16 Schools, $150,000 and 9 days: Experimenting with the Patron Driven Acquisition Model in a Consortial Environment

The OCUL PDA Pilot
September, 2010

Presented at ER&L, February 28, 2011 by:
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Agenda

• Background

• Timing

• Results
  • General
  • OCUL Perspective
  • Individual institution perspectives

• Looking at future PDA trials
OCUL PDA Pilot - Background

Ontario Council of University Libraries (OCUL) and Scholars Portal

The reason for the pilot

Who participated

How much money was involved
OCUL PDA Pilot - Background

What was the model?

Selection criteria and final title list

Dedicated oculpda channel and MARC record distribution

How many titles were purchased
OCUL PDA Pilot - Timing

Sept. 13-17, 2010: Test Week

Sept 20: Launch of the Pilot

Sept. 28: $150,000 spent

Oct. 3: Access cut off to oculpda channel

Oct. 4-7: Purchased titles moved to schools’ channels
OCUL PDA Pilot - Results

Titles Triggered by # of Schools

- 52% for 1 School
- 36% for 2 Schools
- 8% for 3 Schools
- 3% for 4 Schools
- 1% for 5 Schools
OCUL PDA Pilot – Results

PDA Publisher Distribution

- John Wiley & Sons: 45%
- Elsevier Inc.: 27%
- McGraw-Hill: 12%
- MIT: 12%
- Others: 4%

Publisher:

John Wiley & Sons
Elsevier Inc.
McGraw-Hill
MIT
Others
OCUL PDA Pilot – Results

Subject Breakdown in PDA - % Titles Available vs. % Titles Purchased
OCUL PDA-Consortia Perspective

IT WAS A LOT MORE WORK THAN WE ANTICIPATED

Developing the model

Agreeing on a title list

Coordination
OCUL PDA-What worked

Our patrons chose well

Our institutions got a lot of books for a good price

Every school triggered a book. 48% of books were triggered by more than one school

We acquired local load rights for a good percentage of the books

Test week
OCUL PDA-What didn’t work as well

Unforeseen technical glitches

Although the model we were using was designed for a consortium, we were set up as a single institution on the ebrary platform

The number of available books was way too high

Money gone much too quickly
OCUL PDA- Individual Institution Perspectives

Ryerson University

- Overview
- Titles unique to our collection
  - 338 unique titles, or 71%
- Ryerson-triggered purchase
  - 78 titles triggered
  - 28 titles overlaps with our collection
  - 50 titles are unique
- Usage stats for print and electronic copies
  - 67% print copies had circulated at least once prior to purchase
  - 53% of all titles: at least 1 use during last 3 months
- What we learned
University of Western Ontario

- Loading records - no problem
- Suppressing records – no problem
- Ending the trial – confusing for users
  - Created work for frontline service staff
- By the numbers:
  - 169 titles completely unique to our collection
    ~$89 per unique title
  - 246 titles for which we only had print prior to the trial
University of Western Ontario

Use* of books since end of trial (October to February)

- 73 of the 169 unique titles purchased were used at least once (43%)
- 47 titles had more than 10 uses (28%)
- 22 titles had more than 100 uses (13%)

(* Based on COUNTER BR2 – successful section requests)
General Comments

• General agreement that it was an “interesting experiment”

• Was it good value for the money? Split decision

• Concerns centered around content – i.e. duplication, range, appropriateness for individual collections

• Agreement that a second trial would need to have some changes made in the process followed as well as the content offered
Future PDAs – What would make sense

- Acquire local load rights upfront
- Ensure the ratio of books to money allows the project to run for an extended period
- Target a specific collection of interest to all members
- Focus on front list to avoid duplicates
- Experiment with different models
Questions?

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