Demand-Driven Acquisition
Part 1

ALCTS Webinar
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Michael Levine-Clark
University of Denver

#alctsce
Michael Levine-Clark
Associate Dean for Scholarly Communications and Collection Services
University of Denver
michael.levine-clark@du.edu

Hosted by ALCTS, the Association for Library Collections and Technical Services
Definitions

- Patron-Driven Acquisition (PDA)
  - Faculty Requests/Input
  - Use Data

- Demand-Driven Acquisition (DDA)
  - Meets immediate need
Why DDA?
## DDA Opportunity for Publishers & Libraries

**YBP JULY 2010 - JUNE 2011**

<table>
<thead>
<tr>
<th>Publisher</th>
<th>New Print Titles</th>
<th>Slip Notifications Sent</th>
<th>Notifications % Ordered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Springer</td>
<td>3,261</td>
<td>1,177,454</td>
<td>4%</td>
</tr>
<tr>
<td>Wiley</td>
<td>2,881</td>
<td>1,219,333</td>
<td>7%</td>
</tr>
<tr>
<td>Oxford</td>
<td>2,146</td>
<td>921,359</td>
<td>11%</td>
</tr>
<tr>
<td>Routledge</td>
<td>2,200</td>
<td>1,099,110</td>
<td>8%</td>
</tr>
<tr>
<td>Cambridge</td>
<td>1,551</td>
<td>736,043</td>
<td>11%</td>
</tr>
<tr>
<td>Palgrave Macmillan</td>
<td>1,310</td>
<td>1,006,981</td>
<td>8%</td>
</tr>
<tr>
<td>McGraw-Hill</td>
<td>637</td>
<td>218,244</td>
<td>6%</td>
</tr>
<tr>
<td>HarperCollins</td>
<td>410</td>
<td>144,881</td>
<td>11%</td>
</tr>
<tr>
<td>ABC-CLIO</td>
<td>409</td>
<td>214,167</td>
<td>8%</td>
</tr>
<tr>
<td>Continuum</td>
<td>518</td>
<td>243,636</td>
<td>8%</td>
</tr>
<tr>
<td>Brill (&amp; Nijhoff)</td>
<td>573</td>
<td>197,895</td>
<td>8%</td>
</tr>
<tr>
<td>Penguin Putnam</td>
<td>447</td>
<td>169,820</td>
<td>13%</td>
</tr>
</tbody>
</table>

Data from Michael Zeoli, YBP Library Services
Books Cataloged 2000-2004 (126,953 Titles)*

- 0 uses, 39.6%
- 1 use, 20.6%
- 2 uses, 12.8%
- 3 uses, 8.2%
- 4+ uses, 18.8%
Books Cataloged 2000-2004 (126,953 Titles)*

- 0 uses, $2,284,532
- 1 use, $1,188,418
- 2 uses, $738,435
- 3 uses, $473,060
- 4+ uses, $1,084,576

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Demand-Driven Acquisition Goals

- Broaden the collection
  - More titles
  - More publishers
  - More subjects

- Match acquisitions to immediate demand
  - Pay at point of need
  - Pay for amount of need
  - Short-term loans
  - Purchase-on-demand
Redefining the Collection

- Everything we can provide in a timely manner
- Ultimately, bounded only by budget
What We’ve Done at the University of Denver (DU)

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netLibrary

- Colorado Alliance of Research Libraries
- 1999-2005
- First use free
- Purchase on second use
- Shared access

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netLibrary Model Weaknesses

- 2 clicks of any length = a purchase
  - We bought books we didn’t need
  - Bananas!

- Careless initial profiling
  - We bought single volumes of multi-volume series
  - We bought stuff we didn’t want
Purchase ILL Requests

- Price
- Publisher
- Publication Date

- Limited utility
eBook Library (EBL)

- Began May 2010
- Loaded 42,000 records into catalog (now 90,000 – Aug 31, 2012)
- No budget for FY 2010
- Budgeted $150,000 for FY 2011, 2012
  - 2011: spent $72,924 (14 months)
  - 2012: spent $61,418 (12 months)
EBL – Initial Criteria

- Books published after January 1, 2007
- Subject limits only in Medicine and Law
- Some publishers excluded
- Books under $250.00
The EBL Model

- First five minutes free
- STL for three uses (customizable)
  - One day or one week
  - 10-20% list price
- Purchase on fourth use (we have just changed to the fifth use)
  - List price

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Key Components of DDA

- Free discovery – *intentional use*
  - Time
  - Portion of the text
- Temporary lease – *amount of need*
  - Customizable
- Purchase – *repeated use*
- Unmediated - *seamless*
A Recent Chronology of DDA at DU

