

collections point-of-need acquire
aggregators patron-initiated demand-driven
vendors future articles statistics use access
eBook predict development money need journals reports collection evidence content allocate
print patron-driven

The Future is On Demand

October 3, 2011

New England Library Association / VLA

Laura Crain

Associate Director for Collection Services
Saint Michael's College

lcrain@smcvt.edu

Saint Michaels

- ▶ Small, residential, liberal arts
- ▶ 1900 undergraduates
- ▶ 260 FTE graduate students (master's level)

*I can't afford to buy all of the excellent works of scholarship
that are being published by university presses.
So I need a good mechanism for choosing between them*



**Rick Anderson, Associate Director for Scholarly Resources & Collections,
University of Utah. Against the Grain, June 2011**

JUST IN TIME

*provide seamless just-in-time
access to a larger universe of content,
and pay for only that which is used*

Demand-driven acquisitions

- ☑ Web request form
- ☑ Pay-per-view for articles
- ☑ Interlibrary Loan
(ILL Select – buy not borrow)
- ☑ Annual review of online serials:
cancel under-utilized resources
- ☑ Discover unmet needs for
content (ILL, database hits)
- ☑ Demand-driven book fund
allocations – Circulation
- ☑ Patron-driven eBook
acquisitions (PDA / DDA)
- ☑ Order on demand –
Records for print books in
library catalog

