

# On-Demand and On-the-Go: Reinventing Collection Development for a Digital Age

STM Annual Spring Conference

Washington, D.C.

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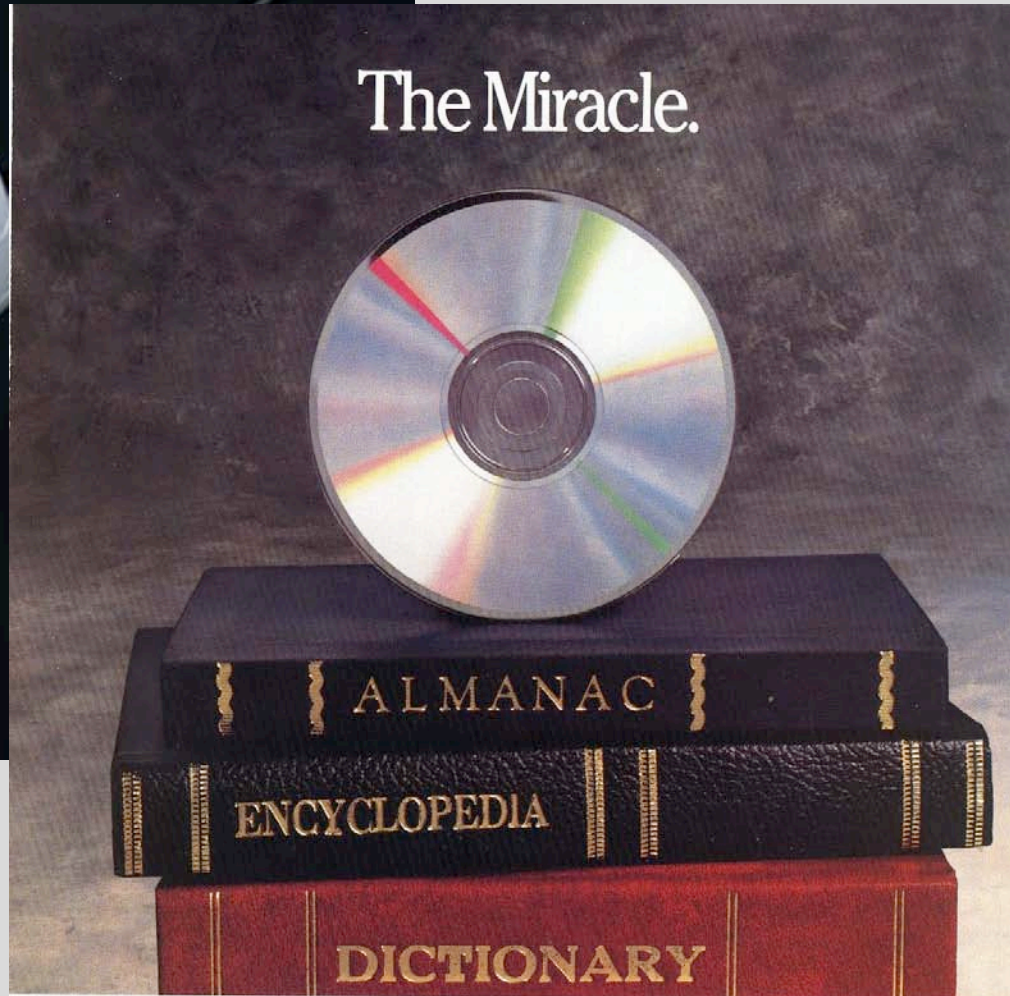
Michael Levine-Clark

Collections Librarian

University of Denver



1990



## The Miracle.

### Introducing The Magnavox CD-ROM PC.

From the inventors of CD technology . . . the Magnavox CD-ROM PCs, designed to make your whole family smarter.

It's amazing. Pop in one CD, you get an entire 21-volume encyclopedia. Pop in another, you get a complete reference library including a dictionary, almanac, quotations, and thesaurus. Pop in a third CD and you get the national

directory of addresses and telephone numbers, a computerized world atlas, a guide to all audio CDs released to date, plus over 30 games.

What's even more amazing, the new Magnavox CD-ROM Personal Computers also include 58 popular business, entertainment, education and graphics application programs, even the PRODIGY® Services sign-up kit, all at no extra cost.

