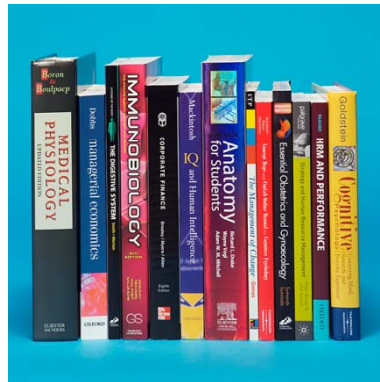


An Awfully Big Adventure? – experimenting with patron-led acquisition of Ebooks



Jill Taylor-Roe, Head of Liaison & Academic Services, Robinson Library

Context & Background - why did we do it?

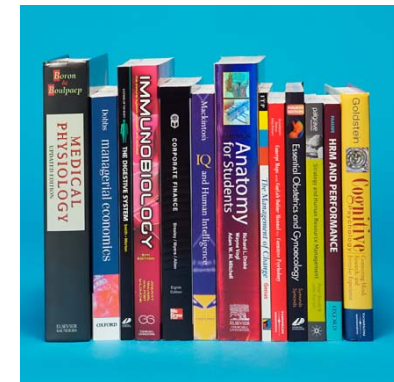
“ We need more books!”
- but *which* books and *when?*

Pressure on
library space

Aware of experiments in patron-
led acquisitions in US research
libraries

Concern that simply throwing more £ into
buying what we think is needed is not
necessarily the optimal solution

Opportunity to bid for pilot funding of
£70,000 from Teaching & Learning
Strategic Fund for Innovation



EBL pilot: initial set up

January

PDD account set up with EBL to start 1st Feb.

Minimum profiling - excluded titles in subject we don't teach, gen ref etc.

Patron information tool set-up to gather patron data

February

Over 112,000 catalogue records loaded into Aleph

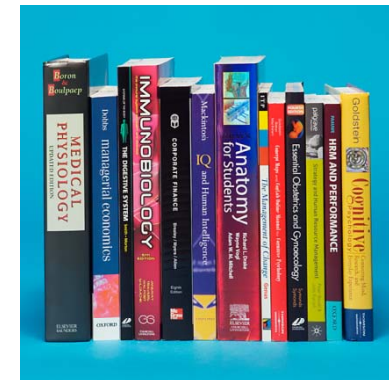
3 STL's per day (beyond that requests were mediated)

