molly Murphy and Karen Rupp-Serrano, 1999

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

ILL/Book Purchase Model: Early Implementers

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

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

Late 1990’s

• ARL ILL cost study
  – $18.35 (borrower)
  – $ 9.48 (lender)

• Amazon.com
  – Discounted price
  – In-stock information
  – Shipping time
  – Rapid delivery
Traditional ILL book loan

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

NEW IDEA: *Keep the book!*

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.

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

Workflow, pt 1

- ILL ...
  - does title meet 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

Workflow, pt 2

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

Major Objective

As little extra or rush processing as possible
Evaluation Criteria

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

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%

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.

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

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

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
Why not already acquired?

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

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

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

Who uses service? GRADS.


How do they circulate?

Better than normal.

<table>
<thead>
<tr>
<th>Year</th>
<th>BoD books: total Circulation</th>
<th>CONTROL books</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000-2009</td>
<td>9,327</td>
<td>141,112</td>
</tr>
<tr>
<td>Number of books</td>
<td>38,389</td>
<td>340,121</td>
</tr>
<tr>
<td>Number of Circulations</td>
<td>4.116</td>
<td>2.410</td>
</tr>
<tr>
<td>Average Circulation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Librarians’ analysis: out of scope (2%)

- Textbooks
- Popular
- Recreational interest
- Extremely narrow subject focus
- Out of scope for discipline, but appropriate for overall collection

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

Just-in-Time Collection Development
Expressed patron needs

Stealth Collection Development

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

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

Read all about it!


4 Purdue articles
9 other articles

Conclusion: ILL/Print PDA program
E-Books in Libraries

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

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

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

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

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

Task force

- Reference
- Collections
- Acquisitions
- Cataloging
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

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

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

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

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

Budget
- Pilot
- Ongoing
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

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

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?

Fear & uncertainty?

Librarians’ changing role in collection development & acquisitions

Beyond the pilot project

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

The future .....
Questions?