

DEMAND DRIVEN ACQUISITION (DDA)

As implemented
in
Memorial
University
Libraries

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THE PROBLEM

- Library Strategic Plan developed around three “frameworks”: Teaching & Learning; Research ; and Public Engagement
- Under Research, Library identified need for faster access to more scholarly monographs
- Speed was the object
 - If “fast” is good, “immediate” must be better
 - Other watch words included “efficient” and “effective”
 - Naturally, this had to be accomplished within the current budget allocation

THE SOLUTION

- A DDA program seemed the most efficient and effective way to provide immediate access to more ebooks
- DDA provides users with immediate access to a wide range of titles to be purchased at point of need
- MARC records for titles not owned are added to the catalogue
- A financial transaction occurs only when an un-owned title is accessed
- Not quite as simple as it sounds, but still worth the effort

SETTING THE PARAMETERS

- Memorial was already purchasing ebooks from aggregators **EBSCO**, **Ebrary** and **EBL** as well as directly from **publishers**
- YBP, our primary monograph vendor, offered a consolidated approach to all three aggregators which could be integrated with current collections profiles & practice
- Decided to proceed with pilot project using YBP with EBSCO as principle aggregator and Ebrary and EBL as supplementary
- Also decided
 - To start with a Forward file and then add Retrospective coverage
 - Three short term loans would trigger a purchase

BUILDING THE CONSIDERATION POOL

- Memorial makes very little use of **approval plans**
- Instead, we have **slip plans** which have associated profiles by discipline
- Records for items which match each profile are available to collectors for selection and ordering via Gobi
- DDA profile is essentially a consolidation of those profiles with exceptions
- Exceptions can be by series (e.g.. For Dummies) or by publisher (e.g.)
- DDA profile also limited to those ebook titles which are DDA enabled

DISCOVERY

- MARC records for consideration pool titles are supplied by YBP
- Cataloguing & Metadata evaluated records for conformity to standard, added unique identifier
- Loaded on a weekly basis to both classic catalogue and discovery layer Summon
- As of May 5, 2014 there are over 28,000 items in Memorial's consideration pool
- That items are un-owned is not transparent to users

NEW FRONTIER IN ACQUISITIONS

- **Takeaway Alert:** DDA changes the acquisitions process from a series of one off transactions to long-term management of the consideration pool

MANAGING THE POOL

- Set up acquisition rules with three vendors
- Receive and load Marc records weekly
 - Records enhanced with unique identifier to aid removal
- Receive STL notices then invoices; add to orders to Workflows
 - Vigilance required to avoid double, triple billing
- When three orders placed, shadow title in catalogue and purchase title
- DDA titles increase % of collection which is e and therefore susceptible to access problems

INFLUENCE ON COLLECTIONS PRACTICE

- A portion of the monograph budget was allocated to DDA at the beginning of the FY
- All Branch Libraries contributed to the DDA account
- Collections librarians can see that a title in their subject profile is DDA enabled in Gobi
 - Several report allowing a title being considered for purchase to be exposed via DDA, purchase to follow only if demand is illustrated
- Collections librarians looking at unique titles as indicator of new areas of demand as well as measure of acceptance of ebook format by discipline

IMPACT ON PUBLIC SERVICE

- All issues experienced with ebooks generally experienced by DDA titles
 - Limited DRM, access interruptions, single vs multiuser access to support e-reserves
- We were concerned that mediated purchase, which introduces a break in access, would be a problem. No issue documented so far.
- We speculate that DDA will decrease monograph borrowing via document delivery. As pattern of decline already established, may be difficult to document cause and effect.

STL - ASSESSMENT

- A total of 1,329 STLs occurred. Most between January – March 2014
- Highest STL counts were in Biology (164), Health (117) and Business (89)
- 1,091 unique titles were accessed (4% of titles in program)
 - 81% had 1 STL
 - 14% had 2 STLs
 - 4% had 3 STL
- Total expense was \$26,946
 - Average cost per STL was \$20.28
 - Average cost per unique title was \$24.70

PURCHASES - ASSESSMENT

- A total of 48 purchases occurred. Most between January – March 2014
- Total expenditure on purchases was \$6,662.97
- Average cost per purchase was \$138.81
- Highest number of purchases were in the subject areas of English (8), Business (4) and Psychology (4)

FINDINGS (TO DATE)

- DDA Committee would recommend that the pilot continue
- Really have only one term of full implementation
- Early data shows a positive value proposition
- Provided access to 1,091 unique titles at an average cost of \$24.70
- Acquisitions processes implemented for the pilot have proven effective, if time consuming, and should continue
- No opportunity to discuss DDA programs with publishers, aggregators, or vendors should be missed (Charleston conference, NISO Draft recommendations...)

QUESTIONS?