Mediation set at \$30 per STL

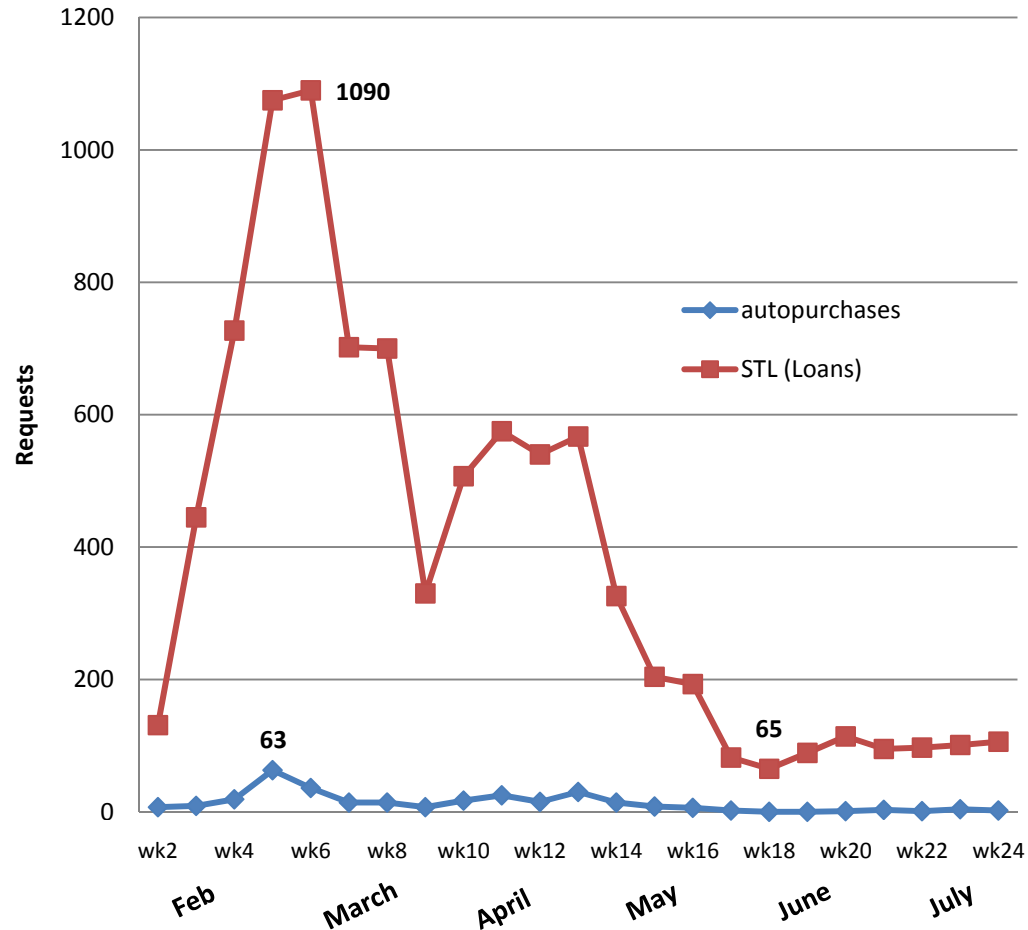
Auto-purchase on 3rd STL

Mediated loans, if approved, are for 1 or 7 days

Mediation carried out by Liaison Librarians



Weekly Usage Trend Feb-July 2010



Steep rise first 3 weeks – users loved it!

Max use/cost = early March

Min use/cost = early April (vacation time)

Requests fell (from an unsustainable high) due to various intervention measures:
 From Week 6 - patron loans reduced to 1 book per day (instead of 3)
 downloading turned off for non-owned books (downloading always incurs a loan cost) - can still read online for 5mins which incurs no cost.

Autopurchase on 5th loan rather than 3rd

Loan costs made visible to readers

Week 13 – (May)

reduced mediation trigger from \$30 to \$15

Week 14 (May – all requests mediated (24hr turnaround)

week 20 reprofiling of collection to weed out less academic content

Exam time = May/June

Dissertation time:

April/May Undergrads

June > Sept for PGT

Easter Vac = wks 8/9

Summer Vac = July-Sept

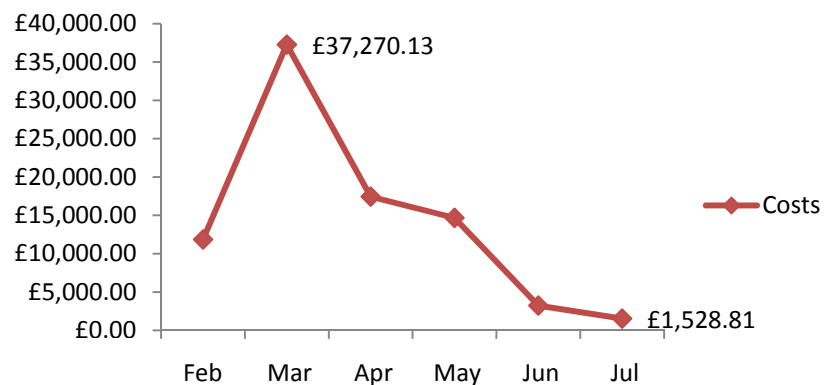
Summary of Costs Feb-July_2010

Month	AUTOPURCH	STL	Grand Total
Feb	£2,024.37	£9,824.16	£11,848.53
Mar	£9,229.16	£27,499.77	£37,270.13
Apr	£4,123.79	£13,106.83	£17,445.31
May	£4,277.98	£9,390.23	£14,672.20
Jun	£290.92	£2,941.80	£3,232.72
Jul	£296.17	£1,232.64	£1,528.81
Totals	£20,242.39	£63,995.43	£85,997.70

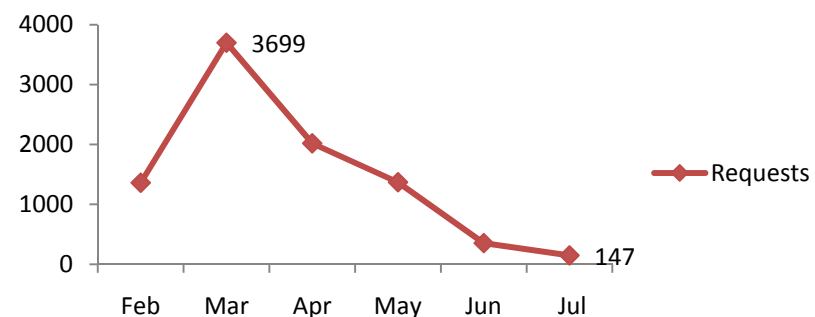
Summary of paid usage Feb-July_2010

Month	AUTOPURCH	STL	Grand Total
Feb	37	1323	1360
Mar	127	3567	3694
Apr	64	1952	2016
May	59	1297	1356
Jun	3	350	353
Jul	3	144	147
Grand Total	256	7310	7566

