

# Analyzing and Evaluating a DDA Program



**LISA GONZALEZ**  
**ELECTRONIC RESOURCES LIBRARIAN**



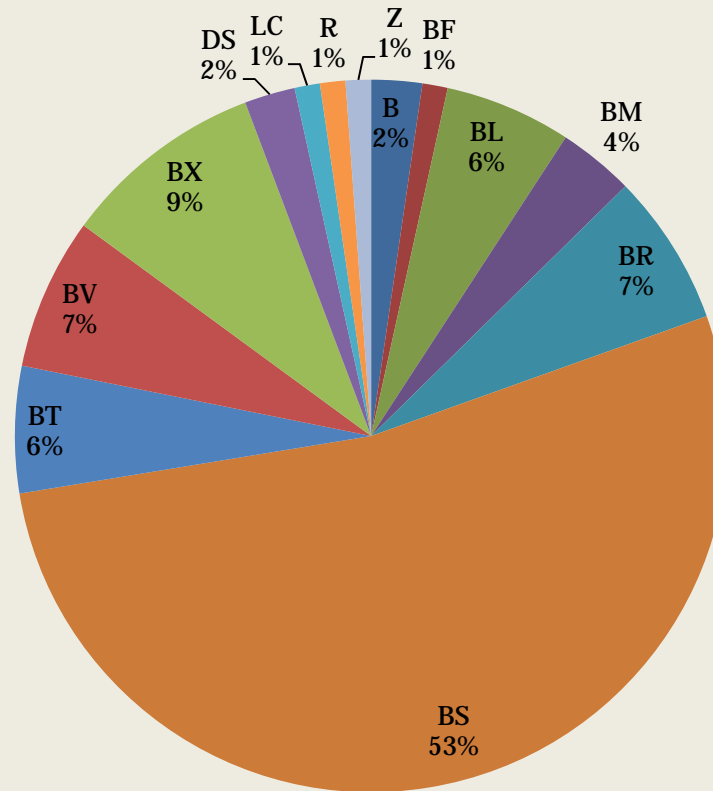
**Catholic  
Theological  
Union**

May 7<sup>th</sup>, 2015  
CARLI eBook Symposium

# Usage by Subject – EBL FY2013



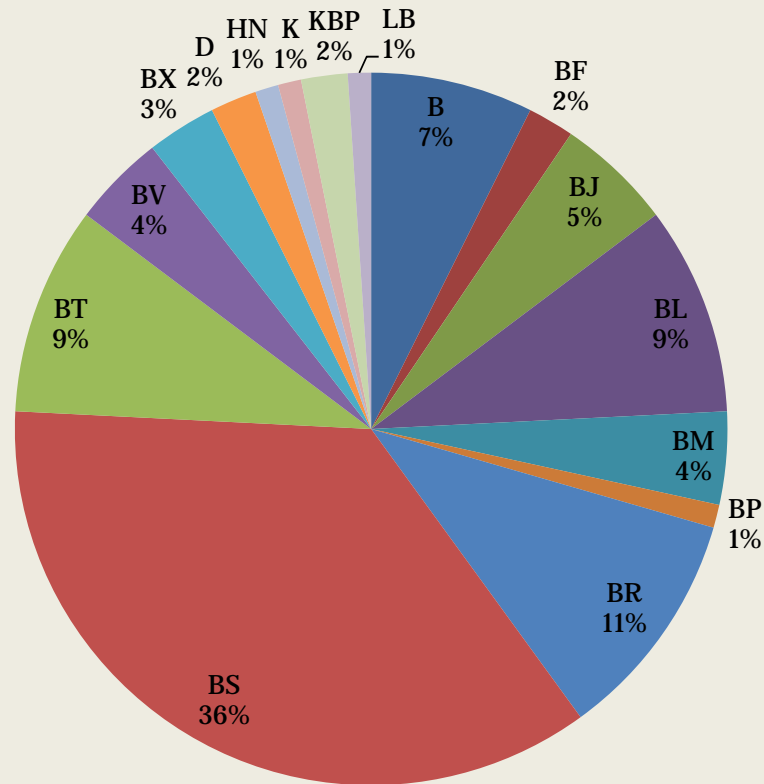
## Percentage of DDA by Call Number 2012-2013