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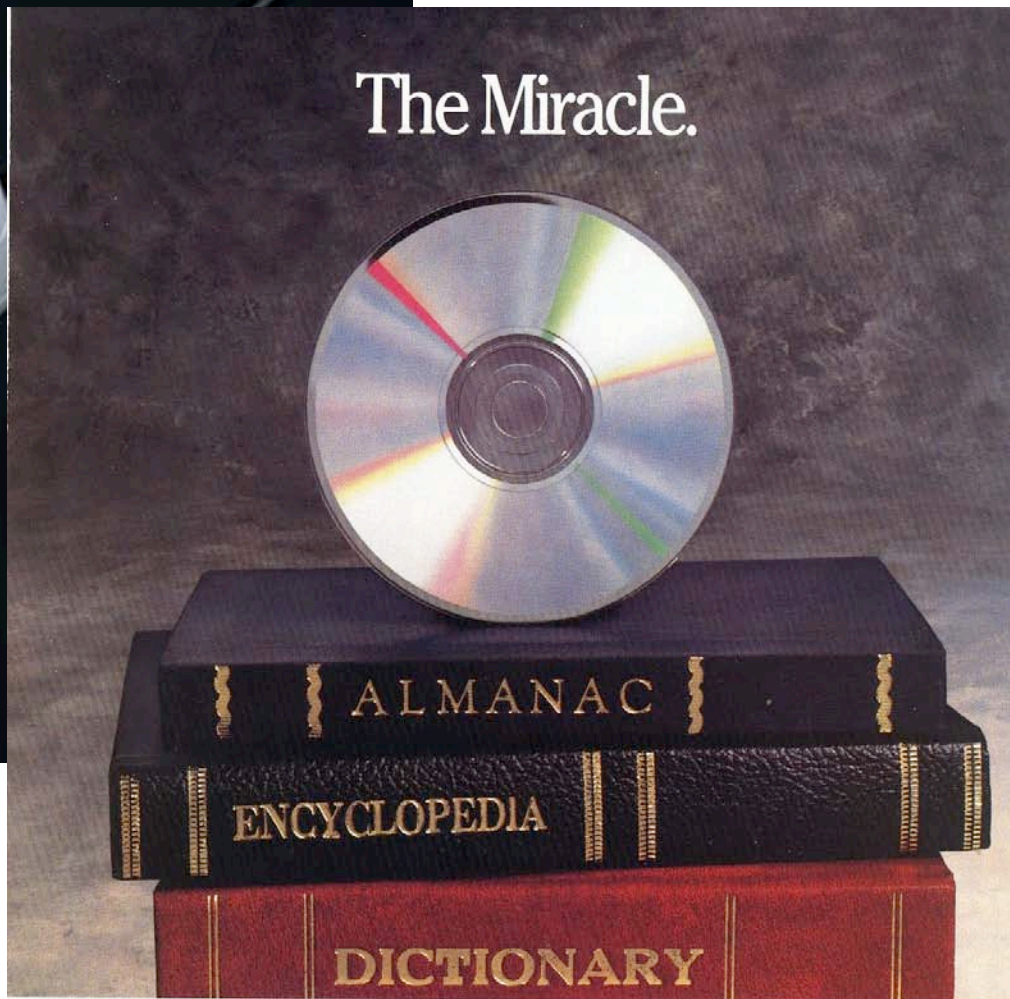
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# The Collection in 2030

- Digital
- Accessible anywhere
- Articles
- E-Books
- On-Demand
- Little legacy print

