

## CARLI Technical Services Committee

### 2014 White Paper Highlights

### Demand Driven Acquisitions

Complete paper available at:

<http://www.carli.illinois.edu/sites/files/files/2014TechnicalServicesCommitteeWhitePaper.pdf>

This “best practices” document was aimed at libraries with little or no experience with Demand Driven Acquisitions (DDA) projects. The white paper was heavily influenced by Suzanne M. Ward’s 2012 publication, *Guide to Implementing and Managing Patron-Driven Acquisitions* and the 2014 NISO draft document: *Demand-Driven Acquisition of Monographs: A Recommended Practice*. The NISO document has since been approved:

[http://www.niso.org/apps/group\\_public/download.php/13373/rp-20-2014\\_DDA.pdf](http://www.niso.org/apps/group_public/download.php/13373/rp-20-2014_DDA.pdf)

#### HOW TO BEGIN A DDA E-BOOK PROJECT

A pilot project is a good way to start as most pilots are of a specific duration and involve less expense and records than a permanent project.

##### Considerations for choosing an e-book aggregator:

- Content/Costs
- License terms
- Profiling
- Technical support
- Trigger events
- Usability
- Vendor Services

##### Developing the e-book profile:

Most e-book DDA requests have no human oversight once the program is implemented. Developing a profile for DDA e-books mirrors that of creating profiles for traditional selection – the emphasis being on awareness of the subject’s significance as it relates to the curriculum.

##### Other elements to take into consideration:

- Timing
- Maximum costs
- Single- or multiple-user access
- Checkout model
- Purchase triggers
- Publication date of e-books
- Static or growing pool of records?

#### NUTS AND BOLTS OF SETTING UP THE DDA

One of the critical components of setting up a DDA program at any institution is its record management. This needs to be taken into consideration at the time of setting up the profile and technical specifications with the vendor, in consultation with consortial record loading practices.

##### Getting records from the vendor

- The majority of MARC records used in a DDA project are received either from a vendor or an aggregator and fall under two types—discovery records that are the basic or foundational records and the “point-of-purchase records” which replace discovery records once titles are purchased.

##### Minimizing duplicates

- Libraries may or may not choose to duplicate print and e-books.
- Libraries should remember to exclude content appearing in subscription packages.

##### Recommendations for loading records:

- Create a bulk import rule that will use the appropriate bib duplicate detection profile for electronic resources.
- Assign a unique operator ID or add a note in the MARC 79X or 9XX field to identify DDA records and distinguish them from other bibliographic records in the catalog.

## Cataloging purchased titles

- Libraries may decide to overlay discovery records with the point-of-purchase records or delete DDA records for purchased titles and replace the DDA bibs with new catalog records according to the institution specific workflow.

## Removing records

- After the DDA pilot project is concluded, the unpurchased records should be removed.

## SUSTAINABILITY

MARC records in the DDA pool need to be maintained just as other records in the catalog are maintained. Many aggregators have a regular schedule for sending updates to DDA records. It is important to keep up with these updates, especially removals. All DDA records should contain an identifier. This is important for record management, but is also crucial for collecting assessment data.

### NISO Recommendations for DDA Program Sustainability

- Maintain a list of titles removed from the DDA pool, if possible. The list could be used for assessment purposes.
- Review the profile periodically to make sure appropriate titles are being added to the pool; e.g. if a new program is added to the curriculum, the profile may need to be adjusted to include that subject area.

## ASSESSMENT

Assessment should be an integral part of the DDA program, and should be addressed during the early stages of planning for the DDA. The two major aspects of the DDA program that require assessment are evaluating the overall effectiveness of the program and predicting expenditures. The pool of MARC records should also be continuously assessed. If the records were selected using a profile, the profile should be periodically examined to determine if it is still relevant.

## CONCLUSION

DDA is a microcosm of the challenges inherent in collection development and acquisitions. It strives to involve the library's clientele in the development process and to make the materials acquired available in a timely and efficient manner. DDA projects require close monitoring and careful planning, with proper attention paid to relevant cataloging and organizational issues. DDA represents a new mechanism for negotiating the complex questions surrounding the creation and maintenance of a collection, how it is to be made easily accessible to library patrons, and it also raises questions about how it influences—and is influenced by—changes in the library's institutional curriculum and patron population.

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