Total Costs by month Feb-July_2010



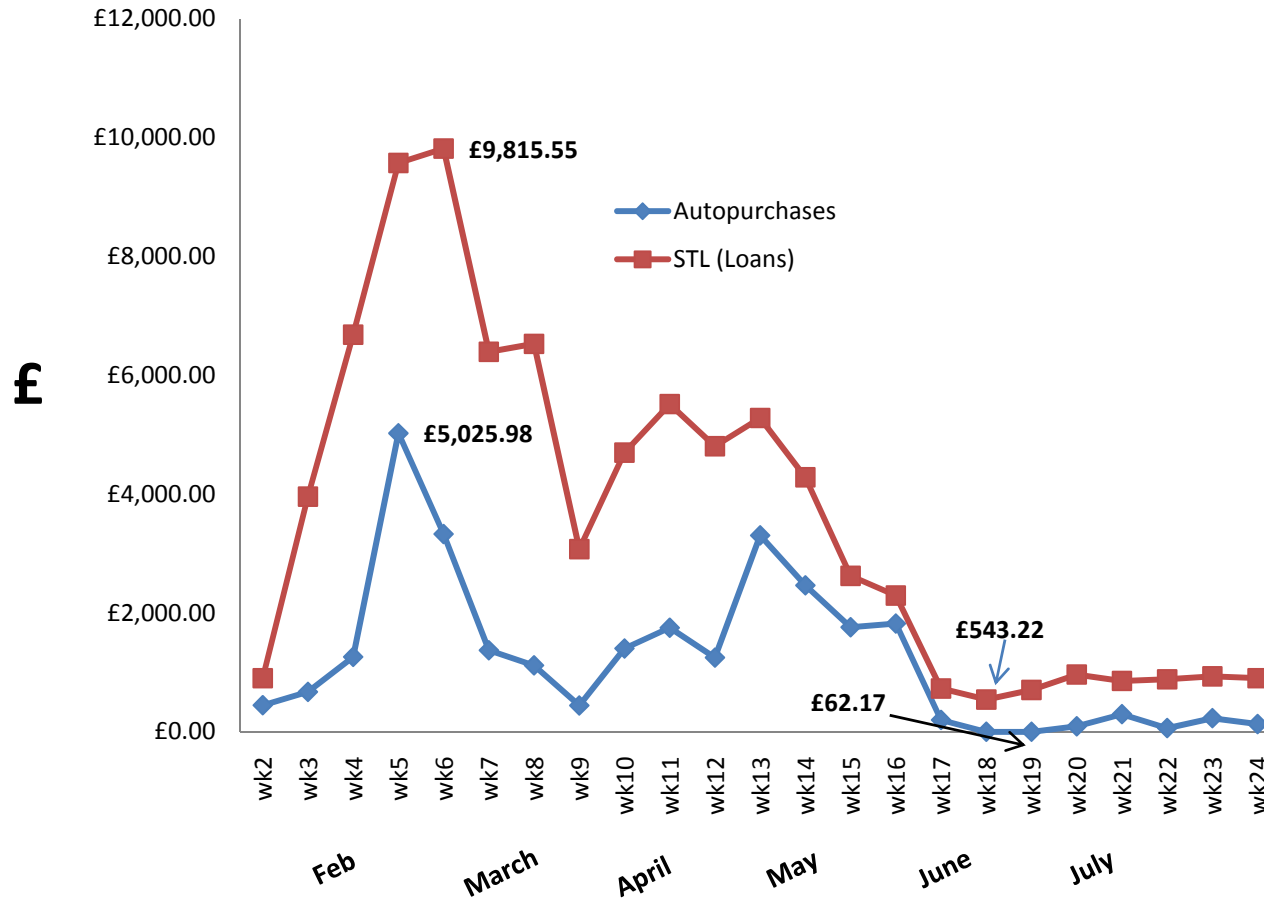
Total Loan+Purchase requests by month Feb-July_2010