The Five Laws of Library Science

Books are for use

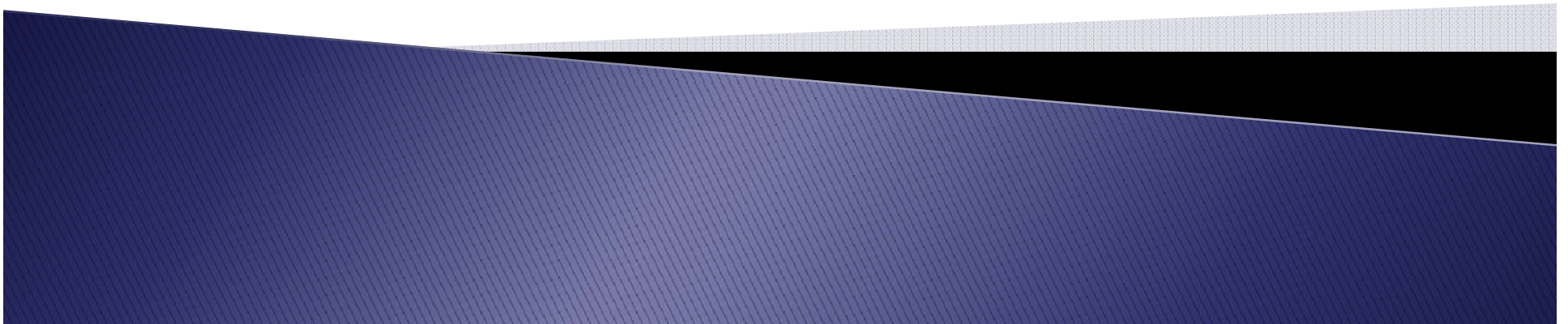
Every reader his or her book

Every book its reader

Save the time of the reader

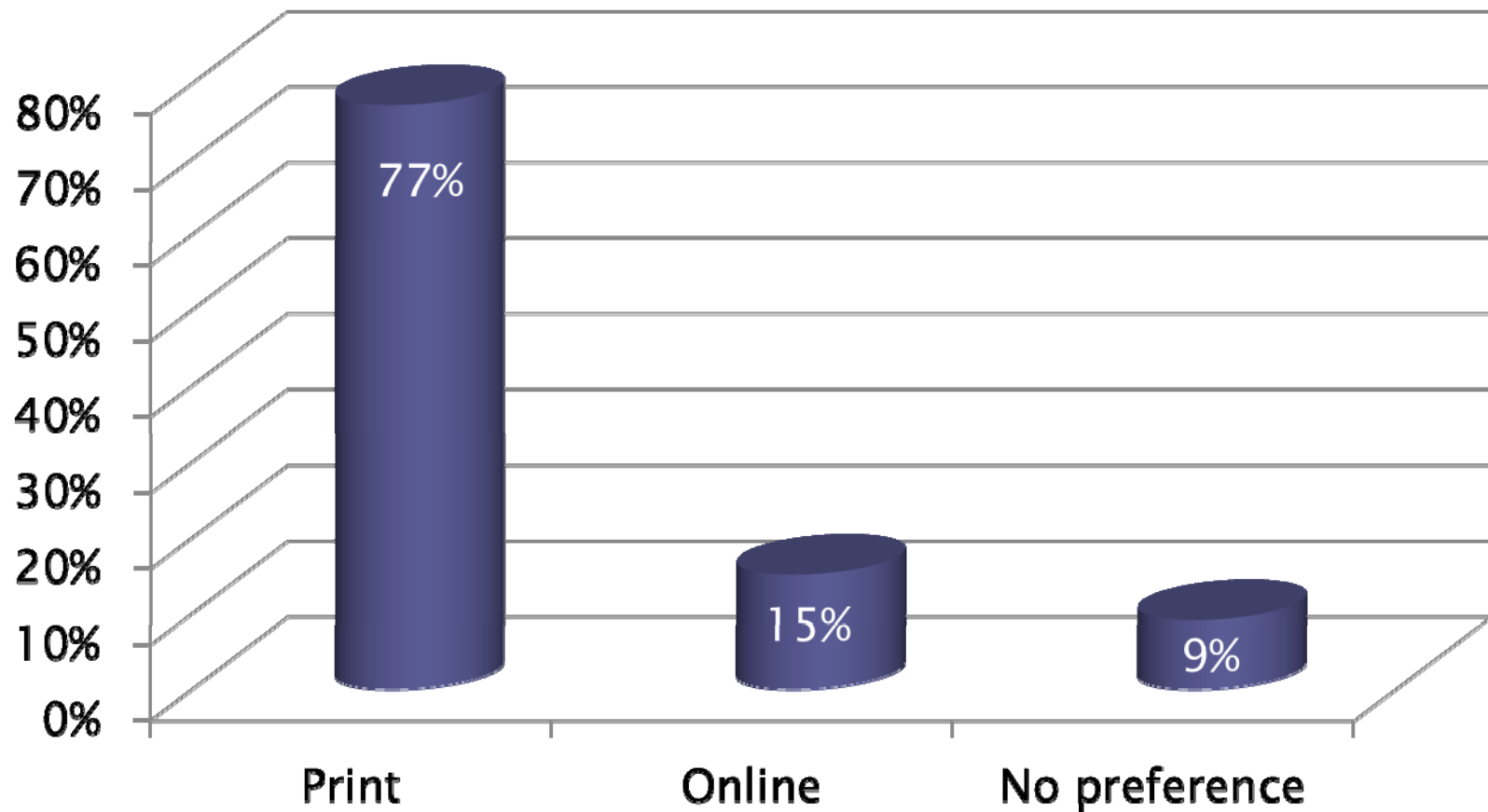
The Library is a growing organism


Shiyali Ramamrita Ranganathan, 1931



Library student survey

Do you prefer printed books or online books?

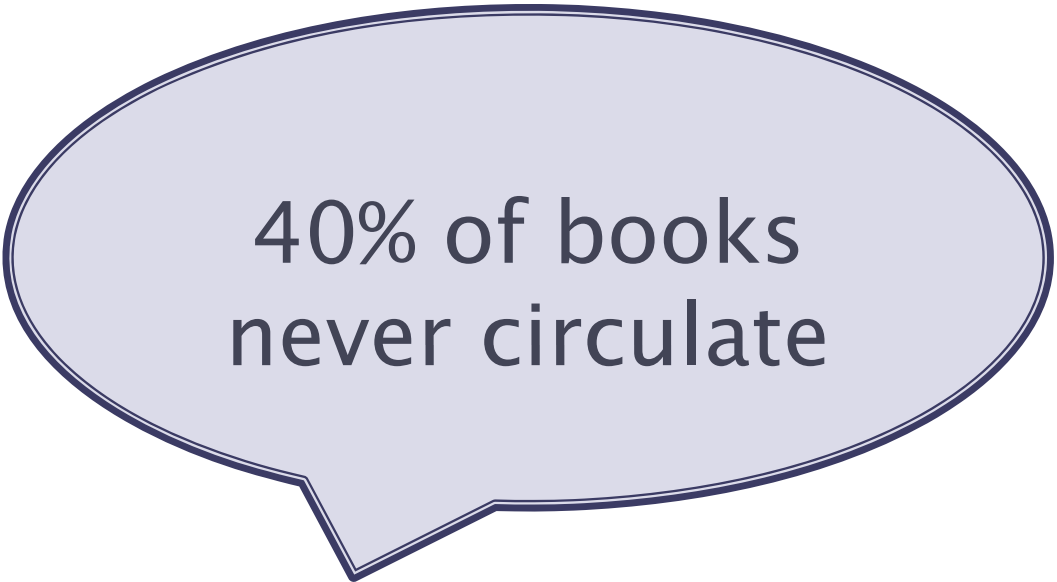




20% of the
collection
receives 80%
of the use

Trueswell, 1969

Frequently cited ...



