

# Give the people what they want: Patron Driven Acquisition

Results and reflections on a survey completed by  
Publishers Communication Group

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- About Wellesley College & PCG
  - What is Patron Driven Acquisition (PDA)?
  - Survey Methodology and Scope
  - Results and Reflections
    - Current practices
    - Pros & cons
    - Vendor selection factors
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# WELLESLEY COLLEGE



- Small, liberal arts, women's college
- Highly selective, undergraduate only
- Strong emphasis on student research
- 2300 students, 350 faculty
- Collection budget
  - Journals and databases \$1,600,000
  - Monographs \$600,000



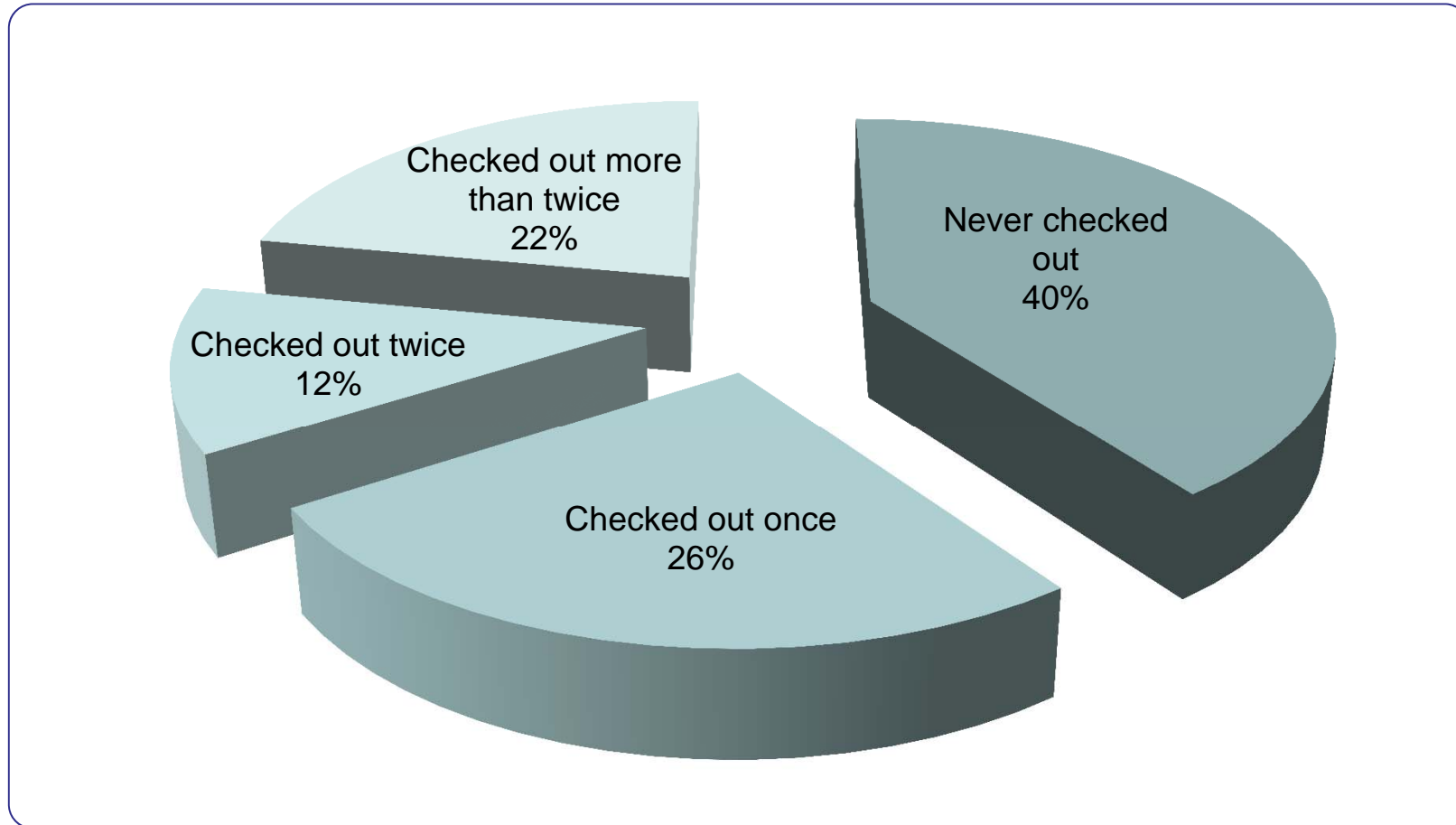
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- Consulting group based in:
    - Cambridge (USA)
    - Oxford (UK)
    - Rio de Janeiro (Brazil)
  - International staff of 25 with either a publishing or library background
  - Offers sales, marketing and research services for scholarly publishers
  - Works with over 30,000 libraries & consortia around the world
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# What is Patron Driven Acquisition?

