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Yet Another PDA Presentation

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Yet Another PDA Presentation!

Harriet Rykse – **Western University**

Janice Adlington – **McMaster University**

Julie Kliever – **Providence College**

David Swords - **EBL**



Lively Lunch – November 9
Charleston Conference 2012

Why are we here?*



- Co-presenting by chance, but connected by principle!
- Patron-driven ~~acquisitions~~ access

*DISCLAIMER: This Lively Lunch will NOT explain the Meaning of Life.

Western's Experience



Who are we?

- Doctoral Medical University
- 35,000 undergraduate and graduate students
- Located in Southwestern Ontario, Canada



PDA at Western

- First PDA pilot in 2008 with EBL
- PDA with OCUL consortium in 2010
- Second PDA trial in 2010-11 with Ingram
- PDA as part of regular acquisitions workflow in 2012

Assessing Value

EBL Pilot

EBL Pilot	
Period Run	June 2008 to April 2009 (10 mos)
Records loaded	8800
Total purchased	377
Total spent	\$33,317
Average cost per book	\$88

Assessing Value

OCUL Pilot – consortium perspective

OCUL consortium Pilot (16 schools)	
Period Run	Sept. 20 - 28, 2010
Records loaded	38,000
Total purchased	467
Total spent	\$150,000
Average cost per book (based on school size)	\$10.70 (small), \$21.40 (medium), \$32 (large)

For a full description of this project see:

Davis, K., et. al. (2012) *Shared Patron-Driven Acquisition Within a Consortium: The OCUL PDA Pilot* *Serials Review* 38(3), 183–187.

(<http://www.sciencedirect.com/science/article/pii/S0098791312000810>)

Assessing Value

OCUL Pilot – Western’s perspective

OCUL consortium Pilot	
Period Run	Sept. 20 - 28, 2010
Records loaded	38,000
Total purchased	169 unique to Western (out of total 467)
Total spent	\$15,000 for Western to participate
Average cost per book (counting only 169 unique titles)	\$89
Used at least once between Sept. 2010 and March 2012	63%

Assessing Value Ingram Pilot

Ingram Pilot	
Period Run	June 2010 – May 2011
Records loaded	3894
Total purchased	484
Total spent	\$46,000
Average cost per book	\$96

Assessing Value

Ingram PDA ongoing

Ingram PDA ongoing	
Period Run	May – October 2012
Records loaded	4226
Total purchased	283
Total spent	\$29,197
Average cost per book	\$103

Tales from the crypt

- Duplicating content – (2 copies of an e-book on two platforms)
- Inappropriate content (e.g. recipe books and popular non-fiction)
- User's desire for print AND electronic
- Change in collection philosophy – combating the desire to purchase PDA titles

Best Experiences

- Broad access to material
- Invoice after purchase
- Minimal duplication
- Use of existing subject profiles
- Weekly load of records

McMaster's Experience



Who are we?

- Doctoral Medical University, ARL Library
- 26,000 FTE
- Located in southern Ontario, Canada



PDA at McMaster

- Early EBL adopter: in production, January 2007-
- Consortial PDA pilot with Ebrary, fall 2010
- Current: EBL profile revision, YBP/Ebrary discussion

Why PDA?

- 2006: monograph budget cut by half
\$1.2 million → \$600,000
- STLs allow us to offer a broader collection than we could purchase
- Purchase only titles with demonstrated use

