

eBook PDA 101, How to Get Started (in a Nutshell)

Lynnette Fields

lfields@siue.edu

618-650-2351

Todd Spires

tspires@bradley.edu

309-677-2841

What We Will Cover

- Technical Services Committee's 2014 White Paper
- Bradley University's PDA experience

Technical Services Committee's 2014 White Paper

- “Best practices” document aimed at libraries with little or limited experience with DDA projects
- Looking at DDA's with a technical services slant

Technical Services Committee's 2014 White Paper

- Heavily influenced by:
 - 2014 NISO draft document :Demand-Driven Acquisition of Monographs: A Recommended Practice
 - http://www.niso.org/apps/group_public/download.php/12615/rp-20-201x_DDA_RP_draft_for_comments_final.pdf

Technical Services Committee's 2014 White Paper

- Heavily influenced by:
 - *Guide to Implementing and Managing Patron-Driven Acquisitions* by Suzanne M. Ward.



DDA vs. PDA

- Terms are used interchangeably
- DDA – Demand-Driven Acquisitions
- PDA – Patron-Driven Acquisitions

What White Paper Covers

- How to begin a DDA e-book project
- Nuts and bolts of setting up the DDA
- Sustainability
- Assessment

How to Begin – Choosing an e-book vendor

- Things to consider:
 - Content/Costs
 - License terms
 - Profiling
 - Technical support
 - Trigger event
 - Usability
 - Vendor services

How to Begin – Developing the Profile

- Similar to developing profile for traditional selection
- Get as much feedback as possible

How to Begin – Other Considerations

- Timing
- Maximum costs and mediation
- Single- or multiple-user access
- Checkout model
- Purchase triggers
- Publication date
- Static or growing pool of records
- Subject

Nuts and Bolts – Getting Records from Vendors

- Types of records
 - Discovery
 - Point-of-purchase

Nuts and Bolts – Managing MARC Records

- Minimizing duplicates
- Recommendations for loading records
- Cataloging purchased titles
- Removing records

Sustainability

- DDA records need to be maintained
- Keep up with updates and removals

Sustainability

- NISO recommendations for DDA sustainability
 - Maintain access to all titles that have had a use
 - Maintain a list of titles removed
 - Review profile periodically

Assessment

- Major aspects of assessment:
 - Evaluating overall effectiveness of program
 - Do purchase items continue to be used?
 - Predicting expenditures
 - Auto-purchase spend funds faster than short-term loans
 - Number of DDA MARC records significant factor
 - Number of users

Assessment

- Continuous assessment:
 - Re-examine profile periodically
 - Examine purchases for use patterns

Conclusion

- New mechanism for building collections
- Still learning how DDA projects will affect our collections

Agenda

- Get Ready!
- Get Set!
- Go!

Bradley Library Environment

- Student/faculty population = approx. 6,000.
- Looks like a liberal arts school but really not.
 - Engineering
 - Health Sciences
 - Education
 - Communication
- Heavily used Interlibrary Loan Services for library this size.
- Cut library materials budget approx. 28% over last two fiscal years.
- Librarians make decisions as a group.

Get Ready!

- So you want to get into eBooks huh? Why?
- To stick your toe in or cannonball it?
- Who will be involved in selection process?
 - Educate yourself and constituents.
- What is the selection process?
- Consider subject content first.
 - Specialized subject collection or multiple subjects?
 - Which publishers/vendors to consider?

Get Ready!

- Take your time if you can.
 - Consider trials or initial small collections.
- Keep a cost in mind.
 - Monographic purchase versus serial purchase?
 - Percentage of paper book budget?
 - Deposit account?
- Talk to other librarians.
- Come to CARLI eBook forums!

Get Ready!

- Bring in publishers/vendors or visit their booths at conferences.
 - Ask about various models, terms, trials, one-year cost versus annual cost, ownership versus leasing, usage statistics, DRM, ordering interface, triggers, maintenance fees.
 - Ask to see a publisher list.
 - All books from publisher lists or partial?

Get Set!

- Decide which publisher/vendor and payment model works best.
- Work with selected publisher(s)/vendor(s) to choose content.
 - Profiling
 - Negotiating costs
- Determine means of access.
 - Catalog versus link resolver or other.
 - Records from publisher/vendor?

Go!

- Turn it on!
- Make a big deal of it.
- Provide training if need be.
- Afterwards, assess it.
 - What is being used?
 - Which subjects are used the most?
 - Are you getting your money's worth?
 - Ask users if they like it.

Conclusion

- Get Ready!
 - Take your time
 - Get it Right
 - Learn as much as you can
- Get Set!
 - Choose
 - Get it the way you want it
- Go!
 - Turn it on and promote/teach it

Questions

