

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:

Kate Davis, Scholars Portal

Lei Jin, Ryerson University

Colleen Neely, OCUL/Carleton University

Harriet Rykse, University of Western Ontario

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

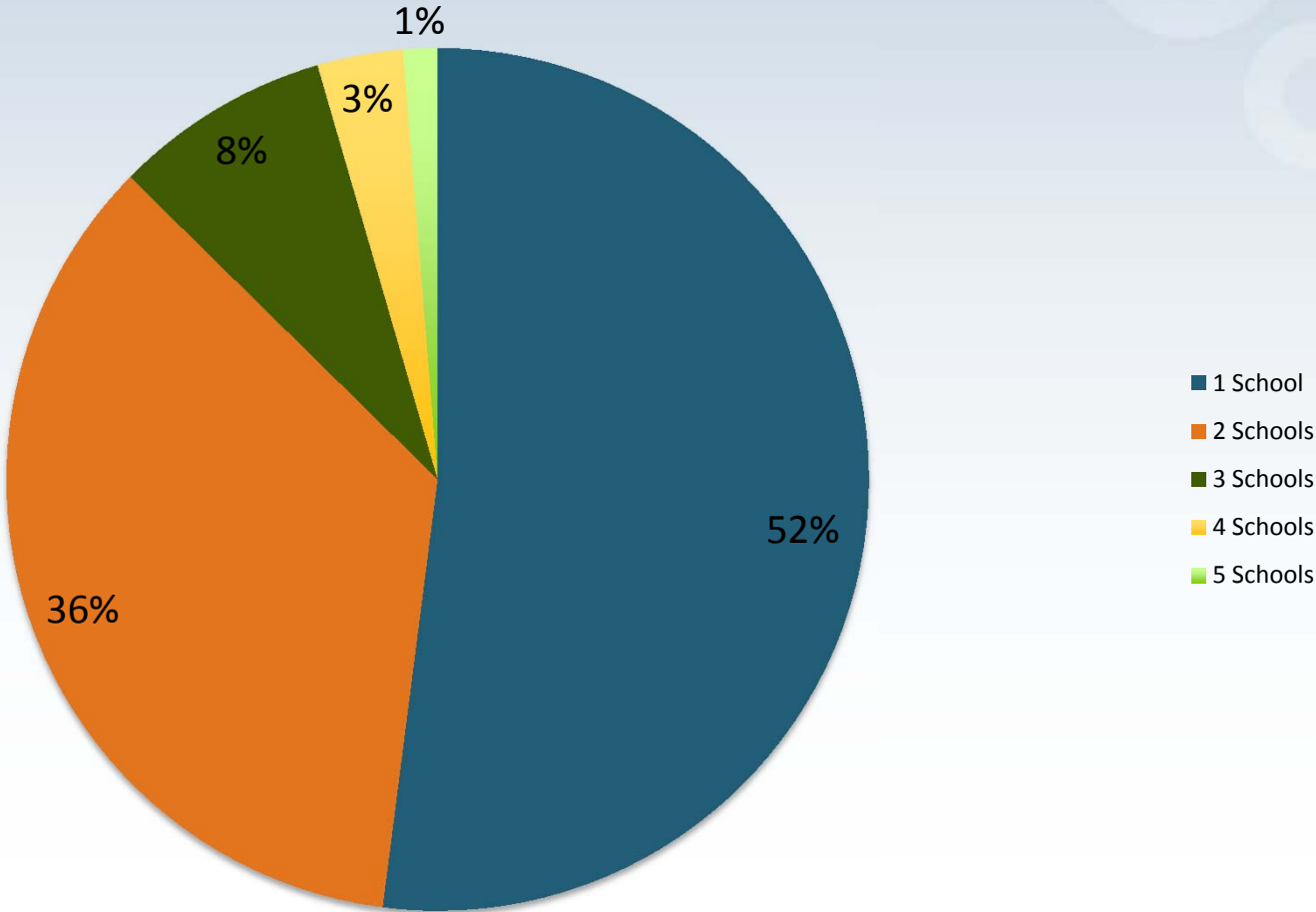
Sept. 28: \$150,000 spent

Oct. 3: Access cut off to oculpda channel