Total Access by Type Feb-July_2010

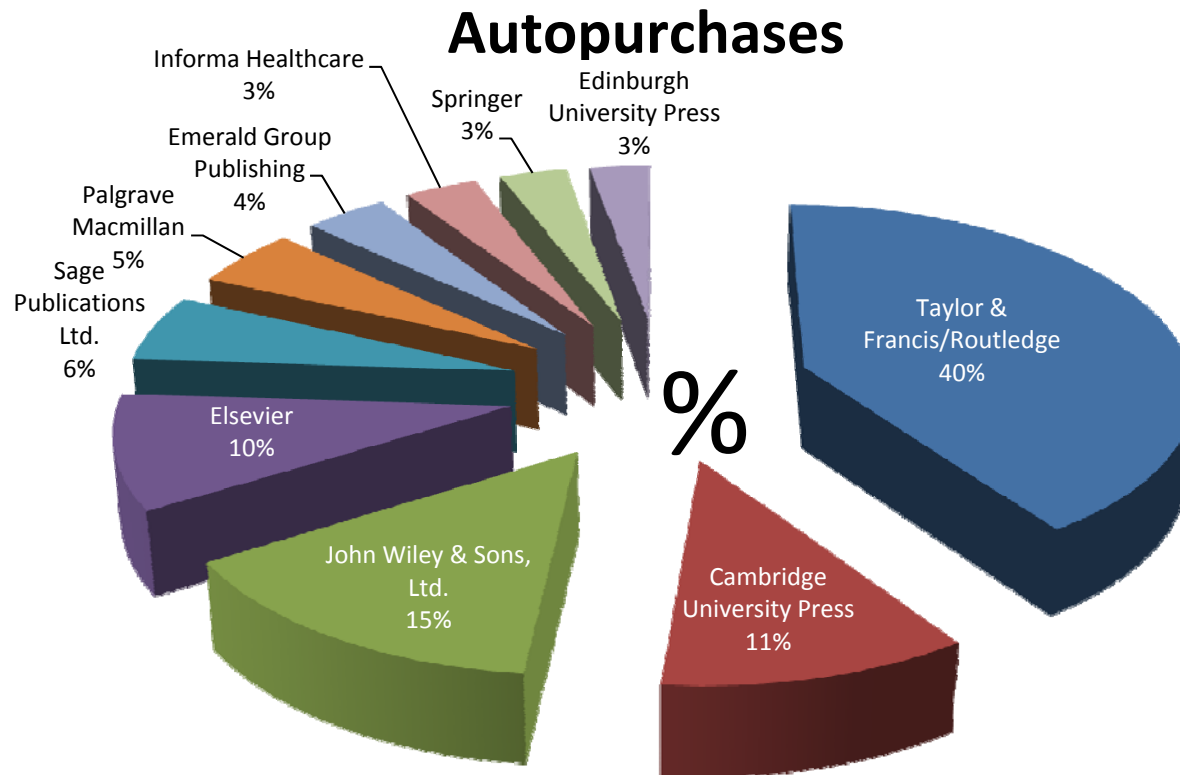
Browse	Download	Read Online
30314	3922	10073

Weekly Cost Trend Feb-July_2010



Initial expenditure levels were unsustainable. Loan costs are main drain on budget. Outright Purchase costs are acceptable (cf print). Increased loan/purchase in May due to exams/projects. Mediation measures seem to reduce service load significantly even during peak periods. Semester 1 will be the next big test.

Top 10 EBL Publishers by Cost Feb-July_10



In this snapshot of the top 10 publishers for outright purchase, T&F are dominant.