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- Patron driven acquisition (PDA)
    - E-books
    - Immediate access to content
    - Books found through the library catalog
    - Paid through an institutional account
    - User is not aware of whether the book is owned or not
    - Known as “Pay per View” for article access
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## Standard circulation data (4 years)



Data from D. Banush, Brown University

Four year circulation data: Approvals and Firm Orders 2005 -2009

# Survey Methodology & Scope

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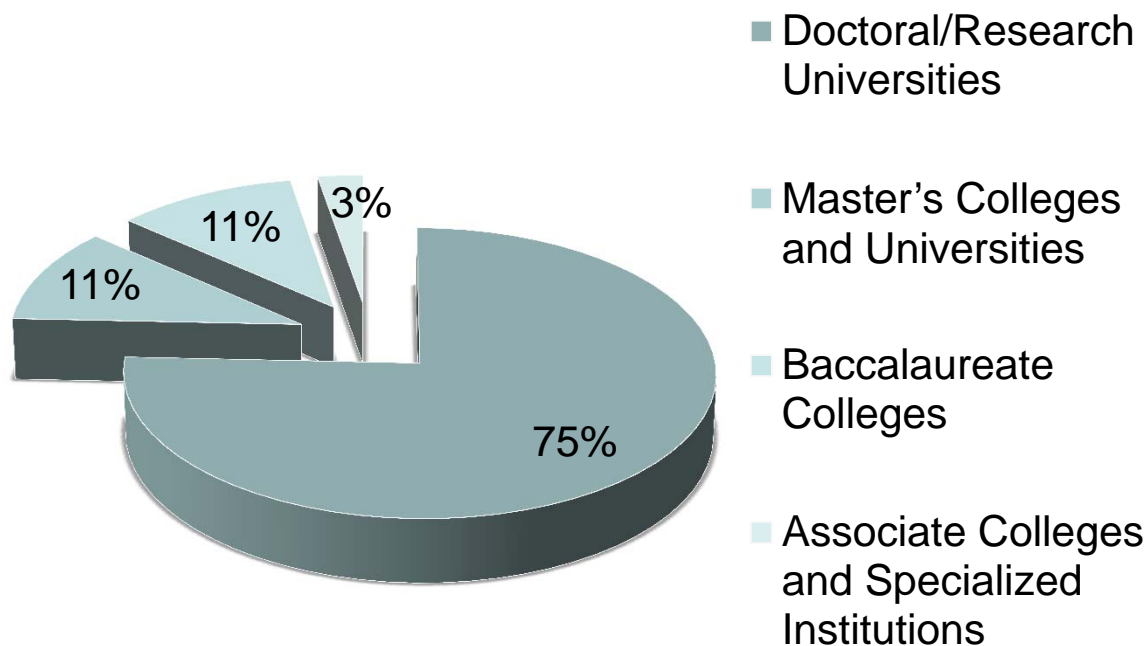


- Interviewed 74 US librarians by phone in March 2010
    - 32 currently with PDA program
    - 42 with concrete plans to implement PDA within the year
  - Excluded data from 90 institutions with plans to implement PDA in the next 3 years
  - Sample selected to focus on libraries currently buying e-Books
  - 11 questions: multiple-choice and open ended
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# Sample breakdown

- Based on 2007 Carnegie Classification
- Institutions classified by the CC2000 field