# Usage by Subject – EBL FY2014



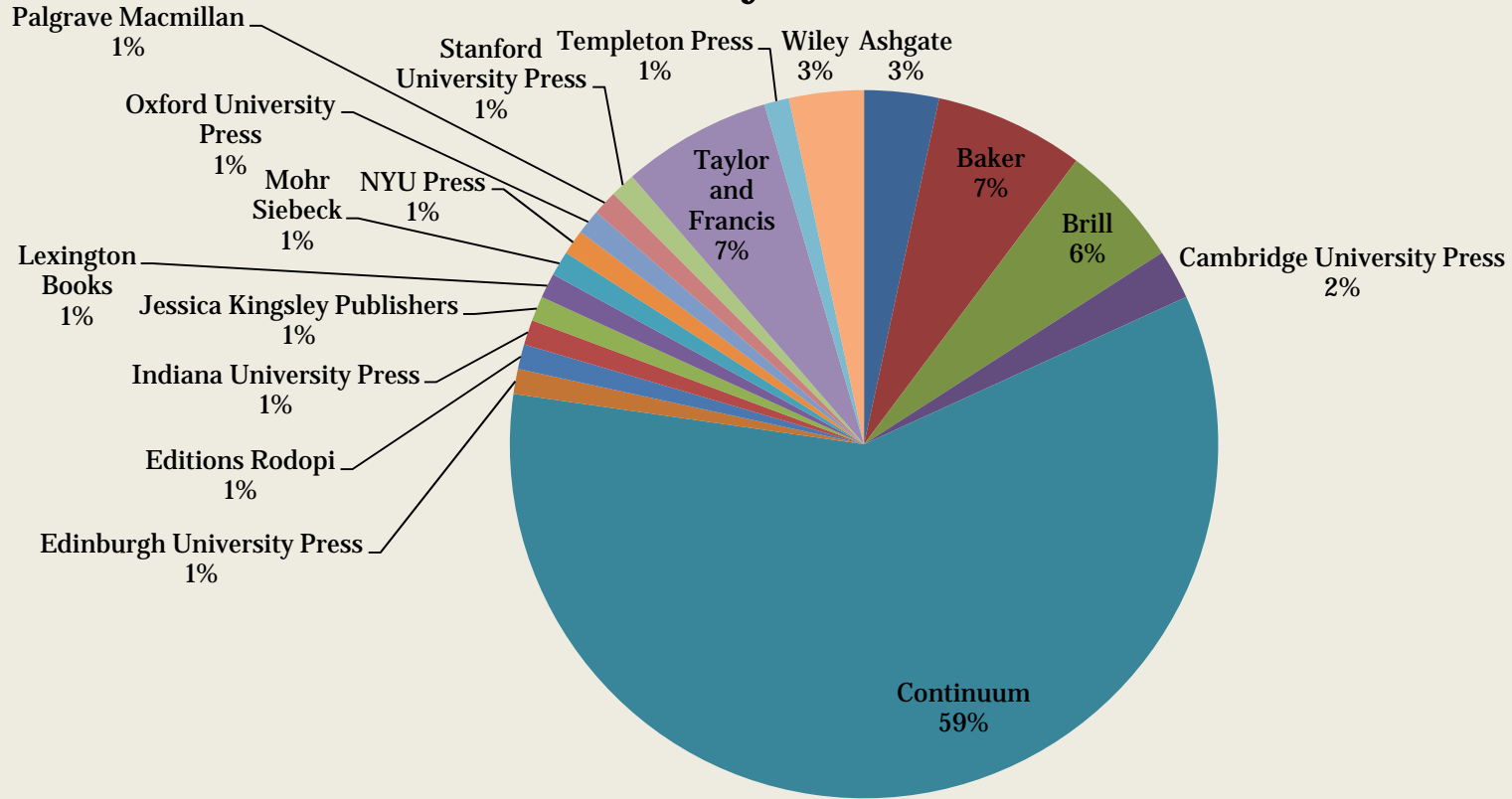
## Percentage of DDA by Call Number 2013-2014