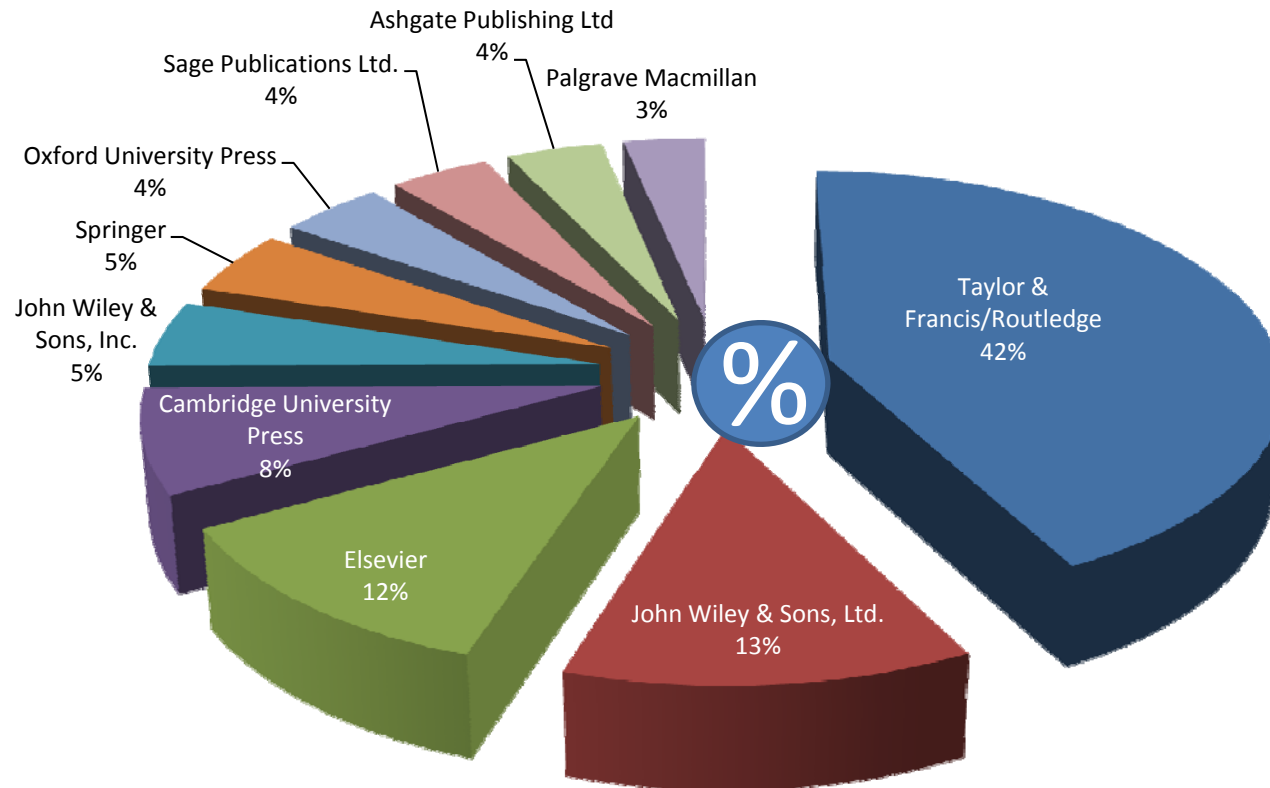
No surprises that the major academic publishing houses are prominent, indicating scholarly content is what students value.

Total costs for Autopurchase = £20,242.

Top 10 publishers account for 75.5% of all autopurchases.

Top 10 EBL publishers by Cost Feb-July_10

STL Loans



Very similar trend to purchases. T&F are again dominant in this snapshot of top publishers for the loan category.

One surprising feature is the popularity of Elsevier – this is not reflected in our traditional e-book portfolio.

Total cost of STL is **£63,995**, and the top ten publishers here captured 75% of the total spend.

Top users

Status and School	# Titles
Masters	39
ECLS	
Masters	37
Modern Languages	
Undergrad	32
MAST	
Undergrad	31
Geography	
Masters	30
ECLS	
Masters	27
NUBS	
Undergrad	25
AFRD	
PhD	24
Law	
Masters	23
ECLS	
Undergrad	23
Sociology	
Masters	21
Medical Sciences	
Masters	20
ECLS	
PhD	19
EECE	
Undergrad	19
Geography	
Masters	19
ECLS	
Undergrad	19
AFRD	
Undergrad	18
AFRD	

Who are the main users?
 Masters and Undergrad students are well represented in this snapshot.
 Staff do not seem to be big users of the service so far...