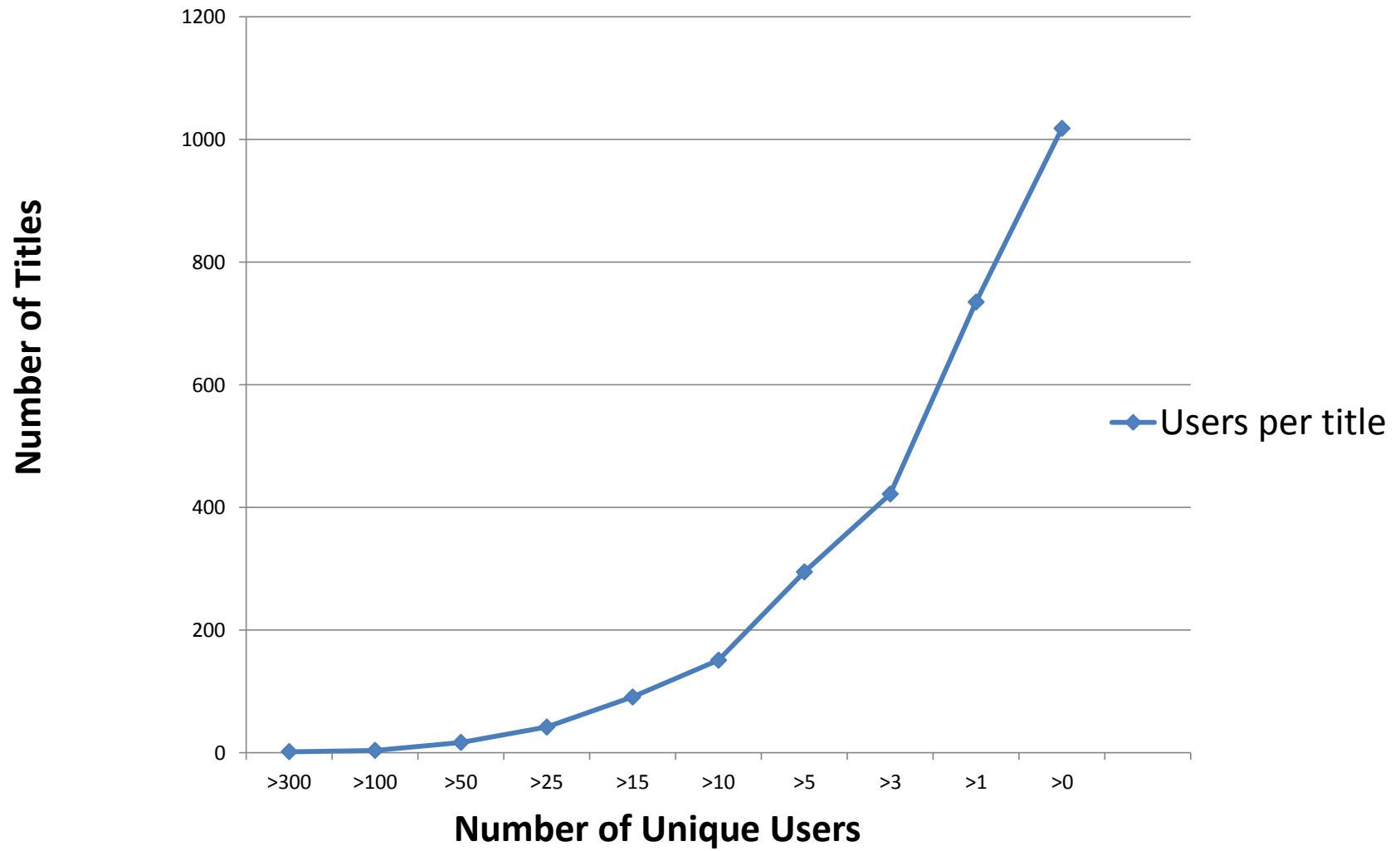
GO BIG!

But.....

Assessing value: EBL

EBL	Autopurchase		Short Term Loans		TOTAL COST
	# of Titles	Cost	# of Titles	Cost	
May 2007 to April 2008	69	\$7,716	2144	\$46,203	\$53,919
May 2008 to Jan. 4 2009	165	\$18,532	3512	\$72,876	\$91,408
PROFILE REVISION					
July 2009 to April 2010	462	\$42,783	3196	\$51,053	\$93,836
May 2010 to April 2011	188	\$16,922	3148	\$45,419	\$62,341
May 2011 to April 2012	164	\$16,567	2252	\$33,850	\$50,417

Assessing Value: Post-Purchase Use



Assessing Value: EBL Concerns

- Mediated loans: work for collections staff
- Duplication
- Interaction with faculty selection
- Weeding the PDA

OCUL Consortium PDA with Ebrary

At McMaster

- 42,000 EBL records removed
- 38,000 Ebrary records added

- Ebrary trial ran until the allocated funds had been spent: **ONE WEEK**

Assessing Value: Post-Purchase Use

	2011	January-June 2012
Used, all titles (n=467)	272 (58%)	169 (36%)
Triggered by McMaster (n=122)	99 (81%)	72 (59%)

Cost: \$10,000

Issues with Consortial PDA (Crypt Tales)