# Publishers Used – EBL FY2013



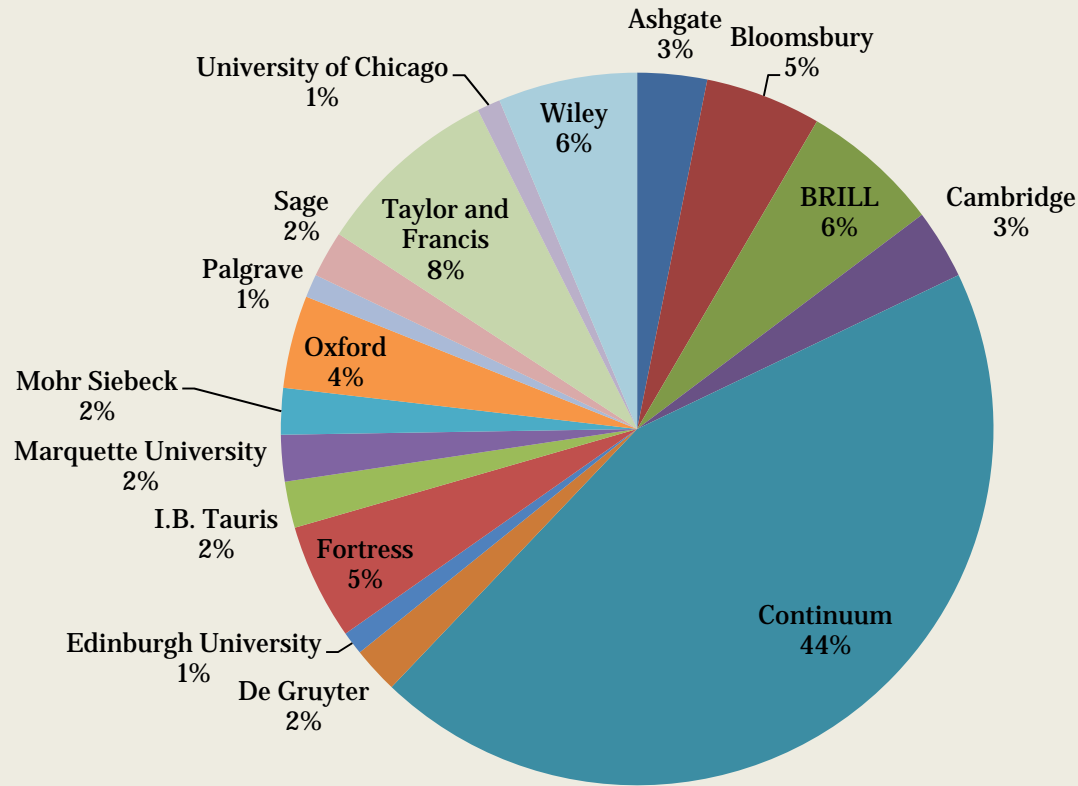
## Publishers Used by Patrons in DDA 2012-2013