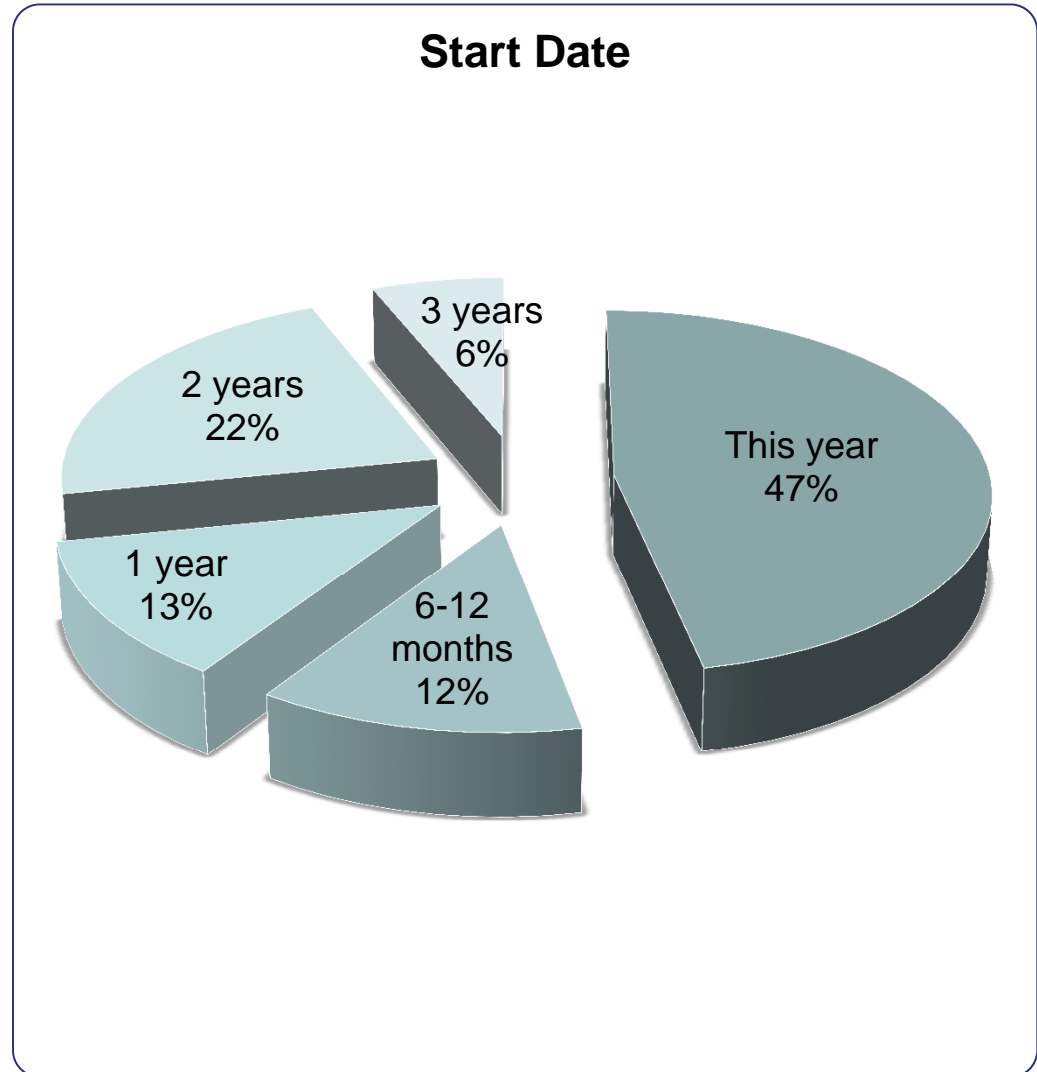
### Type of Institutions



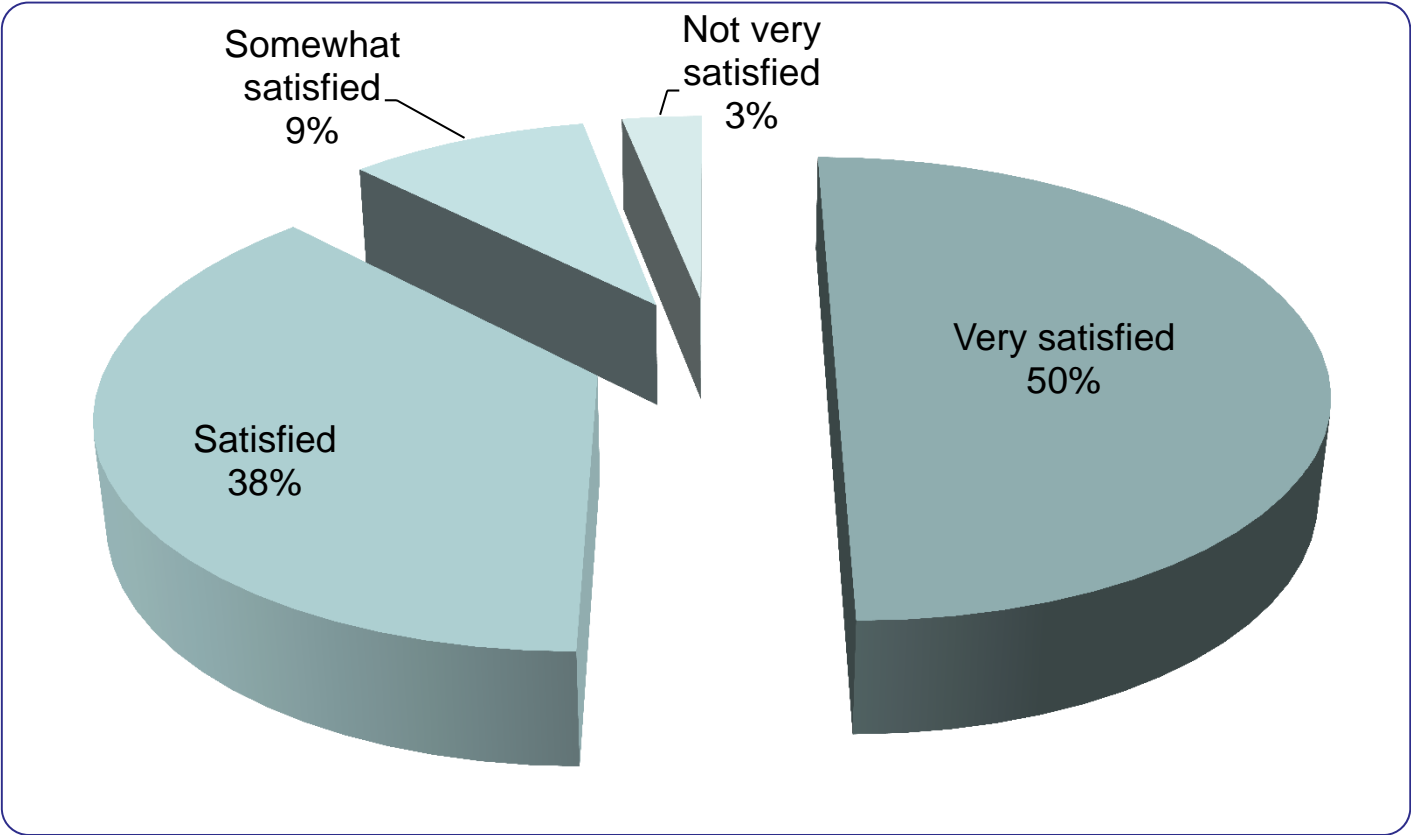


# Results: Current Practices

- Very recently adopted
- Pilot programs: about 1-5% of book budget
- Testing with all subject areas



**How satisfied are you with this new selection process?**



## Results: Advantages

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- “Return on Investment” – Only buying what is used (30)
- Immediate access to resources (17)
- Access to much broader collection (10)
- Building collections in new areas (6)
- Ability to see what users want (6)
- Saves staff time (5)
- Reduces costs (5)



## Results: Disadvantages [Fears]

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- Inability to control cost (22)
  - Change collections (19)
    - Non-scholarly, not core, unbalanced
  - Not enough scholarly titles available (13)
  - DRM restrictions – Interlibrary Loan (9)
  - Loss of control (9)
  - Staff time to maintain (8)
  - Some patrons don't want e-books (7)
  - Printing limitations (4)
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## WC use data (7 months)

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Total spent: \$12,900

Estimated value of titles accessed: \$52,000

- 944 browsed e-books
  - 557 short term loans (59%), \$7600
  - 34 auto-purchased (4%), \$3500
  - 15 firm orders, \$1800
  
