Oh, Wind, if Winter comes, can Spring be far behind?

Published by Purdue University Press

Project MUSE. muse.jhu.edu/book/97275.

For additional information about this book
https://muse.jhu.edu/book/97275

For content related to this chapter
https://muse.jhu.edu/related_content?type=book&id=3255273
DDA: Are We Meeting Collection Goals or Vendor Sale Targets?

Debbi A. Smith, Collection Strategies Librarian, Adelphi University, smith8@adelphi.edu

Abstract

Adelphi University Libraries started an e-book demand-driven acquisitions (DDA) program with Ebrary in January 2014. After one short-term loan a second use triggered a purchase. This trigger was determined by an analysis of how e-books were used in the subscription component of Ebrary, Academic Complete. Titles were added to the pool according to our slip plan profile with YBP. Librarians could also manually add e-book titles to the DDA pool.

To see if our trigger point should be adjusted for our current DDA with ProQuest Ebook Central, statistics were harvested from the Ebrary administrative portal for January 2014 through January 2017 that show the use of items after they have triggered a purchase. This analysis covers the subsequent use of items that were triggered for purchase; the value of the DDA program compared to purchasing the e-books outright; and the value of including publishers such as Wiley that do not allow short-term loans in a DDA program.

Using other Adelphi usage stats, this assessment covers the value of this DDA program for e-books compared to the usage of e-books in our subscription database and our firm ordered e-books. In this context the benefits that accrue to publishers in supporting DDA programs for e-books are considered.

Ebrary Academic Complete Subscription

Adelphi University Libraries (AUL) started a subscription with Ebrary’s Academic Complete in 2011. Usage statistics consistently show that the cost to firm order the titles accessed were substantially more than the subscription cost of the database. In 2012 the 4,612 titles accessed would have cost us $315,455 to purchase vs. the $22,377 subscription cost of the database. Subsequent annual assessment validates our subscription usage. In 2016–2017 the 3,445 titles accessed had a purchase cost of $317,332 vs. the $26,998 database cost.

Determining Our DDA Trigger

AUL then chose to begin a DDA program with Ebrary. This program ran in conjunction with YBP from January 2014 through April 2017 when Ebrary merged into ProQuest Ebook Central (the DDA analysis covers this time period).

Analysis of stats of AUL’s Academic Complete subscription were used to develop a DDA trigger on a second use after one short-term loan since most e-books were accessed only once, and those that were accessed more than once tended to get multiple usages. The DDA pool with YBP followed our slip plan profile plus items selectors added manually.

DDA Outcomes

AUL’s DDA pool with YBP followed our virtual plan profile plus items selectors added manually. The pool included over 12,000 titles available for short-term loans (STL) before a purchase and about 1,000 from publishers who did not allow short-term loans—meaning any use triggered a purchase. The total list price of all the e-books in the pool was over $600,000, thus giving us access to this amount of e-books without our having to purchase them directly.

There were 1,049 total DDA uses:

- 773 e-books generated short-term loans.
  - 592 had only short-term loans. Their loan costs were $12,986 (compared to their outright purchase cost of $62,265).

Figure 1. Academic Complete unique e-book title sessions.
- 181 e-books generated 181 short-term loans and then triggered 181 purchases on their second use (total of 362 uses). The cost of their initial short-term loans ($3,908) and purchase costs ($15,877) totaled $19,785.

- 95 e-books were purchased after one use from publishers that did not allow short-term loans. These cost $7,552.

These 868 (592 + 181 + 95) e-books accessed accounted for about 8% of the DDA pool.

- To compare, only 2% of Adelphi’s “just in case” librarian-selected print monographs circulated in 2017–2018 (6,809 out of 277,419 books).

The DDA program was thus more cost efficient than if we had bought the e-books outright. We paid $40,323 rather than the $69,871 list price it would have cost to have bought these e-books outright. We now incur no further costs for use of the triggered purchase e-books.

- $16,894 for short-term loans: $12,986 + $3,908
- $23,429 for purchases: $15,877 + $7,552

**Trigger Alternatives**

Of the 181 e-books purchased on the second trigger, 21 (12%) were never used again—but 88% (160) were.

- If we had a trigger on the third use we would have paid $385 for 21 additional second short-term loans rather than the purchase price of $1,592 for these 21 items.
- There would then have been 202 short-term loans ($4,293) and 160 e-book purchases.
Of the 95 e-books purchased on their first use, 29 (31%) were never used again and cost $2,157—but 69% of these e-books were used more than once. Are the publishers in this pool of more interest to our users?

As an overall means of comparison, it is interesting to note that of the 2,353 e-books that were firm ordered during this same period, only 10% were subsequently ever accessed—perhaps an example that subject selection is less effective than patrons’ determination of their research needs.

**But Who Really Benefits?**

**Every library has a fixed budget: what best serves current and future needs?**

- Does our spend on e-book short-term loan access shortchange other resource needs?
- Is use coming from catalog records, the discovery layer, or the e-book database?

- Could there have been a resource we already paid for that would have met the same research needs?

**Short-term loans are a substitute for potential inter-library loans.**

- Of the 773 e-books that generated short-term loans, 242 (31%) were available in print from our ConnectNY consortia.
- Is access vs. ownership worth the cost of not building a shareable archive of scholarly monographs?

**Publishers continue to charge more for short-term loans or do not allow them.** (See ProQuest, “Publisher-Driven Ebook Changes: Pricing and Access,” August 30, 2018.)

- We pay now for frontlist item access that may eventually go into the subscription database.
- Are there any comparable recent backlist e-books in our subscription database that could have met our users’ research needs?

**Access to own (ATO) embellishment:**

- Short-term loan trigger costs are applied to a potential future purchase price.
- This frontloads the cost for a short-term loan and increases overall expenditures when most e-books are only used once.

**Evidence-based acquisitions (EBA) guarantees publishers a revenue stream that e-book use may not warrant.**