40% of books
never circulate

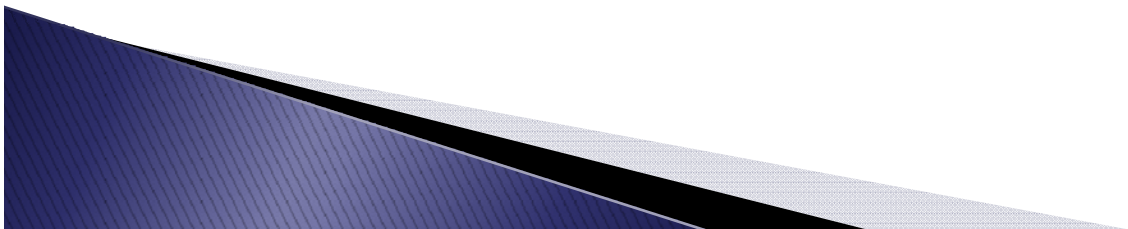
Kent, 1973

Saint Michael's

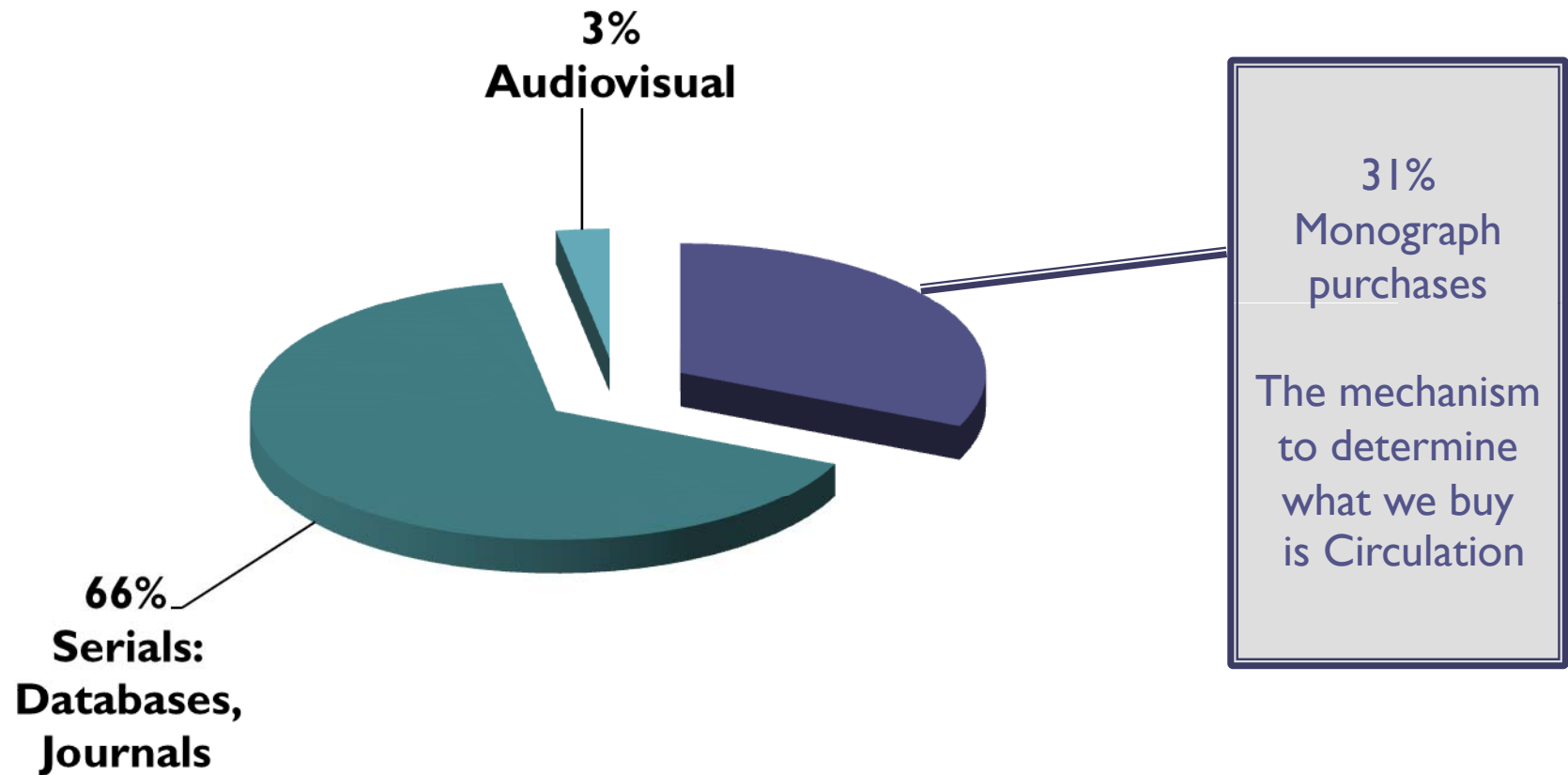


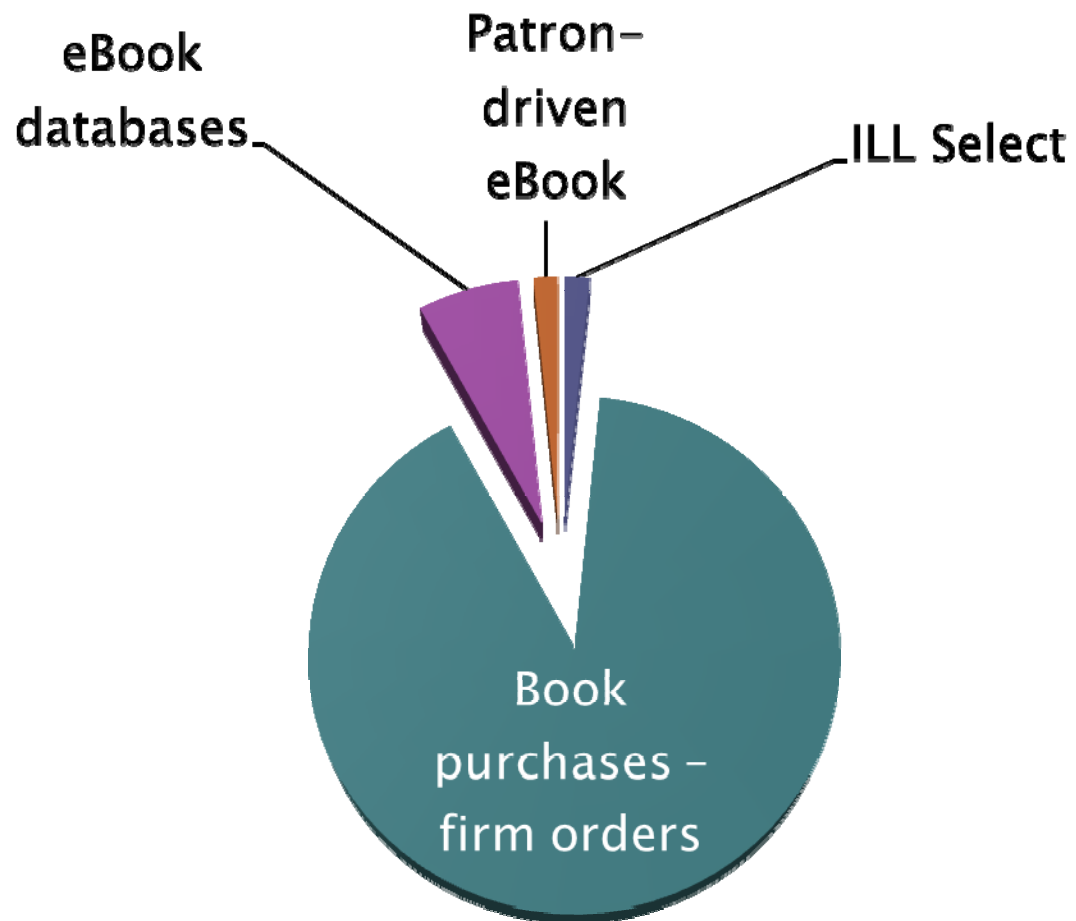
Why
PDA?

- ▶ ILL Select (Buy not Borrow)
 - 100% of titles purchased have circulated once
 - 58% of titles have circulated 2 or more times
- ▶ PDA eBook purchases (2 years):
 - 100% of titles purchased have been used 2 times
 - 38% of titles have been used 3 or more times



