

# DDA:

## ARE WE MEETING COLLECTION GOALS OR VENDOR SALE TARGETS

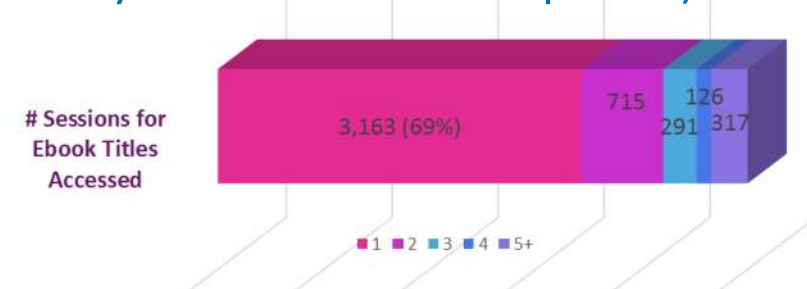
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### Ebrary

Adelphi University Libraries' (AUL) started a subscription with Ebrary's Academic Complete in 2011. Usage statistics consistently show that the cost to firm order the titles accessed were substantially more than the subscription cost of the database.

- In 2012 the 4,612 titles accessed would have cost us \$315,455 to purchase vs the \$22,377 subscription cost of the database
- In 2016-2017 the 3,445 titles accessed had a purchase cost of \$317,332 vs the \$26,998 database cost

AUL then began a DDA program with Ebrary in conjunction with YBP that ran from January, 2014 through April of 2017 when Ebrary merged into ProQuest Ebook Central (the DDA analysis covers this time period).

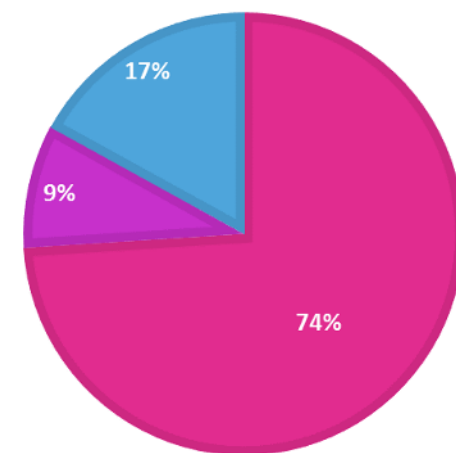


Analysis of stats of AUL's Academic Complete subscription were used to develop a DDA trigger on a second use after one short term loan since most ebooks were accessed only once. The DDA pool with YBP followed our slip plan profile plus items selectors added manually.

### DDA Outcomes

AUL's DDA pool with YBP follows our virtual plan profile plus items selectors added manually. The pool included over 12,000 titles available for short term loans (STL) before a purchase AND about 1,000 from publishers who did not allow STLs – meaning any use triggered a purchase. The total list price of all the ebooks in the pool was over \$600,000.

■ STL Only: 773 ■ 1st Trigger Purchase: 95 ■ 2nd Trigger Purchase: 181



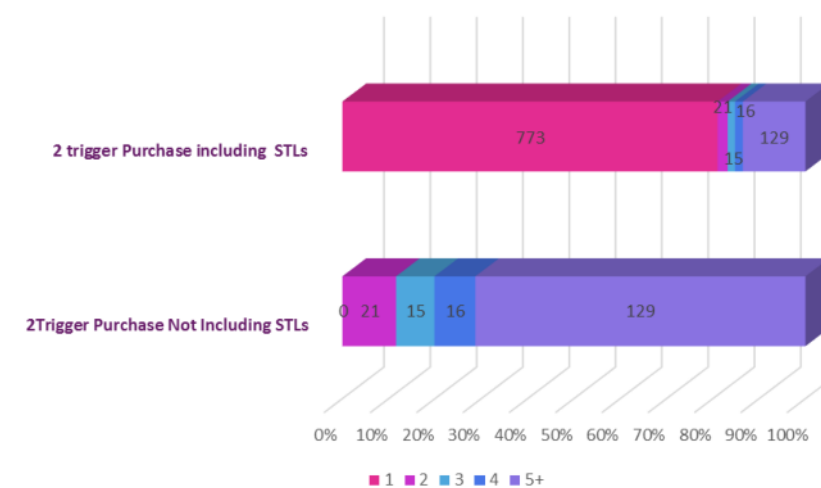
#### There were 1,049 Total DDA Uses:

