Silent Partners in Collection Development

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Where is Indiana?
Where is West Lafayette?
Purdue University

- Public university
- Founded 1869
- 40,000 students
- 11 libraries
- 2 storage facilities
Purdue University

Academic strengths in:

– Engineering
– Science, incl. Biomedicine
– Agriculture
– Technology
– Management

Full range of academic programs.
Outline

• Traditional collection development
• Use studies
• Interlibrary loan & book purchase model (PDA)
  • Early implementers
  • Purdue University Libraries
• E-book model (PDA)
• Purdue implementation
• Q & A
Collection Development

Traditional 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 (de-select)
- Move off-site
- Consortial print retention
Ownership vs. Access

Interlibrary Loan (ILL)
Interlibrary Loan: the theory

Traditional view: ILL as a safety net for borrowing obscure items

= "the weird stuff"
Interlibrary Loan: the reality

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

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

~ Michael Roberts and Kenneth J. Cameron, 1984
ILL book loan

**TRADITIONAL:**
- Borrow book
- A few weeks’ use
- Return book

**NEW IDEA:**
- Buy book
- A few weeks’ use
- Keep book
ILL/Book Purchase: Early Efforts (1980s)

- Buy selected books after librarian review
- Buy if less than borrowing cost
- Buy if ILL request fails
- Buy if requested multiple times
ILL/Book Purchase Model

- Planned & comprehensive
- Criteria-driven program
- Budgeted
- Sustained
- Evaluated
Early Implementer: Bucknell University (Iowa)

• Started in 1990
• Bought selected books requested through ILL
• Evaluation: 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

- ILL cost study (Association of Research Libraries)
  - $18.35 (borrower)
  - $ 9.48 (lender)

- Amazon.com
  - Discounted price
  - In-stock information
  - Shipping time
  - Rapid delivery
Proposed ILL Book Purchase Model

- Establish acquisition guidelines
- Purchase book from online bookseller
- Lend book 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
Simplified Workflow

• ILL staff *buy* books if they meet the criteria
• ILL patrons *use* books
• ILL patrons *return* books
• Library staff *add* books to the collection
One idea, many names

- Books on Demand
- Buy not borrow
- Demand-driven acquisitions
- Demand-driven selection
- Purchase on demand
- Just-in-time acquisitions
- **Patron-driven acquisitions (PDA)**
2010 Assessment: Purdue

A Decade of Books on Demand (2000-2009)

9,572 books (about $350,000)

Average cost: about $38

5-8% of total monographs added/year
Who uses service? GRADS.
How do they circulate?
Better than normal.

<table>
<thead>
<tr>
<th>2000-2009</th>
<th>BoD books: total Circulation</th>
<th>CONTROL books</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of books</td>
<td>9,327</td>
<td>141,112</td>
</tr>
<tr>
<td>Number of Circulations</td>
<td>38,389</td>
<td>340,121</td>
</tr>
<tr>
<td>Average Circulation</td>
<td><strong>4.116</strong></td>
<td><strong>2.410</strong></td>
</tr>
</tbody>
</table>
Circulation Comparison: 2000-2009

• **Shelf Sitters**
  
  • **Librarian-selected**
    – 141,112 / 46,996
    – 33.3%
  
  • **Books on Demand**
    – 9,327 / 1,722
    – 18.5%
Conclusion: ILL/Print PDA program

- Patrons happy with program
- Turnaround time acceptable
- Project adds relevant titles to collection, especially *interdisciplinary titles*
- Not as effective for sci/tech titles
- Subsequent circulation rates justify acquisition
Why is understanding print PDA important in an e-book world?

- Print books are still important

- Patrons are good at requesting books that:
  - Are appropriate
  - Fill collection gaps
  - Indicate new areas of interest
  - Are used again
E-Books in Libraries

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

1. Buy the best mix of print / electronic books

2. Buy the best mix of e-books for the best price

3. Let patron use determine at least some of the purchase choices
How does e-book PDA work?

E-book aggregator

+ 

Book vendor

+ 

Library

= PDA plan
How does e-book PDA work?

Librarians . . .

• Create a subject profile (book vendor)
  – De-duplicate
  – Establish limits

• Add records to catalog (aggregator)
  – Initial load
  – Weekly updates
How does e-book PDA work?

**Patrons . . .**

- Discover e-book records
- Trigger short term loans (STLs = rentals)
- Trigger auto-purchase
Example: auto-purchase after the third short term loan (STL)

- STL = downloading, printing, etc.
- STL cost: usually 10% of list price
- Auto-purchase = list price

- True cost of purchased e-book: list price + 3 STLs = 130% of list price
Typical pilot project

- 6-12 months
- Monitor budget
- Analyze purchases
- Review / revise profile
- Assess browse vs. buy ratio
- Assess workflow
- Assess customer service
For more details . . .

General “how to” guide
Purdue’s PDA project

• 11,000 initial title load, 2009+ (March 2011)
  – Eliminate previously purchased titles
  – Eliminate e-book package publishers

• Add about 300 new titles per week

• 3 short term loans before auto-purchase
Purdue’s e-book PDA
March 2011-March 2013

• **42,904** e-books in catalog

• **Short term loans**
  – 4,501
  – **$41,885** (av. $9.31 each)

• **Auto-purchases**
  – 326
  – **$29,172** (av. $89.48 each)

• Patrons used **6.7%** of titles

• Total value of all titles: **$2.2 million**

• Library paid **$71,057**
Advantages of e-book PDA

• Librarians set collection profile
• Immediate access to a large selection of titles
• Buy only what patrons use
• STL for occasional use = cheaper & faster than ILL
• Easy updates and acquisitions
• Build collection based on user needs
Challenges of e-book PDA

- Some patrons prefer print
- Many titles not available as e-books
- Vendor restrictions (printing, downloading)
- Resource sharing (ILL) concerns
- Budget for PDA
- Future: long term analysis
Conclusion

Patron-driven acquisitions can be an important part of a library’s overall collection development strategy.
Questions?