Give the people what they want: Patron Driven Acquisition

Results and reflections on a survey completed by Publishers Communication Group

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Overview

- About Wellesley College & PCG
- What is Patron Driven Acquisition (PDA)?
- Survey Methodology and Scope
- Results and Reflections
  - Current practices
  - Pros & cons
  - Vendor selection factors
Wellesley College

- Small, liberal arts, women’s college
- Highly selective, undergraduate only
- Strong emphasis on student research
- 2300 students, 350 faculty
- Collection budget
  - Journals and databases $1,600,000
  - Monographs $600,000
About Publishers Communication Group

- Consulting group based in:
  - Cambridge (USA)
  - Oxford (UK)
  - Rio de Janeiro (Brazil)

- International staff of 25 with either a publishing or library background

- Offers sales, marketing and research services for scholarly publishers

- Works with over 30,000 libraries & consortia around the world
What is Patron Driven Acquisition?

- Patron driven acquisition (PDA)
  - E-books
  - Immediate access to content
  - Books found through the library catalog
  - Paid through an institutional account
  - User is not aware of whether the book is owned or not

- Known as “Pay per View” for article access
Standard circulation data (4 years)

Data from D. Banush, Brown University

Four year circulation data: Approvals and Firm Orders 2005 -2009
Survey Methodology & Scope

- Interviewed 74 US librarians by phone in March 2010
  - 32 currently with PDA program
  - 42 with concrete plans to implement PDA within the year
- Excluded data from 90 institutions with plans to implement PDA in the next 3 years
- Sample selected to focus on libraries currently buying e-Books
- 11 questions: multiple-choice and open ended
Sample breakdown

- Based on 2007 Carnegie Classification
- Institutions classified by the CC2000 field

Type of Institutions

- Doctoral/Research Universities: 75%
- Master’s Colleges and Universities: 11%
- Baccalaureate Colleges: 11%
- Associate Colleges and Specialized Institutions: 3%
Results: Current Practices

- Very recently adopted
- Pilot programs: about 1-5% of book budget
- Testing with all subject areas
Results: Satisfaction

How satisfied are you with this new selection process?

- Very satisfied: 50%
- Satisfied: 38%
- Somewhat satisfied: 9%
- Not very satisfied: 3%
Results: Advantages

- “Return on Investment” – Only buying what is used (30)
- Immediate access to resources (17)
- Access to much broader collection (10)
- Building collections in new areas (6)
- Ability to see what users want (6)
- Saves staff time (5)
- Reduces costs (5)
Results: Disadvantages [Fears]

- Inability to control cost (22)
- Change collections (19)
  - Non-scholarly, not core, unbalanced
- Not enough scholarly titles available (13)
- DRM restrictions – Interlibrary Loan (9)
- Loss of control (9)
- Staff time to maintain (8)
- Some patrons don’t want e-books (7)
- Printing limitations (4)
WC use data (7 months)

Total spent: $12,900
Estimated value of titles accessed: $52,000

- 944 browsed e-books
- 557 short term loans (59%), $7600
- 34 auto-purchased (4%), $3500
- 15 firm orders, $1800

- 39% sciences
- 37% social sciences
- 23% arts and humanities
Titles auto-purchased at WC

- Academic Advising: A Comprehensive Handbook
- Fifty Key Thinkers in International Relations
- Unequal Democracy: The Political Economy of the New Gilded Age
- Clinical Handbook of Psychological Disorders
- Gender Pluralism: Southeast Asia Since Early Modern Times
- Dying Words: Endangered Languages and What They Have to Tell
- Adjudicating Climate Change: State, National, and International
- Feminine Matrix of Sex and Gender in Classical Athens
- Tea and Tourism: Tourists, Traditions and Transformations
- Late Antique and Medieval Art of the Mediterranean World
- Fungal Genomics, Volume 57: Advances in Genetics
- Colonial Modernities: Building, Dwelling and Architecture
- King Lear: New Critical Essays
- Handbook of Personality: Theory and Research
- Companion to Museum Studies
- Radiation Chemistry
Results: Selecting a PDA Vendor

Top 6 Rated Features

- Provision of MARC records: Very important
- Integration with local system: Very important
- Proprietary E-book software not needed: Neutral
- Free browsing allowed: Somewhat important
- Printing, copying, etc: Very important
- Embargoed content (print vs. e-book): Neutral
Results: Selecting a PDA Vendor

Remaining 6 Features

- Unlimited simultaneous users
- # of clicks required for purchase
- Integration with approval plans
- Interlibrary Loan option
- Bibliographer mediated purchasing
- Saving notes, personal bookshelf, etc

- 5 - Very important
- 4 - Important
- 3 - Neutral
- 2 - Somewhat important
- 1 - Not important
Issues to resolve

- PDA within holistic collection management
- Approval plan integration/replacement
- More scholarly publishers needed
- Synchronous publication of electronic and print
- Why Interlibrary Loan is important
- Consortial arrangements
- Handheld devices: iphone, ipad, reading devices
How likely are you to use it even more in the future?

- Likely: 28%
- Very likely: 72%
Thank you!!!

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