- Everything Harriet said

AND

- Some local surprises: superseded medical texts
- Lasting concerns about purchase triggers

Best PDA Experiences

- Providing content we would never have known to select – e.g. brewing, enology
- Flexible loan and purchase options
- Smooth processes: following initial hiccups

Tales from the Crypt

\$\$\$

- Profile to match the budget, or budget to match the profile
- Mediation process causes delay, user confusion

More Tales From the Crypt

- Pay a premium over list price for three loans + purchase
- Faculty in some departments unhappy with e-books in general

PDA Desiderata – All Platforms

Our top wishes:

- Higher purchase triggers: more than 10 pages
- Flexible options including mediated loans
- Integration with approval plans
- Detailed usage reports

Desiderata for our Users

Top wishes for patrons:

- Ability to download texts to their devices
- Clear communication of print and copy limits
- As little DRM as possible: the web is our competitor!

Providence College's Experience



Providence College

Who are we?

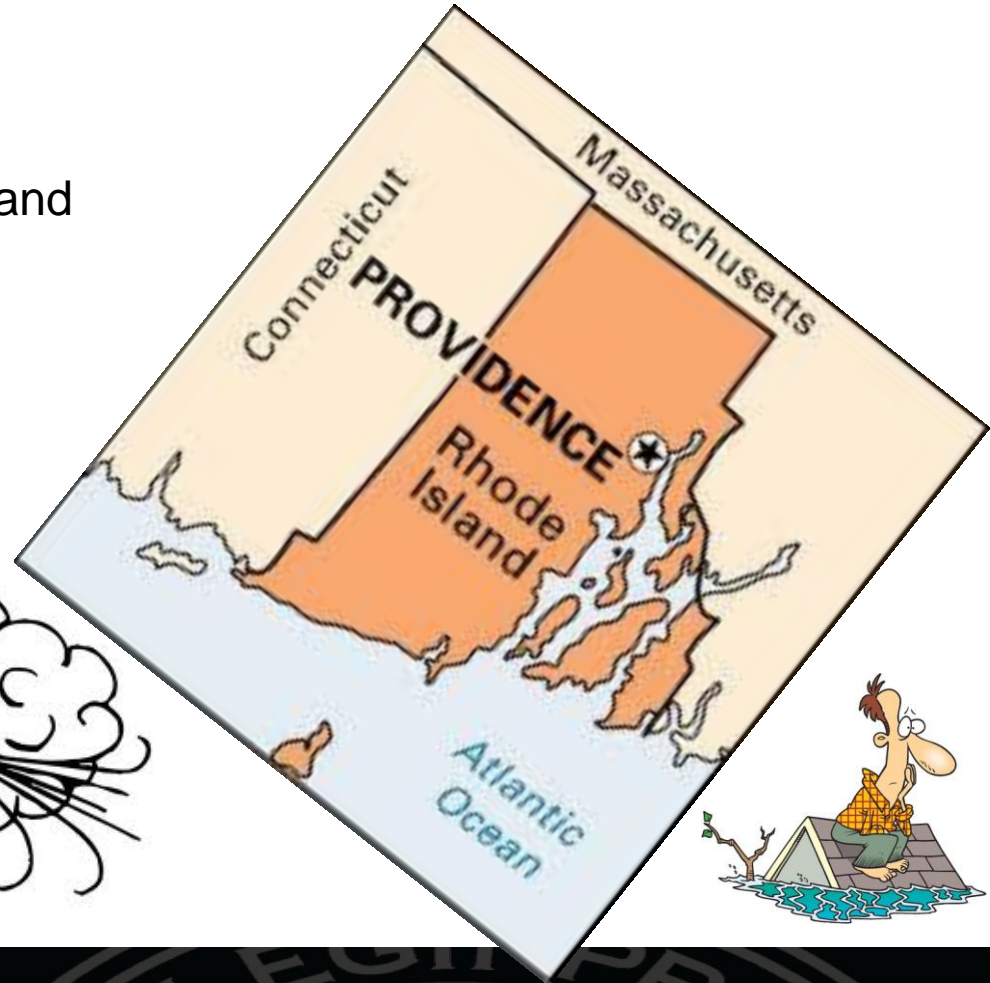
- Located in Providence, Rhode Island
- Dominican Catholic liberal arts school
- Primarily undergraduate
- Approx. 4200 FTE
- Part of the HELIN Library Consortium