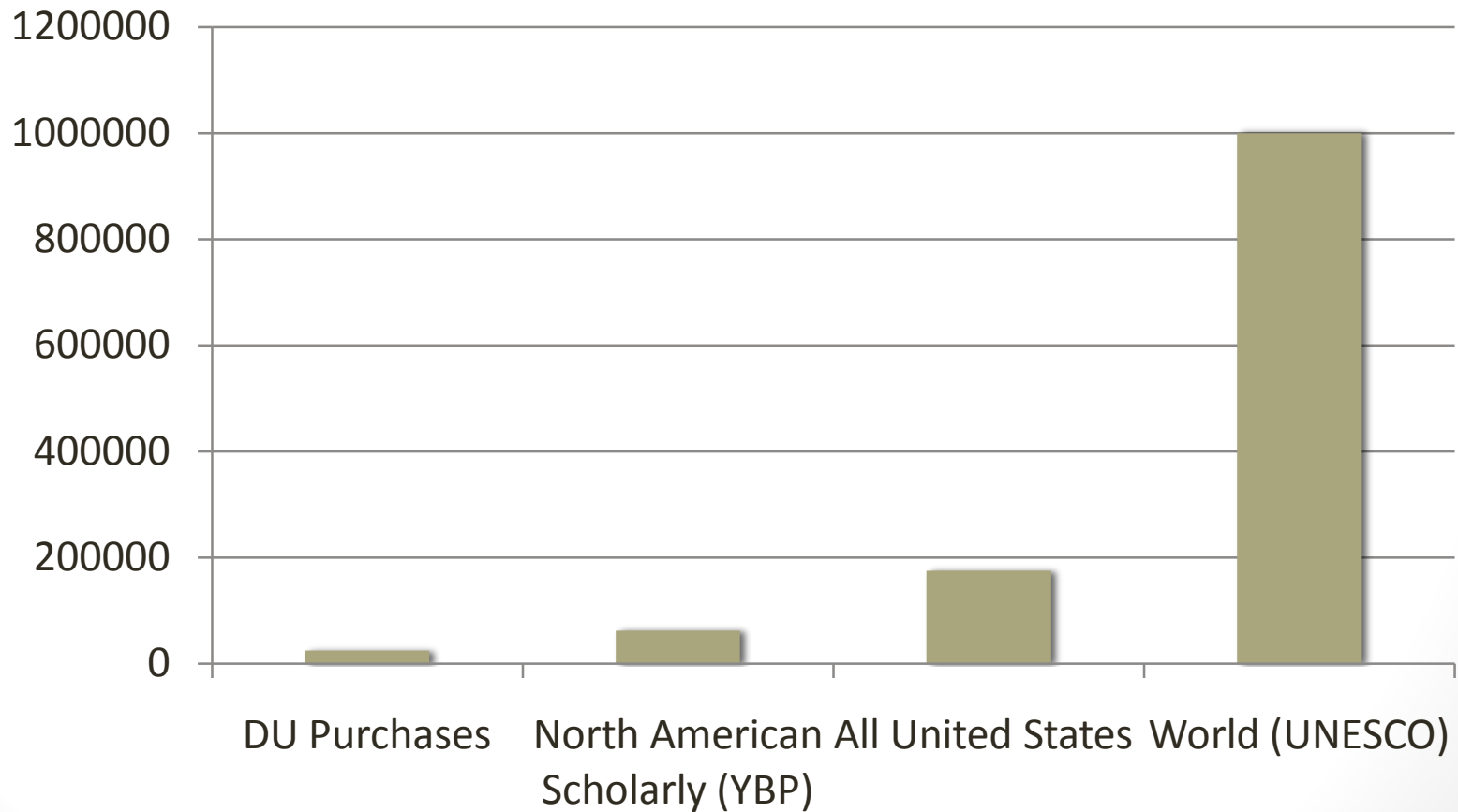




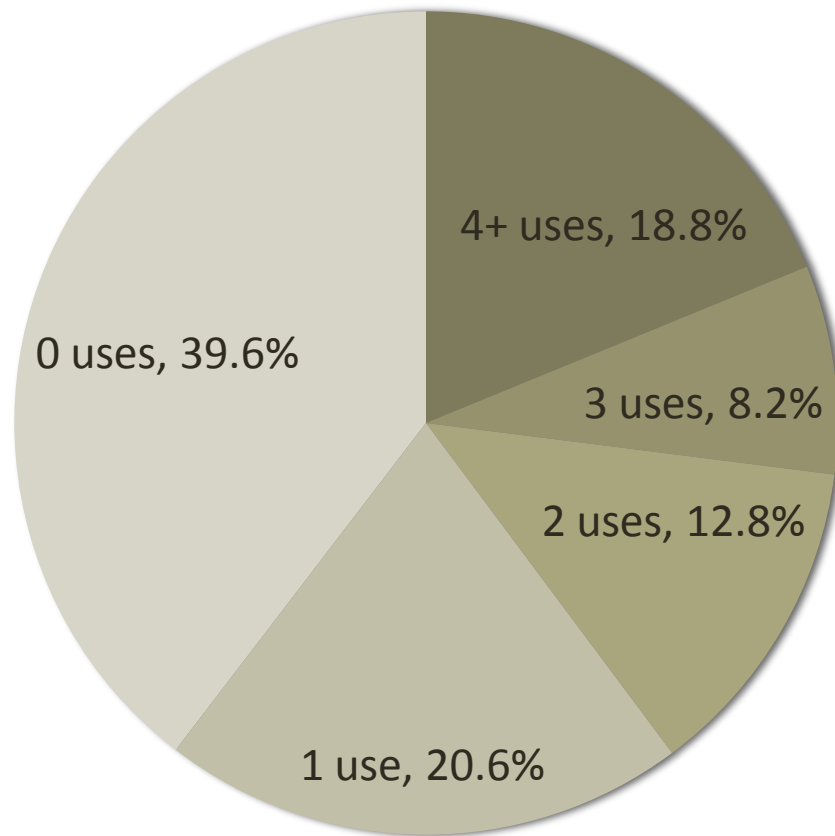


HOW DO WE GET THERE?

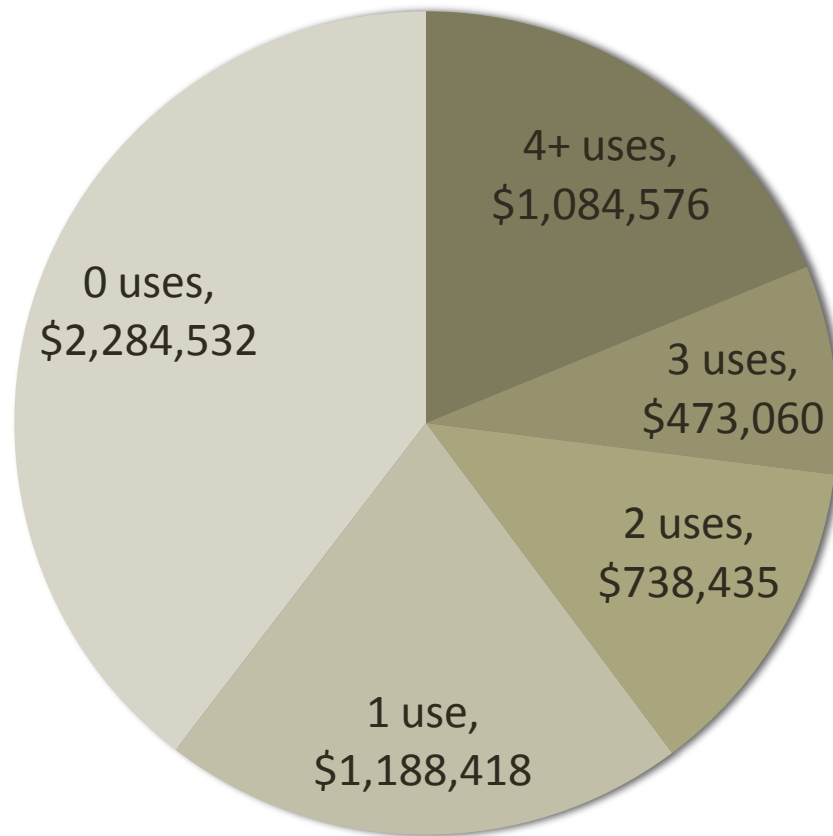
## Annual Book Production, 2009



# Books Cataloged 2000-2004 (126,953 Titles)



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# Demand-Driven Acquisition

- Short-term loans
- Free browse
- Purchase
- Print-on-demand
- Immediate access
- Delivery to point of need

# DU eBook Library (EBL) Data

|   | Actual          | List |
|---|-----------------|------|
| • 255 titles purchased<br>\$19,510                | \$19,510        |      |
| • 2,988 titles with STL*<br>\$214,974             | \$39,831        |      |
| • 5,397 titles with browse<br>\$436,691           | \$0             |      |
| • <i>Total (8,640 titles)</i><br><i>\$671,175</i> | <i>\$59,341</i> |      |
| • <b>Savings</b>                                  |                 |      |

# Reconsider Business Models

- Chapter vs. book / article vs. journal
- Use free content to entice the reader
- Multiple rental/purchase options
- ILL or STL
- POD for access, not preservation
  - Quality not important



# Reconsider the Collection

- Everything we can supply in a timely manner
- Bounded only by budget
- Impermanent
- A model of service

# Reconsider the Library

- Student study space
- Digital collections
- Accessible anywhere
- A model of service

# Implications for Publishers

- New revenue streams
  - ILL
  - Backlist
- Fewer frontlist sales
  - But maybe not over the life of the book
- Uncertainty

# Thank You

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