  - 39% sciences
  - 37% social sciences
  - 23% arts and humanities
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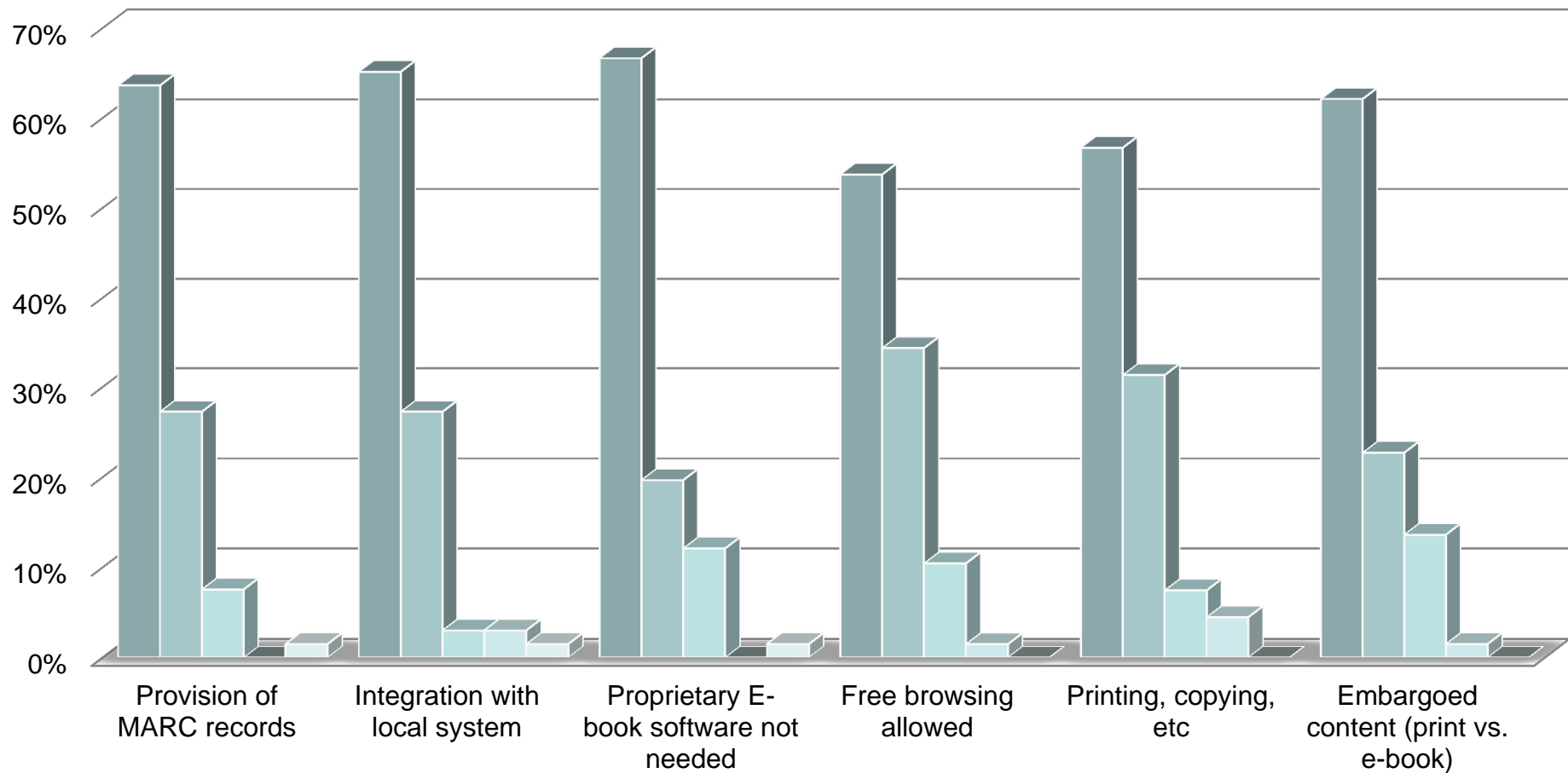
## Titles auto-purchased at WC

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- Academic Advising : A Comprehensive Handbook
  - Fifty Key Thinkers in International Relations
  - Unequal Democracy : The Political Economy of the New Gilded Age
  - Clinical Handbook of Psychological Disorders
  - Gender Pluralism : Southeast Asia Since Early Modern Times
  - Dying Words : Endangered Languages and What They Have to Tell
  - Adjudicating Climate Change : State, National, and International
  - Feminine Matrix of Sex and Gender in Classical Athens
  - Tea and Tourism : Tourists, Traditions and Transformations
  - Late Antique and Medieval Art of the Mediterranean World
  - Fungal Genomics, Volume 57 : Advances in Genetics
  - Colonial Modernities : Building, Dwelling and Architecture
  - King Lear : New Critical Essays
  - Handbook of Personality : Theory and Research
  - Companion to Museum Studies
  - Radiation Chemistry
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# Results: Selecting a PDA Vendor