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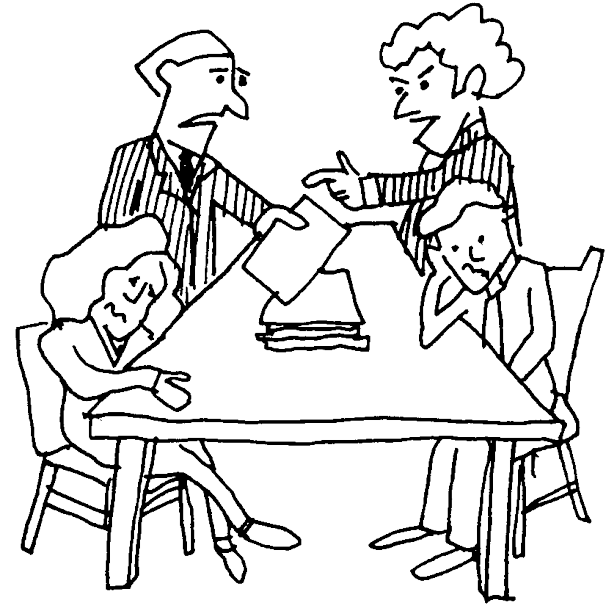
Why did we become interested in a PDA program?



Our interest arose after an unsuccessful attempt to establish a PDA program for all HELIN consortium members:

We all **share** the same catalog.

Consortium members **could not come to a consensus** on what to offer or how to offer it.



What did we want out of a PDA program?

Maximum access with minimal commitment.

Fall 2010 - Vendor interviews:



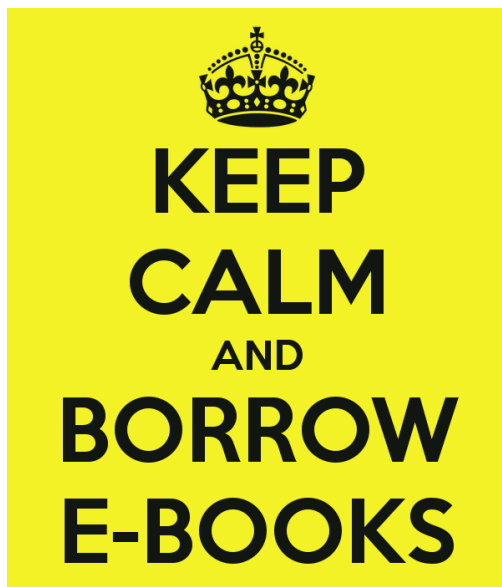
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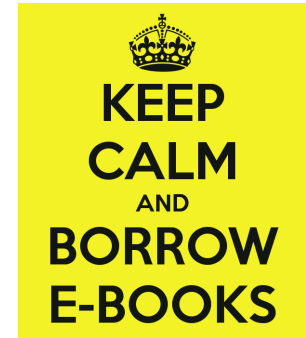
- Our choice? SHORT TERM LOANS! Only EBL was offering this at the time.
- Left us the option to walk away, and not have to pay perpetual hosting fees, if it didn't work out.

How we do it:



- Patrons are allowed access to entire EBL catalog – no selection profile.
- NO purchase trigger. Books are loaned, **never purchased.**
- Patrons can browse title free for 10 minutes.
- After 10 minutes, patron is asked if they want to create a loan.
- Patrons can also opt to download the title.