# Publishers Used – EBL FY2014



## Publishers Used by Patrons in DDA 2013-2014

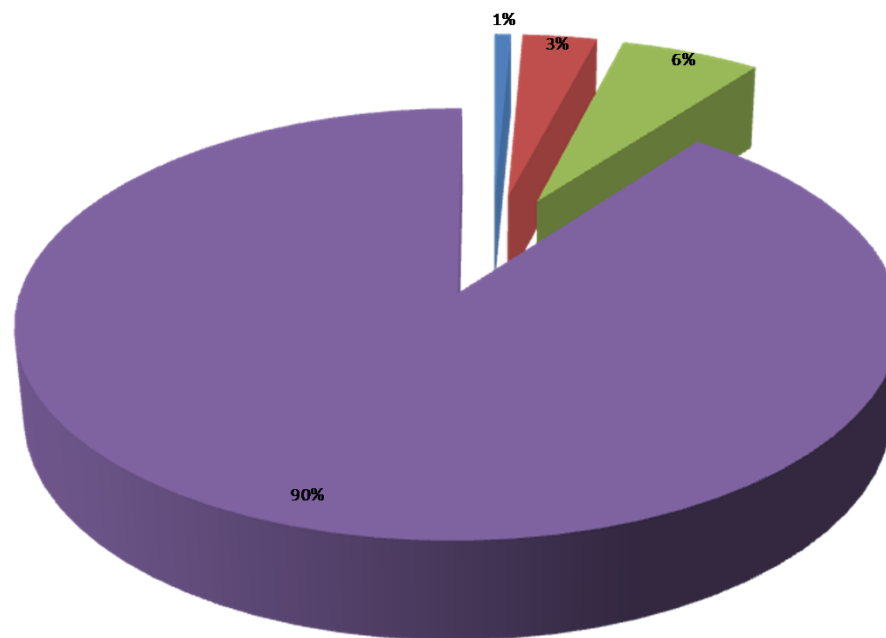


# DDA Usage Type – EBL FY2013



**DDA Usage from Discovery Pool 2012-2013**

■ Items purchased ■ Short term loans ■ Browsers ■ Total discovery pool