Materials Budget
Saint Michael's College Library
FY 2012: \$722,500





FY2011 monograph expenditures

How Patron driven eBook acquisitions works

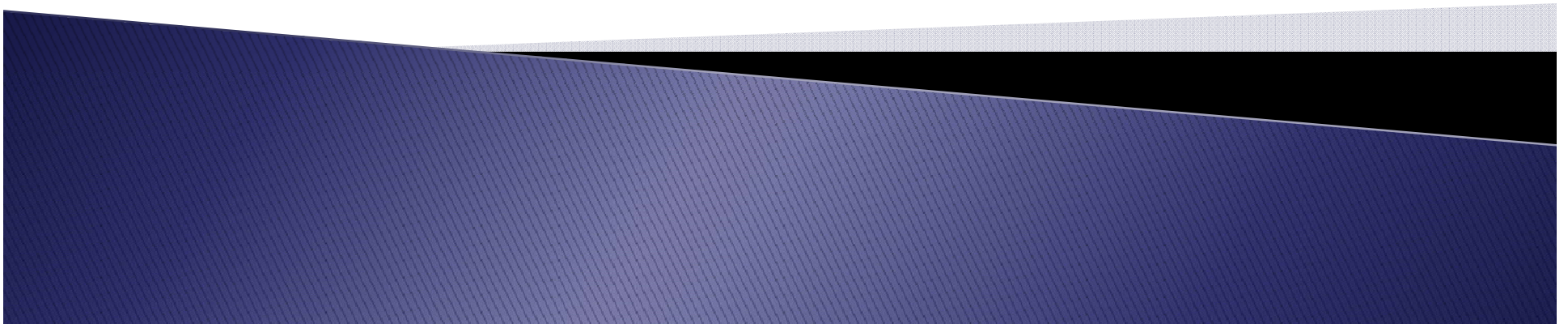
Select a vendor

Create a profile

Specify LC classifications, copyright, publisher, audience

Generate MARC records

A purchase is triggered after a set amount of use



PDA eBook record

Titles 1 of 1

Lectures in game theory for computer scientists

Title: Lectures in game theory for computer scientists [electronic resource] / edited by Krzysztof R. Apt, Erich Grädel.
Publisher: Cambridge, U.K. : Cambridge University Press, 2011.
Description: xii, 295 p. : ill.
ISBN: 9780521198660 (hardback)
9781139008129 (e-book)
Format: Book
Subjects: Game theory.
Genre: Electronic books.
Online Access: Available online via ebrary

Holdings Information

Location: Electronic Resources
Call Number: ONLINE QA269 .L43 2011eb
Online Access: Available online via ebrary

Notes: Includes bibliographical references and index.
Electronic reproduction.
Other Author(s): Apt, Krzysztof R., 1949-
Grädel, Erich.
ebrary, Inc.
Persistent Link: <http://voyager.smcvt.edu/vwebv/holdingsInfo?bibId=375431>

This item

Record View

[Staff View](#)

Actions

- [Request Hold/Recall](#)
(e.g. Hold, Recall)
- [Print](#)
- [Export](#)
- [E-mail](#)
- [Add to My Book List](#)

More About This Item From

[Search WorldCat for Item](#)

Google Books:



[Limited Preview](#)

["About This Book"](#)

Patron driven eBook purchases

MyiLibrary:

Began Sept. 2009

4000 records in library catalog

ebrary:

Began Sept. 2011

10,000 records in library catalog

14,000 eBook records currently in catalog

Total PDA eBooks purchased to date: 120 titles

Total spend to date: \$6800

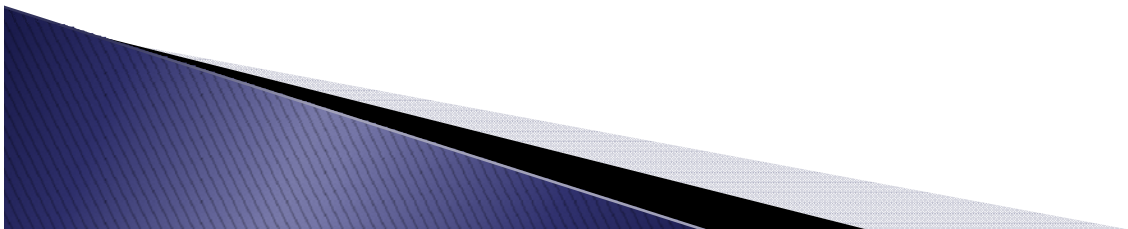
Average cost:

for a patron selected ebook: \$57

for a print book purchased last year: \$41

The PDA profile

- ▶ Curriculum-centered
- ▶ Less restrictive than an approval plan profile
- ▶ Offers a wider range of subjects and specialization than we would purchase “just-in-time”



Most Popular

FY2011: MyiLibrary

Most Popular MyiLibrary Titles	Hit Count
Depression: Cognitive Behaviour Therapy with Children and Young People	13
I Am Your Sister: Collected and Unpublished Writings of Audre Lorde	12
Alternative Education for the 21st Century	11
Balance of Nature, The: Ecology's Enduring Myth	11
The Idea of Human Rights	10
Hidden History of Women's Ordination: Female Clergy in the Medieval West	9
Death in Ancient Rome: A Sourcebook	9
Travels in the Netherworld: Buddhist Popular Narratives of Death and the Afterlife in Tibet	8
Collective Intelligence and E-Learning 2.0: Implications of Web-Based Communities...	8

Applied Linguistics	5%
Biology	4%
Business	6%
Computer Science	4%
Education	6%
English	7%
Gender	6%
History	6%
Philosophy	6%
Political Science	9%
Psychology	10%
Religion	15%
Sociology	4%
Other subjects	12%

PDA eBook Patron Use by Subject

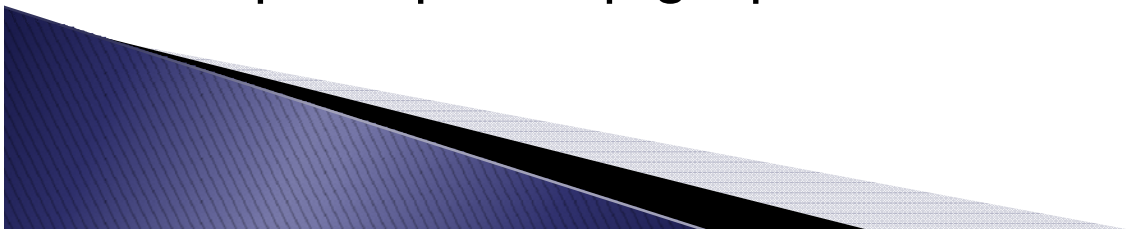


A purchase is triggered when:

- ▶ User views the content of an ebook for 10 minutes, or
- ▶ User views ten pages of an ebook during a session, or
- ▶ One page of an ebook has been copied or printed.