Assessing value – fee schedule



24-hour loan:	5% of purchase price
7-day download:	10% of purchase price
14-day download:	15% of purchase price

Assessing value - factoids about usage

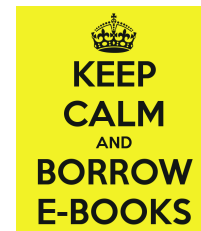
Data sample - May 1 2011 through Oct 1 2012 (18 months)

- Average cost per month: \$ 439.00
- Costliest single month: \$ 831.85 (Aug 2012)
- Average # of unique titles per month: 53
- Highest # of unique titles in 1 month: 109 (July 2011)

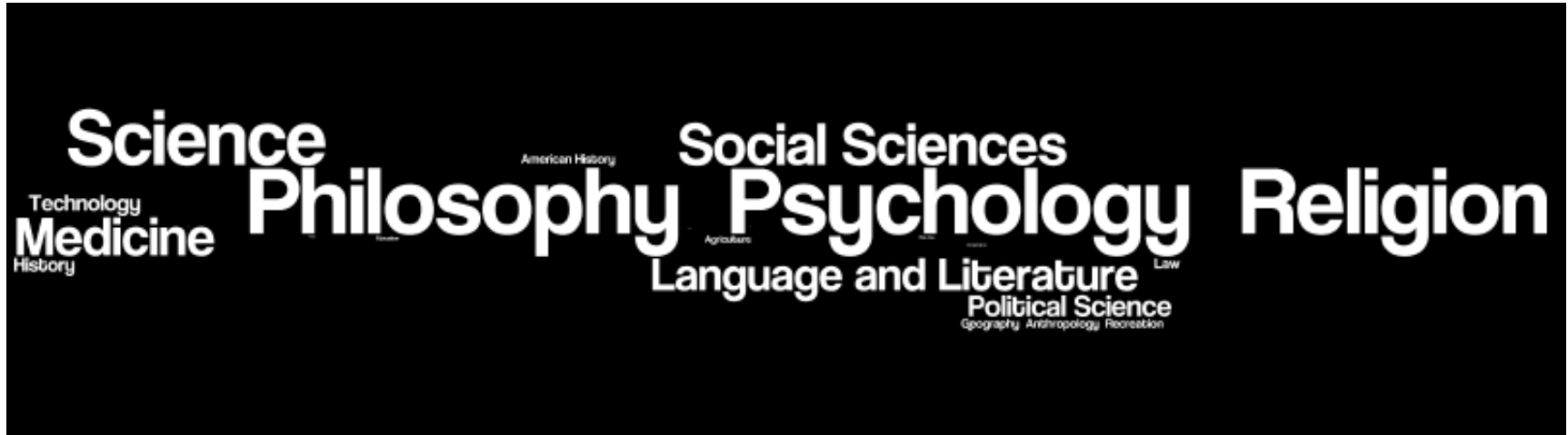
- Trigger set to notify if a book is selected more than 3 times. We've only received this notification a handful of times.

- 572 unique downloads. 108 unique read online. 288 unique browse online.

- **Cost comparison: sample of 20 titles chosen**
 - Short Term Loan cost: \$ 139.28
 - Purchase cost would have been: \$ 812.81



Assessing value – what's being used?



WORDLE weighting of all subject headings of all books browsed online, read online, and downloaded from May 1 2011 through Oct 1 2012.

Promotion and marketing:







Spring 2011 – soft launch

Summer 2011 - Marketed to Faculty

Fall 2011 - Marketed campus-wide.

“Tales from the crypt” AND “best experiences” – together!

-   • **NO CATALOG ACCESS**
Logistical (not technical) problems loading non-owned titles in shared HELIN consortium catalog.
This is BAD, as patrons must be directed to EBL
This is “GOOD”, as it helps reduce random browsing.
-  • **LOGINS MUST BE ADDED**
We did not have an authentication method that both PC and EBL could use.
-  • **EBL USED AS AN ALTERNATIVE TO INTER LIBRARY LOAN**
ILL staff first looks for a requested title in EBL before requesting from another library (Faster and cheaper than hardcopy ILL).

Vendor's Perspective

- Progress in PDA: 2010-2012
- PDA and Consortia
- Access vs Ownership: STL Magic



Yet another PDA presentation –
Charleston Conference 2012

What are YOU doing with PDA?

- What's worked, or not worked, for you?
- Does faculty care? Do they even know they are choosing Library purchases this way?
- Are there any other vendors present who care to comment?

So to wrap it all up....*



- An ongoing process!
- We can't present a "here's our success story, and we're done" ending to our PDA projects.

*DISCLAIMER: This Lively Lunch will NOT wrap up PDA with a pretty little bow.

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