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

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Collections Librarian
University of Denver
1990

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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The Collection in 2030

• Digital
• Accessible anywhere
• Articles
• E-Books
• On-Demand
• Little legacy print
HOW DO WE GET THERE?
Books Cataloged 2000-2004 (126,953 Titles)

- 0 uses, 39.6%
- 1 use, 20.6%
- 2 uses, 12.8%
- 3 uses, 8.2%
- 4+ uses, 18.8%
- 0 uses, 39.6%
Books Cataloged 2000-2004 (126,953 Titles)

- 0 uses, $2,284,532
- 1 use, $1,188,418
- 2 uses, $738,435
- 3 uses, $473,060
- 4+ uses, $1,084,576
Demand-Driven Acquisition

• Short-term loans
• Free browse
• Purchase
• Print-on-demand
• Immediate access
• Delivery to point of need
## DU eBook Library (EBL) Data

<table>
<thead>
<tr>
<th>Description</th>
<th>Actual</th>
<th>List</th>
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<tbody>
<tr>
<td>255 titles purchased</td>
<td>$19,510</td>
<td>$19,510</td>
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<tr>
<td>2,988 titles with STL*</td>
<td>$39,831</td>
<td>$214,974</td>
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<tr>
<td>5,397 titles with browse</td>
<td>$0</td>
<td>$436,691</td>
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<tr>
<td><strong>Total (8,640 titles)</strong></td>
<td><strong>$59,341</strong></td>
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<tr>
<td><strong>Savings</strong></td>
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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

Michael Levine-Clark

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