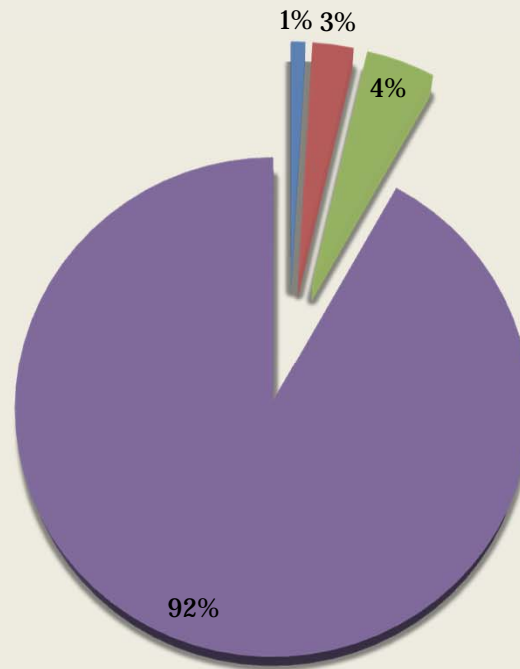


# DDA Usage Type – EBL FY2014



## DDA Usage from EBL Discovery Pool 2013-2014

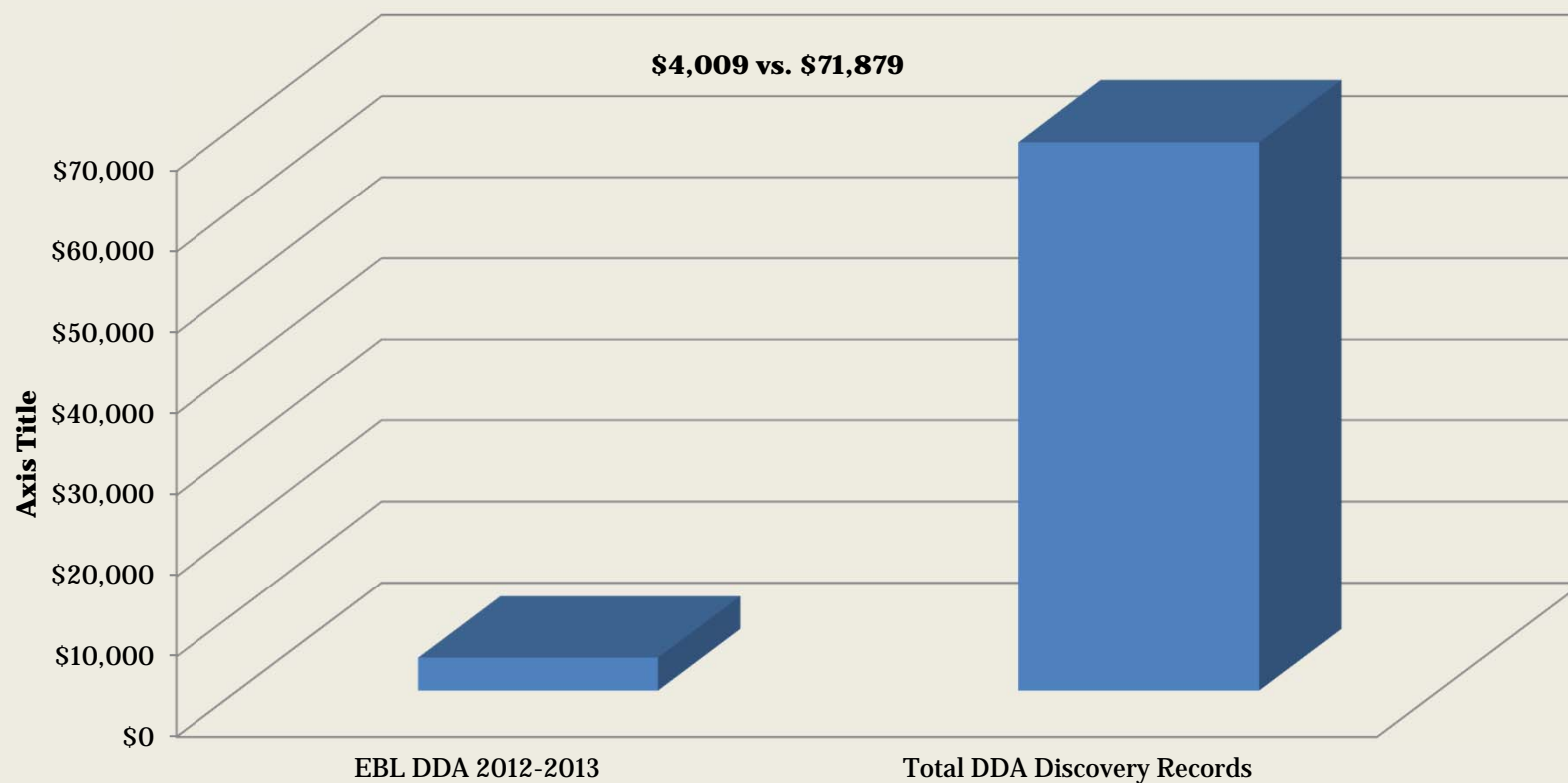
■ Items purchased   ■ Short term loans   ■ Browsers   ■ Total discovery pool