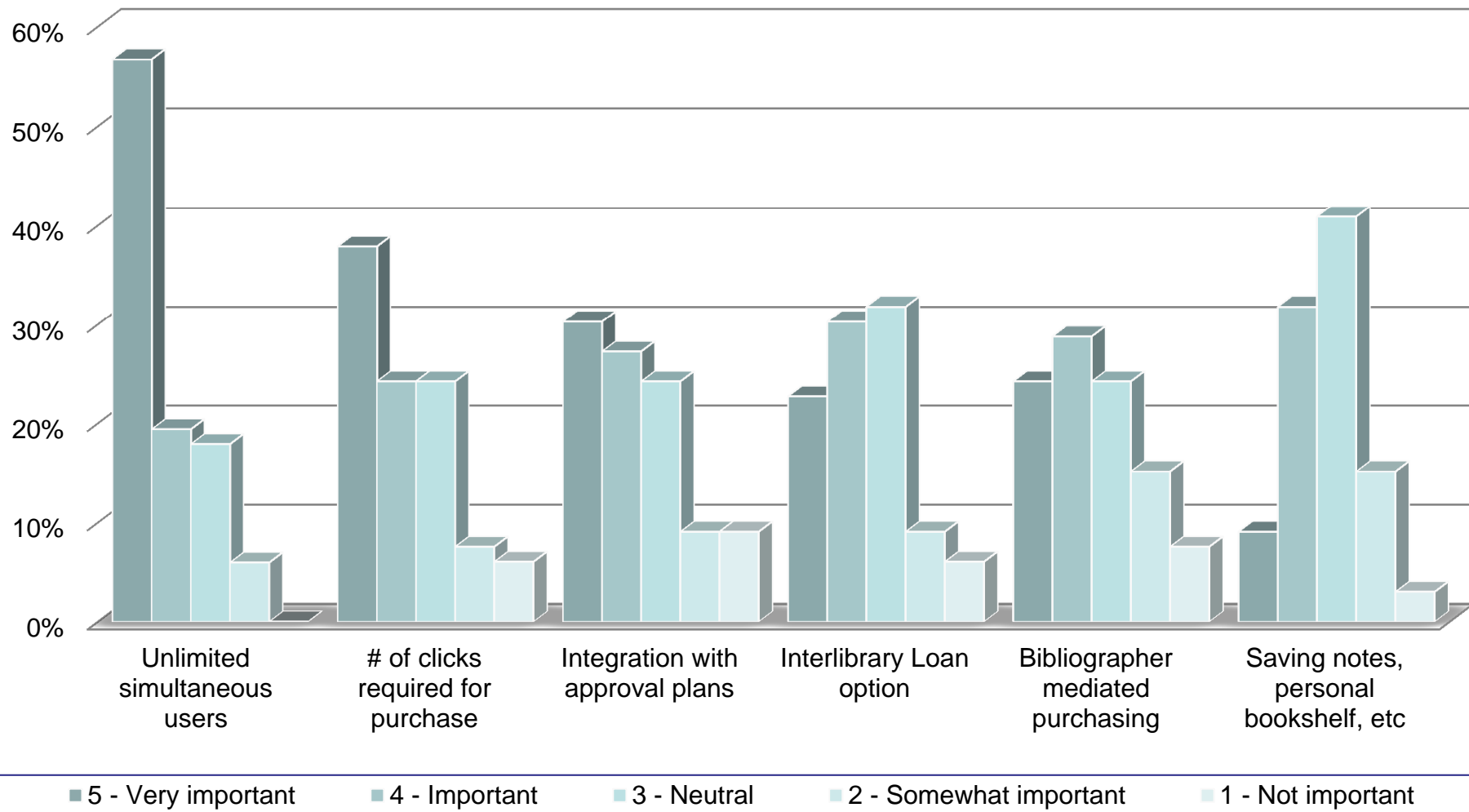
**Top 6 Rated Features**



5 - Very important
  4 - Important
  3 - Neutral
  2 - Somewhat important
  1 - Not important