Oct. 4-7: Purchased titles moved to schools' channels

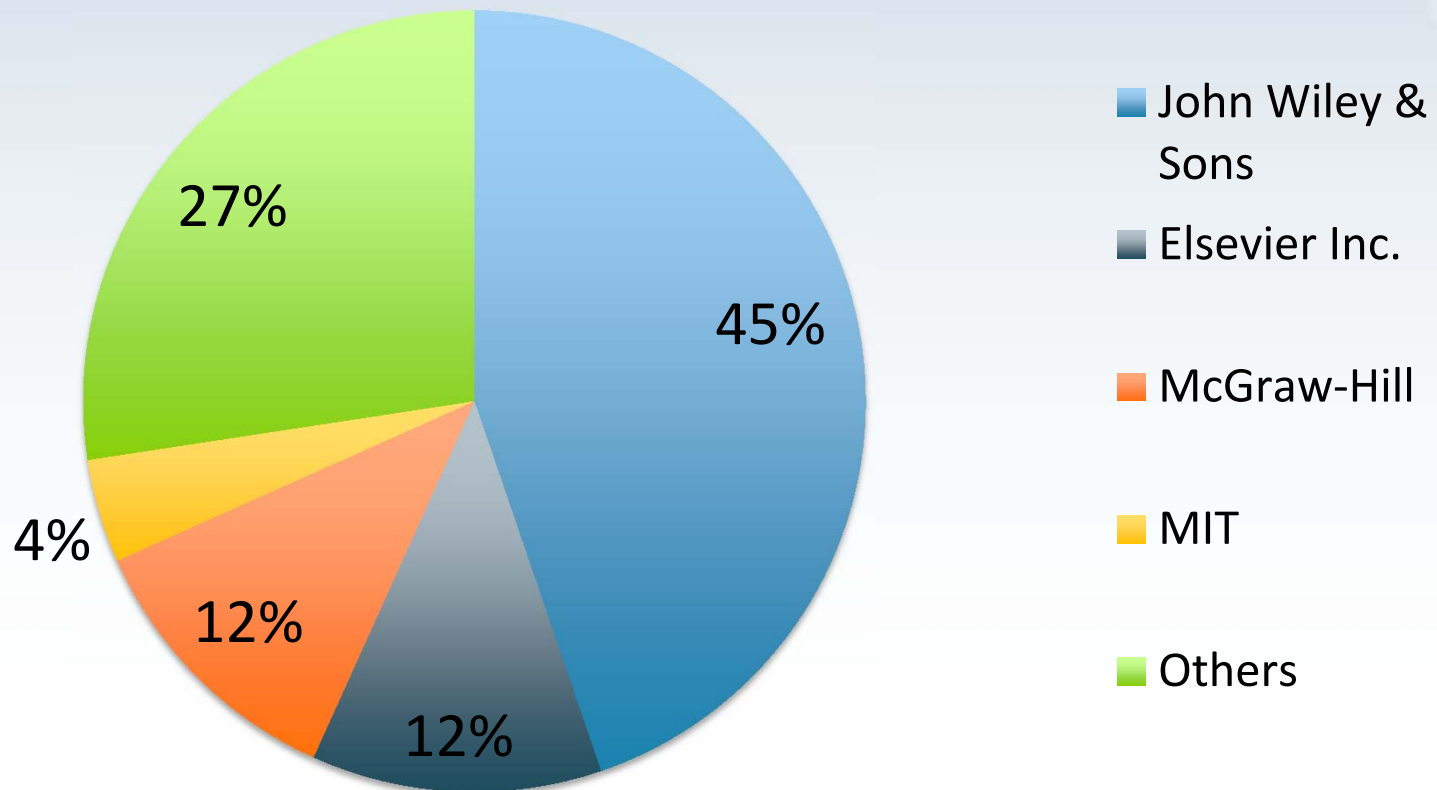
OCUL PDA Pilot - Results

Titles Triggered by # of Schools



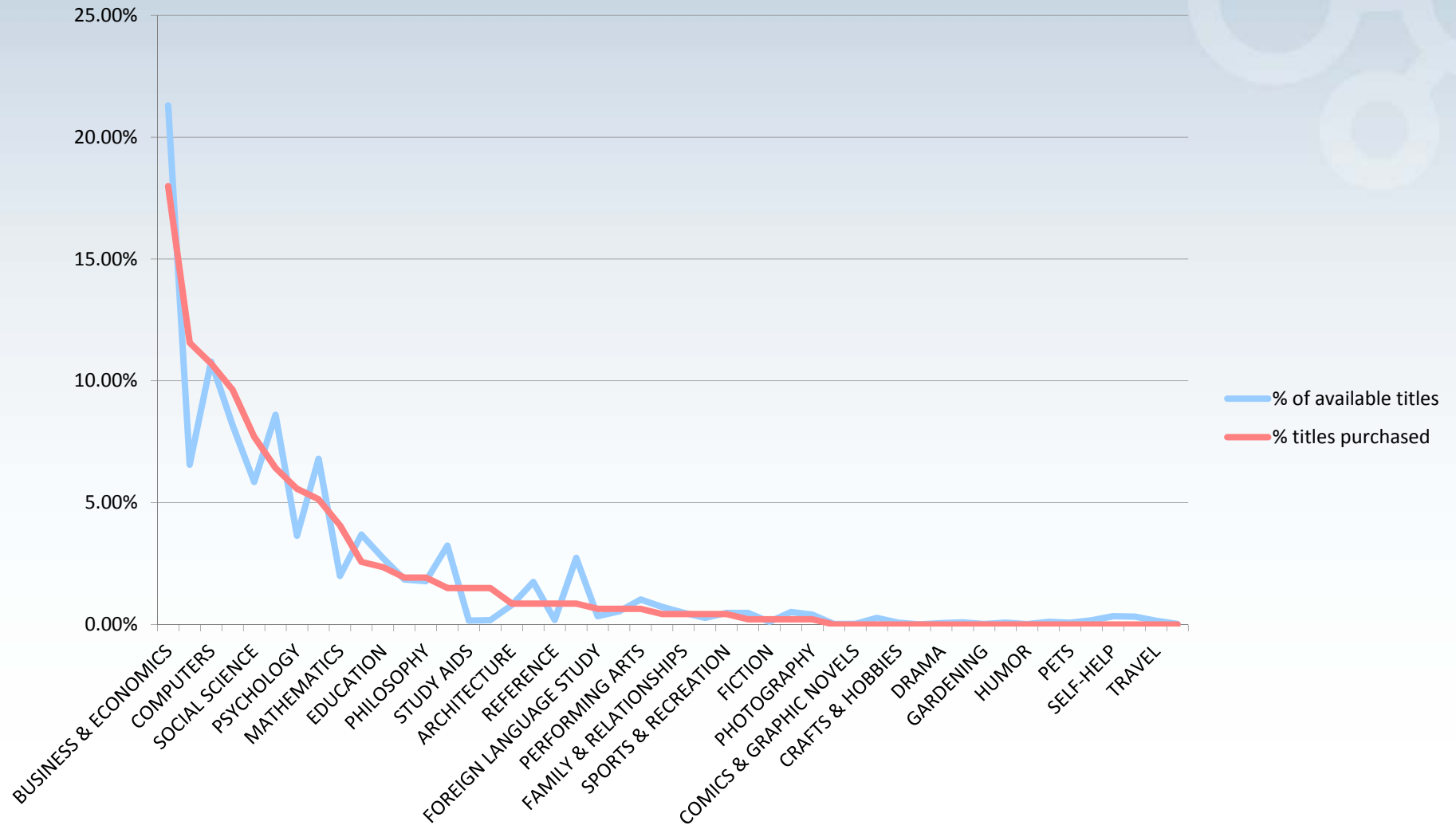
OCUL PDA Pilot – Results

PDA Publisher Distribution



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

OCUL PDA- Individual Institution Perspectives

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

OCUL PDA- Individual Institution Perspectives

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)

OCUL PDA- Individual Institution Perspectives

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?

Kate Davis: sidneykate.davis@utoronto.ca

Lei Jin leijin@ryerson.ca

Colleen Neely colleen.neely@utoronto.ca

Harriet Rykse hrykse@uwo.ca