# Real vs. Potential Costs - EBL FY2013



## Actual vs. Hypothetical EBL Expenditures 2012-2013

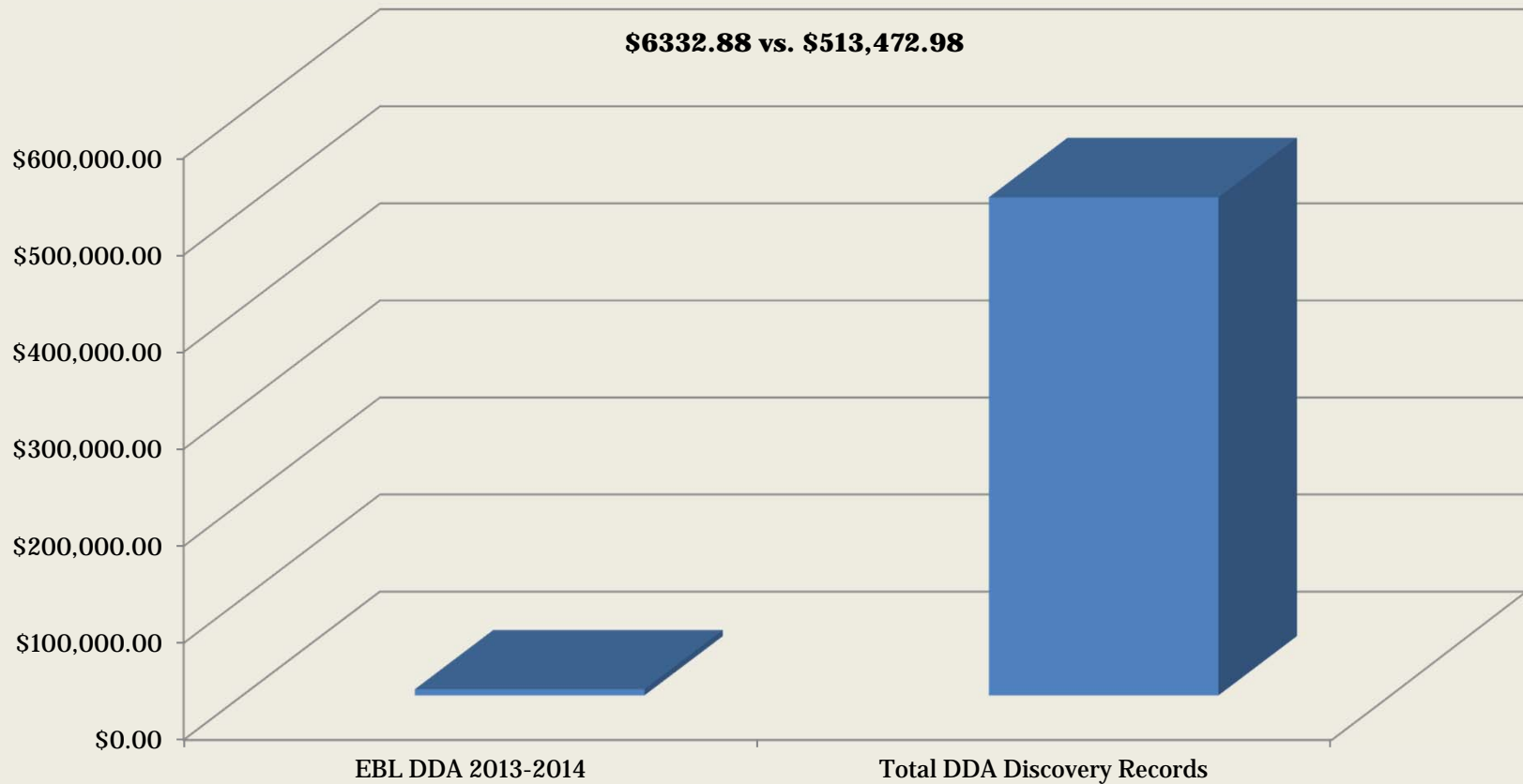