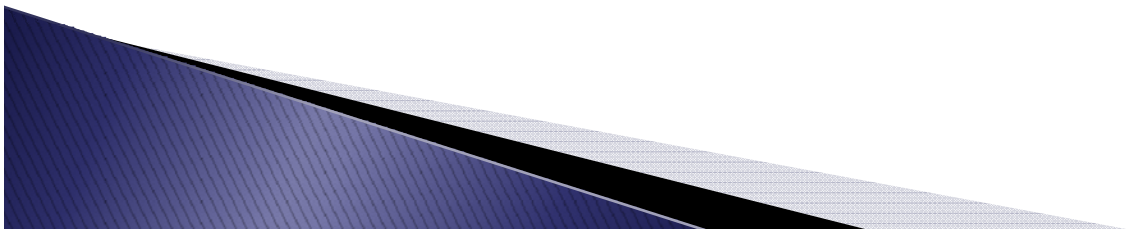
Printing:

print up to 60 pages per user session



Challenges

- ▶ Publishers do not provide titles as eBooks in a timely manner (or at all)
- ▶ Duplication of content (print and electronic)
- ▶ Our students prefer print:
 - Pilot print order-on-demand



» A plan for
just-in-case
book purchases

Allocation Formulas of Yesteryear

1) No allocations: buy first-come first-served

2) Allocate based on what was spent the year before

3) Weighted formulas:

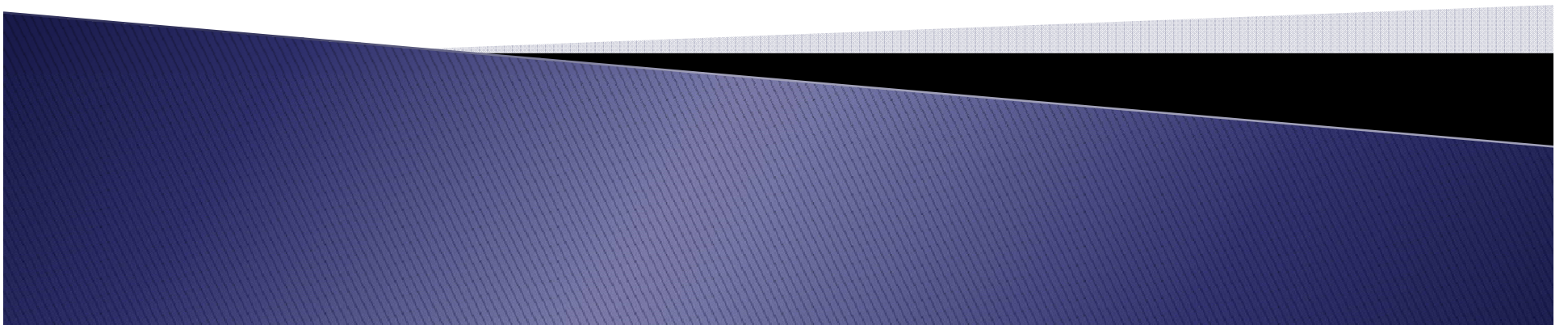
Number of course offerings
by discipline

Number of undergraduate majors and graduate
programs

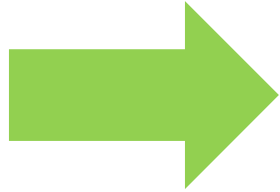
Total enrollment in courses by discipline