- May 2010 – 42,000 titles from EBL
- February 2012 – EBL integrated into approval plan (YBP)
- May-August 2012 – Consortial DDA
  - Pilot with small list of publishers
  - EBL (May)
  - Ebrary (August)
A Recent Chronology of DDA at DU

- August 2012 – ebrary added into YBP approval plan

- September 2012
  - Added 12,000 older titles via EBL
  - Increased STLs to 4

- September 2012
  - Pilot with large humanities/social sciences publisher
    - Committed same $ as spent on print last year
    - All titles available
    - Ultimate purchase based on use
### DU EBL Data (5/1/2010-6/30/2012)

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>List</th>
</tr>
</thead>
<tbody>
<tr>
<td>619 titles purchased</td>
<td>$49,003</td>
<td>$49,003</td>
</tr>
<tr>
<td>5,031 titles with at least one STL</td>
<td>$85,338</td>
<td>$398,278</td>
</tr>
<tr>
<td>4,154 titles with at least one browse</td>
<td>$0</td>
<td>$328,872</td>
</tr>
<tr>
<td><strong>Total (9,804 titles)</strong></td>
<td><strong>$134,341</strong></td>
<td><strong>$776,153</strong></td>
</tr>
<tr>
<td><strong>Savings</strong></td>
<td></td>
<td><strong>$641,812</strong></td>
</tr>
</tbody>
</table>

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## Cost Per Transaction

<table>
<thead>
<tr>
<th>Purchase Type</th>
<th>Total Cost</th>
<th>Cost per Transaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>STL</td>
<td>$85,338</td>
<td>$9.55</td>
</tr>
<tr>
<td>Autopurchase</td>
<td>$49,003</td>
<td>$79.17</td>
</tr>
</tbody>
</table>
### Cost Projections - GVSU

<table>
<thead>
<tr>
<th>Purchase on</th>
<th># of Ebooks Purchased</th>
<th>Total $ of Ebooks not Purchased</th>
<th>Additional STL Costs</th>
<th>Total Savings over Existing Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>4th Loan</td>
<td>89</td>
<td>$17,382.31</td>
<td>$3,327.20</td>
<td>$14,055.11</td>
</tr>
<tr>
<td>5th Loan</td>
<td>58</td>
<td>$24,512.55</td>
<td>$4,621.09</td>
<td>$19,891.46</td>
</tr>
<tr>
<td>6th Loan</td>
<td>34</td>
<td>$25,722.11</td>
<td>$5,041.64</td>
<td>$20,680.47</td>
</tr>
<tr>
<td>7th Loan</td>
<td>22</td>
<td>$26,899.83</td>
<td>$5,324.84</td>
<td>$21,579.99</td>
</tr>
</tbody>
</table>

What We Want to Do at the University of Denver
A Multi-Format Model

- E-Books from multiple vendors/publishers
- Print books
  - When electronic not available
  - When electronic not desired
  - Slip notifications
- Managed by YBP
- Primary means of monographic acquisition

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**E/P are NOT Simultaneous (but getting better)**

- YBP Library Services data
  - Simultaneous publication = within 8 weeks

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Percentage of titles released as ebooks simultaneously with print</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2013 (Aug 31, 2012)</td>
<td>42%</td>
</tr>
<tr>
<td>FY 2012</td>
<td>29%</td>
</tr>
<tr>
<td>FY 2011</td>
<td>19%</td>
</tr>
</tbody>
</table>
Why is DDA Perfect for E-Books?

- Seamless
- Instant Access
Why is DDA for Print So Difficult?

- Needs to be automated
- Must link to a request form from catalog record
  - Must pass through bibliographic information, patron information to acquisitions
- Should feed into a queue for acquisitions staff

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Why is DDA for Print So Difficult?

• Users need to understand the process
  • (Unlike for e-books, for which the process can/should be seamless)

• Clear explanation that this is not immediate

• Clear explanation that e-book version may be available

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Why is DDA for Print So Difficult?

- Can we rely on a book supply network set up for traditional distribution (at point of publication)?
- Must rely on availability of title months or years after loading record
- Will move from bulk shipments to title-by-title
- Will rely on rush ordering

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Why Print May Not Be So Hard

- Commercial Print On Demand
  - Lightning Source
  - Nothing will go out of print
- Increasing availability of e-books
- User comfort with requesting books
  - From other libraries
  - From remote storage

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The Future

• E-Books on demand
• Local print-on-demand option
• Make accessible all that we can afford
Budget Goals

• Commit most of the monographs budget

• Spend the same to access more titles
Thank You

Michael Levine-Clark
Associate Dean for Scholarly Communication and Collections Services
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michael.levine-clark@du.edu

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