# Real vs. Potential Costs – EBL FY2014



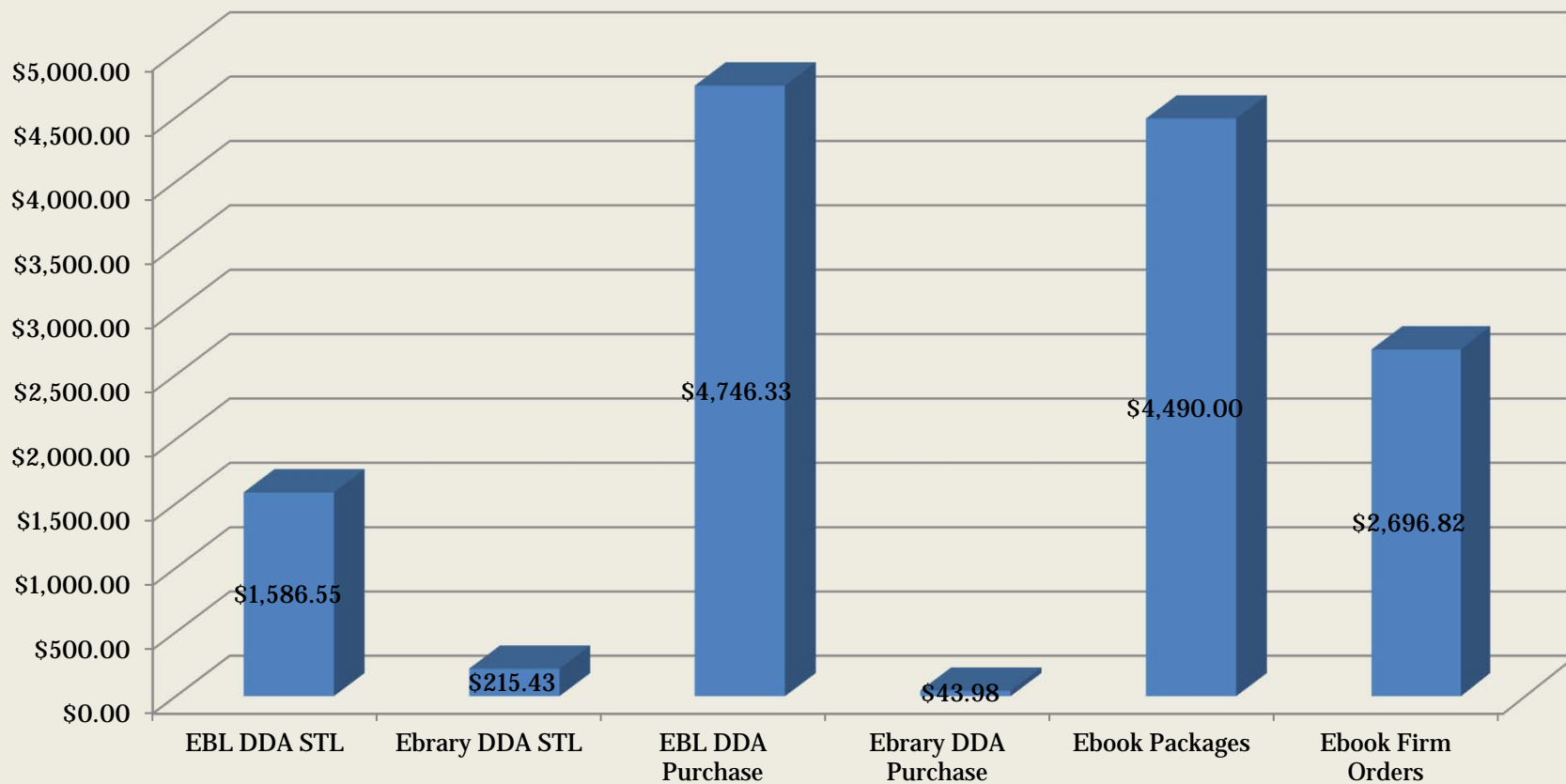
## Actual vs. Hypothetical EBL Expenditures 2013-2014