Number of faculty by discipline

a demand-driven fund allocation formula



**Saint Michael's
Book Circulations
by subject
FY10–FY11**



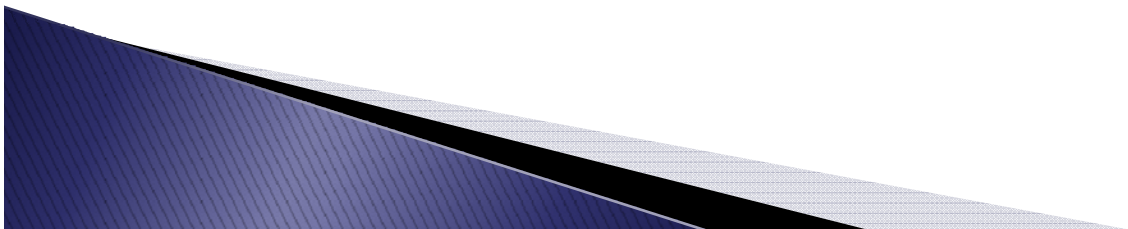
SUBJECT	CIRCULATION - ACADEMIC YEARS 2010 & 2011	Percent of total
JUVENILE LITERATURE	7551	17.53%
ENGLISH	7287	16.91%
HISTORY	4945	11.48%
RELIGIOUS STUDIES	4812	11.17%
PSYCHOLOGY	2043	4.74%
MODERN LANGUAGES	1650	3.83%
EDUCATION	1563	3.63%
APPLIED LINGUISTICS	1524	3.54%
ART	1396	3.24%
SOCIOLOGY & ANTHROPOLOGY	1250	2.90%
GENERAL	1093	2.54%
WOMEN / GENDER	1087	2.52%
LLRC	1058	2.46%
BUSINESS	854	1.98%
PHILOSOPHY	853	1.98%
BIOLOGY	743	1.72%
POLITICAL SCIENCE	732	1.70%
MUSIC	528	1.23%
CLASSICS	349	0.81%
THEATRE	344	0.80%
ECONOMICS	284	0.66%
MATH	270	0.63%
GEOGRAPHY	170	0.39%
COMPUTER SCIENCE	162	0.38%
PHYSICS	160	0.37%
LIBRARY SCIENCE	99	0.23%
MEDIA, JOURNALISM, DIG. ARTS	92	0.21%
PEACE	72	0.17%
ENVIRONMENT	58	0.13%
CHEMISTRY	54	0.13%



The Demand-driven Allocation formula

Subject area book purchases:

- ▶ Based on circulation
- ▶ Cost of book by subject



Subject Allocations based on Circulation

Subject Area Funds	circs as percent FY10-FY11	FY 12 circulation allocation	FY10 Book Price	Book price /avg	FY12 allocation
Art	3.24%	\$8,181.00	\$59	0.7613	\$6,228
Applied Linguistics/TESOL/ESL	3.54%	\$8,938.50	\$92	1.2006	\$10,732
Biology	1.72%	\$4,343.00	\$110	1.4286	\$6,204
Bus.Admin & Accounting	1.98%	\$4,999.50	\$82	1.0600	\$5,299
Chemistry	0.13%	\$328.25	\$188	2.4406	\$801
Classics	0.81%	\$2,045.25	\$89	1.1558	\$2,364
Computer Science	0.38%	\$959.50	\$89	1.1558	\$1,109
TOTALS	100%	\$252,500.00		\$77	\$182,835

FY2012

Subject Allocations based on Circulation

Subject Area Funds	circulations as percent FY10-FY11	FY 12 circulation allocation	FY10 Book Price	Book price /avg	FY12 allocation
History	11.48%	\$28,987	\$59	0.7662	\$22,211
Media Stds, Journalism, Digital Arts	0.21%	\$530	\$56	0.7273	\$386
Library & Info Science	0.23%	\$580	\$67	0.8701	\$505
Literature - Juvenile	17.53%	\$44,263	\$17	0.2208	\$9,772
LLRC	2.46%	\$6,211	\$92	1.1948	\$7,422
Mathematics	0.63%	\$1,590	\$89	1.1558	\$1,839

COST EFFECTIVE

*What is the minimum number of circulations
for a purchased book to be cost effective?*

Next Generation Mobile Networks and Ubiquitous Computing

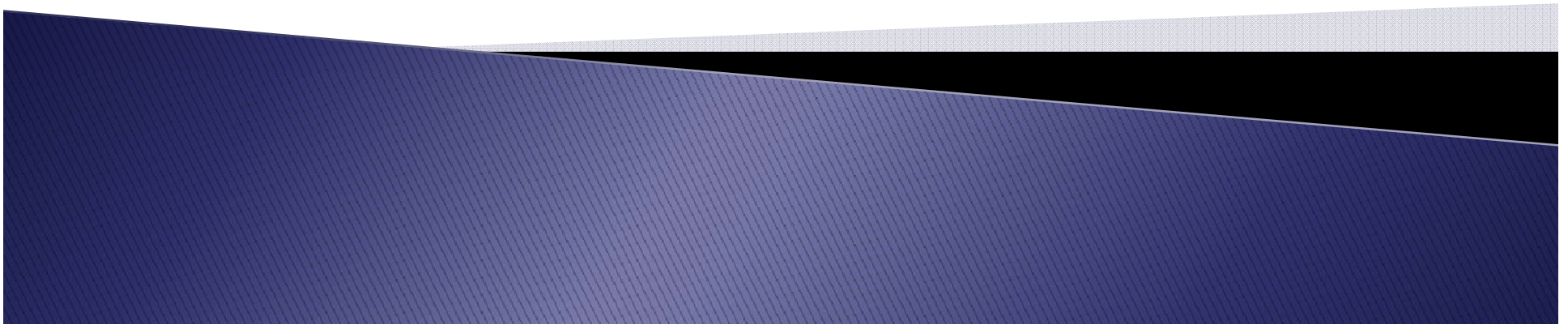
ed. by Samuel Pierre

Ecole Polytechnique de Montreal, Canada. 422 pp. 2011.