# Results: Selecting a PDA Vendor

## Remaining 6 Features





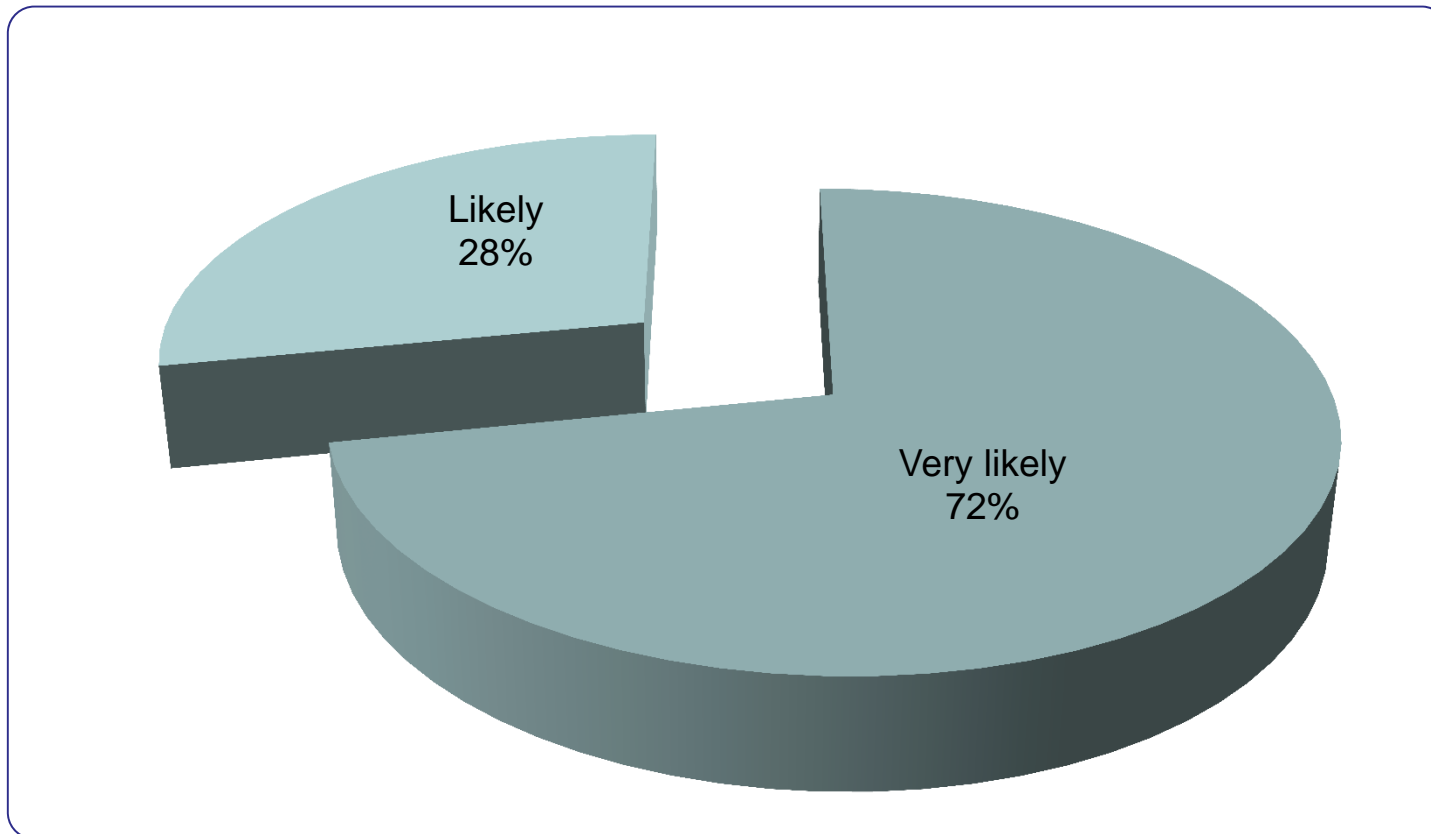
## Issues to resolve

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- PDA within holistic collection management
  - Approval plan integration/replacement
  - More scholarly publishers needed
  - Synchronous publication of electronic and print
  - Why Interlibrary Loan is important
  - Consortial arrangements
  - Handheld devices: iphone, ipad, reading devices
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One last pie...

**How likely are you to use it even more in the future?**



**Thank you!!!**

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