# Total Ebook Costs FY2014



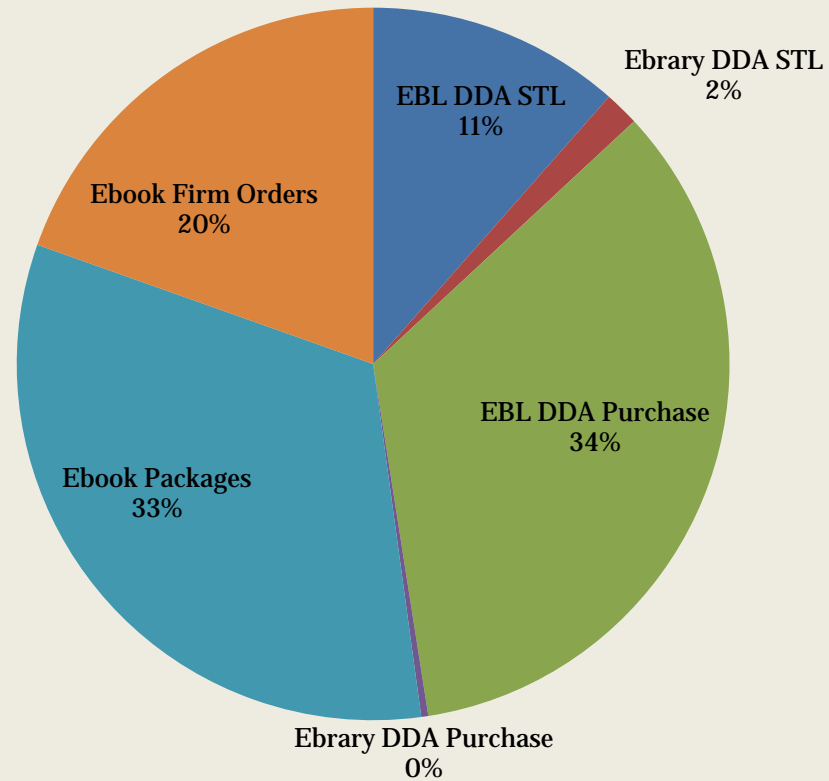
## EBook Expenditures 2013-2014



# Total Ebook Costs FY2014



## EBook Expenditures 2013-2014



# Cumulative Cost Per Use



EBL Purchases	2012-2013	2013-2014	2014-2015
Cost	\$2,915.15	\$4,746.33	\$4,126.46
Use (exclude owned browse)	257	419	272
Annual Cost per use	\$11.34	\$11.33	\$15.17
Cumulative cost	\$2,915.15	\$7,661.48	\$11,787.94
Cumulative use	257	531	352
Cumulative cost per use	\$11.34	\$14.43	\$33.49

Levine-Clark, Michael, Maria Savova, and Jason Price. "Making Value Judgments: eBook Pricing for Access and Ownership." presented at the Electronic Resources & Libraries, Austin, Tex., February 23, 2015.  
<http://www.slideshare.net/MichaelLevineClark/levineclark-michael-maria-savova-and-jason-price-making-value-judgments-ebook-pricing-for-access-and-ownership-electronic-resources-libraries-austin-february-23-2015>.

# COUNTER Compliant Statistics?



## 2014-2015 Usage

## EBL Usage to Date

Provider	Usage
ACLS (BR2)	248
ASP - Black Thought and Culture (DB1 searches)	97
ASP - Human Rights Studies Online (DB1 total, no breakout for text)	39
ASP - Twentieth Century Religious Thought	0
ASP - Women and Social Movements in the U.S. (DB1 searches)	0
EBL (BR1, BR2 not available)	236
Ebrary (BR2, but is this actually pages?)	1571
Ebsco (BR1, BR2 many false positives)	51
Gale (BR2)	584
Oxford Reference (BR2)	102
Project Muse (BR2)	1694
Sage (BR2)	9
Springer (BR2)	23
<b>Total</b>	<b>4654</b>

### Usage Summary

Total Titles Used:	409
Total STLs and Loans:	543
Total Unique Users:	271
Total Downloads:	511
Total Unique Users (Downloads):	176
Total DDA Uses:	582
Total STL:	216
Total Unique Users (DDA Usage):	192
Total Owned Titles:	87
Total Owned Uses:	537
Total Owned Loans:	327
Total Unique Users (Owned Usage):	164
Total Unused Adopurchased Titles (Since Purchase):	0 / 65
Total Unused Firm Ordered Titles (Since Purchase):	0 / 29
<b>Top 5 Most Used Titles</b>	
The Wiley Blackwell Companion to Practical Theology	99
Theological Reflection and Education for Ministry : The Search for Integration in Theology	84
The Non-Canonical Gospels	82
Reverse Mission : Transnational Religious Communities and the Making of US Foreign Policy	38
World Cinema, Theology, and the Human : Humanity in Deep Focus	17
<b>Top 5 Most Used Subjects</b>	
Religion	936
History	21
Philosophy, Religion	17
Religion, Fine Arts	17
Philosophy	11