Hard Cover: US \$180

LC class: TK

40 circulations per year



Weeding

Rules based
Circulation
Date of acquisition
Copyright

Shelf list of circulating monographs:
pre -1990 copyright dates
0 circulations since 2000
added to the collection before 2000

When a book does not circulate within the first 6 years of ownership, the likelihood of its ever being borrowed is less than 1 chance in 50.

The Kent Study of Library Use --(Univ. of Pittsburgh) 1977

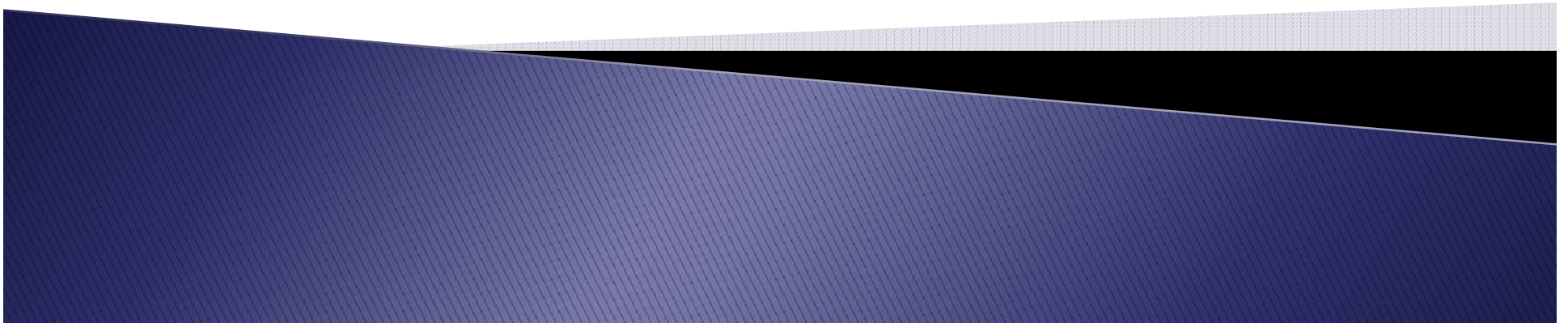
Things we lose

Consortial bulk ebook buying

Interlibrary loan of ebooks

Buying stuff we think our patrons
should read, but they don't

Holding onto things for the generations



Things we gain

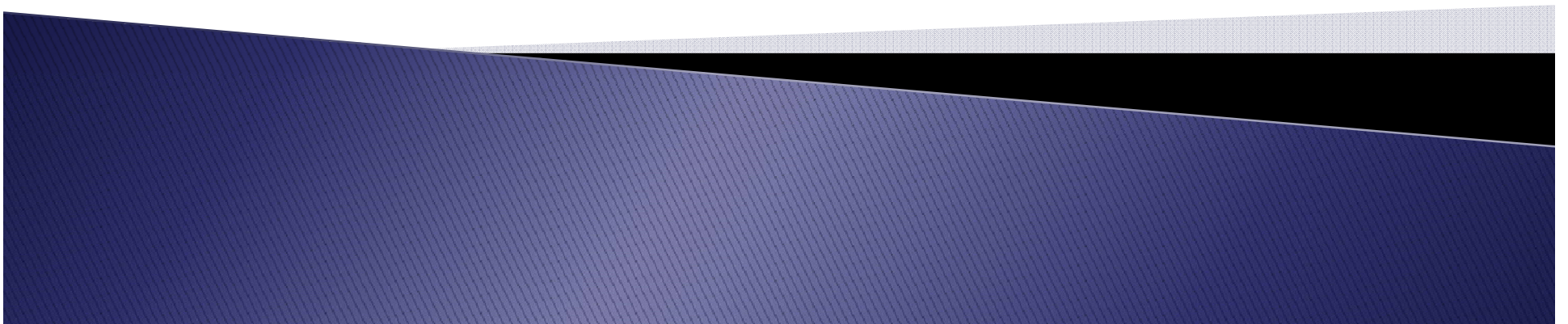
Access to a larger universe of scholarly content

More content that is used

Money freed up to purchase more relevant material

Space

Accountability / Transparency



Comments? Questions?

lcrain@smcv.t.edu

<http://www.smcvt.edu/library/about/staff/profiles/crain.asp>

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Levine-Clark, M. (2010). Developing a Multiformat Demand-Driven Acquisition Model, *Collection Management*, 35 (3-4). Retrieved from <http://www.tandfonline.com>

Trueswell, R.W. (1969). Some Behavioral Patterns of Library Users: the 80/20 Rule. *Wilson Library Bulletin*, 43.