Determining Success of DDA and EBA with Assessment

LIZ BERNAL AND STEPHANIE CHURCH
CASE WESTERN RESERVE UNIVERSITY
FEBRUARY 13, 2019
Who we are

LIZ BERNAL
Library Assessment Officer

STEPHANIE CHURCH
Librarian, Acquisitions and Metadata Service
Culture of Assessment

Questions

Repeat

Data

Decisions
User-Based Initiatives Defined

DEMAND DRIVEN ACQUISITIONS (DDA)

- Librarian mediated content
- Library contributes to deposit account
- Users select purchases
- Purchases debited against deposit account
- DDA runs for as long as the library can fund initiative
User-Based Initiatives Defined

EVIDENCE BASED ACQUISITIONS (EBA) / EVIDENCE BASED SELECTION (EBS)

- Librarian mediated content
- Library contribution grants access for one year - guaranteed!
- Flexible
- Librarians analyze usage data and select titles
History of User-Based Initiatives at CWRU

Average eBook Title Use

- DDA
- Firm Orders

8

1
History of User-Based Initiatives at CWRU

Average Section Views per Title

- DDA: 131
- Firm Orders: 25
History of User-Based Initiatives at CWRU

Firm Order eBook Usage

- 73% 1+ Use
- 27% Zero Usage

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Strategic Plan Initiative Developed

**Goal 1:** Research. Ignite discovery, research and scholarship by aligning our expertise with the needs of researchers as they address the world's most pressing needs.

- **Objective 1.1.0:** Purchased Content. Deepen research capacity at CWRU by ensuring effective access to the diverse and interdisciplinary information resources that are essential for our faculty and students by advocating for and securing University investment in scholarly content at a level commensurate with our University-defined peer research institutions.

**Initiative 1:** Optimize the user research experience for access to desired e-content, including e-books, research databases, e-journals, media, data, and databases.

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**STRATEGIC INVESTMENT IN COLLECTIONS & CONTENT**

- **SALARY SAVINGS**
  KSL reallocated salary savings from temporarily vacant staff positions to make special one-time purchases.

- **FACULTY CONSULTATIONS**
  KSL was able to make new subscription purchases from savings after consultations with faculty to discontinue resources that did not meet the changing needs of curriculum, study, and research.

- **CAMPUS CONTRIBUTIONS**
  Direct Contributions by the College of Arts and Sciences allowed for purchases that the general materials budget was not able to handle.

- **GENERAL LIBRARY MATERIALS BUDGET**

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**Goal 1 Research**
Budget Allocation and Forecast

<table>
<thead>
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<th>Fiscal Year</th>
<th>Dollars Allocated</th>
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<tr>
<td>2014</td>
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<td>2015</td>
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<td>2016</td>
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User-Driven Purchasing Models
Assessing DDA/EBA
Collection Value
Library’s Investment
Usage Statistics
Cost per Use
Unique Titles Accessed
Content Accessed
Elsevier eBook Evidence-Based Selection

1st round

EBS

$200,000 Collection Value

$40,000 Content Accessed

142 titles added to permanent collection

Cost per Use: $19.76

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Elsevier eBook EBS
Titles in Collection vs Titles Accessed

<table>
<thead>
<tr>
<th>Section</th>
<th>Titles in Collection</th>
<th>Titles Accessed</th>
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<tr>
<td>Agricultural, Biological, and Food Sciences</td>
<td>180</td>
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<tr>
<td>Chemistry</td>
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<td>Engineering</td>
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<td>Materials Science</td>
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<tr>
<td>Plastics Engineering</td>
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Elsevier eBook EBS
Titles in Collection vs Titles Accessed

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<td>41</td>
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<tr>
<td>Plastics Engineering</td>
<td>52</td>
<td>5</td>
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</tbody>
</table>

- 10% accessed
- 13% accessed
- 14% accessed
- 20% accessed
- 10% accessed
JSTOR DDA and EBA

**DDA**
- $5,000,000 Collection Value
- $243,200 Content Accessed
- KSL only paid 10% of content accessed
- Cost per Use: $2.36

**EBA**
- $3,120,000 Collection Value
- $386,033 Content Accessed
- KSL only paid 5% of content accessed
- Cost per Use: $1.82
JSTOR Evidence Based Acquisitions

Subject Popularity

History

Language & Literature

Music

Film Studies

Anthropology

Business

Environmental Science

Astronomy

Architecture & Architectural History

Ecology & Evolutionary Biology

Sociology

Law

Political Science

Art & Art History

Management & Organizational Behavior

History of Science & Technology

Chemistry

Geology

Population Studies

Statistics

Biological Sciences

Bibliography

Physics

Technology

Archaeology

Zoology

Religion

Health Sciences

Philosophy

Economics

Performing Arts

General Science

Mathematics

Education

Marketing & Advertising

Linguistics

Transportation Studies

Middle East Studies

Botany & Plant Sciences

Architecture & Architectural History

Ecology & Evolutionary Biology

Public Health

Finance

Chemistry

Geology

Population Studies

Statistics

Biological Sciences

Bibliography

Physics

Technology

Archaeology

Zoology

Religion

Health Sciences

Philosophy

Economics

Performing Arts

General Science

Mathematics

Education

Marketing & Advertising

Linguistics

Transportation Studies

Middle East Studies

Botany & Plant Sciences

Architecture & Architectural History

Ecology & Evolutionary Biology

Public Health

Finance

Chemistry

Geology

Population Studies

Statistics

Biological Sciences

Bibliography

Physics
### Kanopy Streaming Video DDA

- On-demand streaming video platform
- Valued at over $4,500,000
- Content is leased for one or three years
- Over 26,000 films available
- Films can be embedded for courses
- Public performance rights included

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<th>Name</th>
<th>Fiscal Year</th>
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## Communication

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<th></th>
<th>A. Name</th>
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Making IMPACT

89% Savings
JSTOR ebooks

95% Savings
EBSCO ebooks

Hosted by ALCTS, Association for Library Collections and Technical Services
The Future: Doing More AND More

- Continue user-driven initiatives
- Database EBA with ProQuest
Questions

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