- 773 ebooks were Short Term Loans that were used only once. Their costs were \$16,894, compared to their outright purchase cost of \$62,265.
  - 181 of these ebooks were purchased after a second triggered use
  - 592 ebooks were used only once
- 95 ebooks were purchased after one use from publishers that did not allow short term loans
- The 868 unique ebooks used account for about 7% of the DDA pool
  - To compare, only 2% of Adelphi's "just in case" librarian selected print collection circulated in 2017/18 (6,809 out of 277,419 books)

### Trigger Alternatives

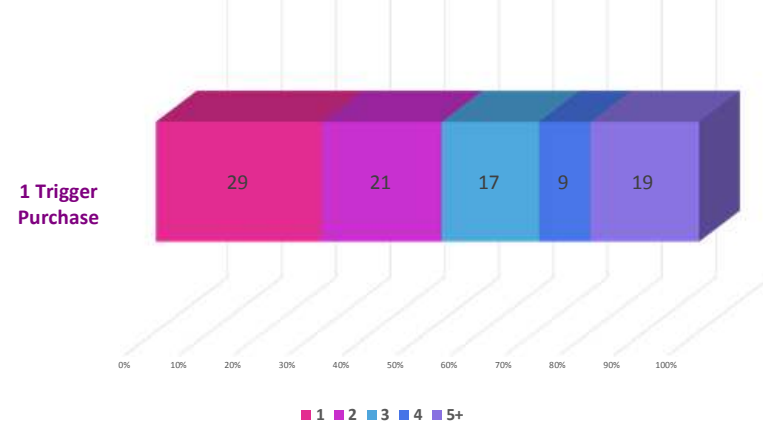
Of the 181 ebooks purchased on the second trigger 21 (12%) were never used again – but 88% were.

- If we had a trigger on the third use we would have paid \$385 for 21 second STLs rather than their purchase price of \$1,592
- There would be 202 STLs (\$4,293) and 160 ebook purchases (\$14,285) for \$18,578 (vs. \$19,785)



Of the 95 ebooks purchased on their first use 29 (31%) were never used again and cost \$2,157 – but 69% were!

- Compare this to the 89% of the ebooks that allowed STLs that were used only once
- Are the publishers in this pool of more interest to our users?



- To compare, of the 2,353 ebooks that were firm ordered during this period only 10% were subsequently accessed.

### Who Really Benefits?

Every Library has a fixed budget: what best serves current and future needs?

- Does our spend on ebook access shortchange other resource needs?
- Is use coming from catalog records, discovery layer or the ebook database?

Short Term Loans are a substitute for potential Interlibrary Loans

- Of the 773 ebooks that generated only STLs, 242 (31%) were available in print from our ConnectNY consortia
- There has been a concurrent decrease in ConnectNY book borrowing (659 in 2013-14 vs 459 in 2017-18)
- Is Access vs Ownership worth the cost of not building a shareable archive of scholarly monographs?

Publishers continue to charge more for Short term Loans or do not allow them (See ProQuest Publisher-Driven Ebook Changes: Pricing and Access, August 30, 2018)

- We pay now for front list item access that will eventually go into the subscription database
- Are there not comparable recent ebooks in our subscription database?

Access to Own (ATO) embellishment:

- Short term loan trigger costs are applied to a potential future purchase price
- This front loads the cost for a STL and increases overall expenditures when most ebooks are only used once
- Evidence Based Acquisitions (EBA) guarantees publishers a revenue stream that ebook use may not warrant