Top Schools by use

School	# Titles
AFRD	960
Arts and Cultures	798
ECLS	657
Politics	625
NUBS	623
Historical Studies	512
Geography	482
Sociology	419
SELLL	374
Modern Languages	300
Medical Sciences	271
Law	240
SAPL	222
EECE	201
CEG	193
Library	193
Computing Science	128
MAST	124
Biomedical Sciences	119
Biology	102
CEAM	93
Mechanical Engineering	80
Psychology	56
Maths	47
Dentistry	45
Philosophical Studies	44
Chemistry	36

Top Schools by cost

School	£Total Cost
AFRD	8044.99
Arts and Cultures	6445.87
NUBS	5507.66
ECLS	5426.47
Politics	4851.08
Geography	4711.8
Historical Studies	4631.61
Sociology	3823.56
SELLL	3387.49
Medical Sciences	2790.02
Modern Languages	2749.45
Law	2403.59
CEG	2370.78
SAPL	2080.84
EECE	1747.45
Library	1729.32
MAST	1563.54
Biomedical Sciences	1182.98
CEAM	1046.52
Biology	927.4
Computing Science	824.62
Mechanical Engineering	702.48
Dentistry	570.78
Chemistry	362.35
Psychology	355.67
Maths	337.79
Philosophical Studies	264.89

Ranking of Schools by usage and costs helps to assess performance and shape management decisions.

So far the stats suggests that HASS are the dominant users, which echoes current print book use.

Compare this to e-journals where STEM schools tend to be the majority users.

Ave cost/title request

School	Cost/use
Philosophical Stu	£6.02
Psychology	£6.35
Computing Scien	£6.44
Maths	£7.19
Politics	£7.76
Arts and Cultures	£8.08
ECLS	£8.26
AFRD	£8.38
EECE	£8.69
Mechanical Engi	£8.78
NUBS	£8.84
Library	£8.96
Historical Studie	£9.05
SELLL	£9.06
Biology	£9.09
Sociology	£9.13
Modern Languag	£9.16
SAPL	£9.37
Geography	£9.78
Biomedical Scien	£9.94
Law	£10.01
Chemistry	£10.07
Medical Sciences	£10.30
CEAM	£11.25
CEG	£12.28
MAST	£12.61
Dentistry	£12.68

Without some kind of weighting, calculating average cost/use is not a very satisfactory KPI in this model, because of the big differences in price for HASS v STEM books.

The range here is too spread to make assumptions about an average cost per school, so to say that Dentistry is (absolutely) twice as expensive as Philosophy is not valid.

We would need, perhaps, to split the schools into categories to make comparisons.

Summer Vacation Usage

June/July By name and school	Count of Title	Course
xxx Modern Languages	31	MA Latin Am Interdisc Studies (FT)
xxx ECLS	10	MA Applied Linguistics
xxx Library	8	MSc International Economics
xxx NUBS	8	PgC Research Training (PT)
xxx ECLS	8	MA Applied Linguistics & TESOL
xxx Arts and Cultures	7	MA Media & Journalism
xxx ECLS	7	Int PhD Edu & Applied Ling
xxx Arts and Cultures	6	MA Media & Public Relations
xxx ECLS	6	MEd (International Dev and Educ)
xxx ECLS	6	MA CCC & International Mgmt
xxx Historical Studies	6	Reader in Caribbean History
xxx Computing Science	6	MSc Computing Science
xxx ECLS	6	MA CCC & International Relations

This snapshot suggests that usage during the summer vacation is mostly due to taught post-grads and researchers.

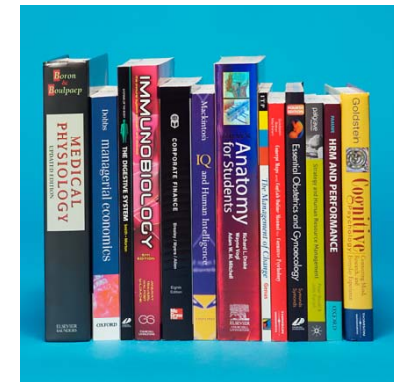
Further analysis is needed over a sustained period

Increasing summer vacation use is one way of improving the overall ROI for e-resources.



Review of progress after first 6 months

- Initial experiment has proved extremely popular
- Tho' Humanities & Socials Sciences schools predominate – schools in every faculty have used the service
- PVC Teaching and Learning v supportive
- Working with EBL to fine tune the service
- Additional training for frontline staff
- Revised publicity for users
- Top up funding for new financial yr



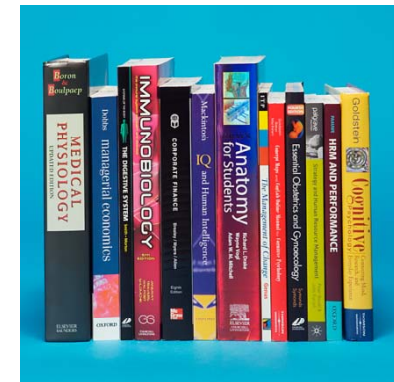


Challenges moving forward :

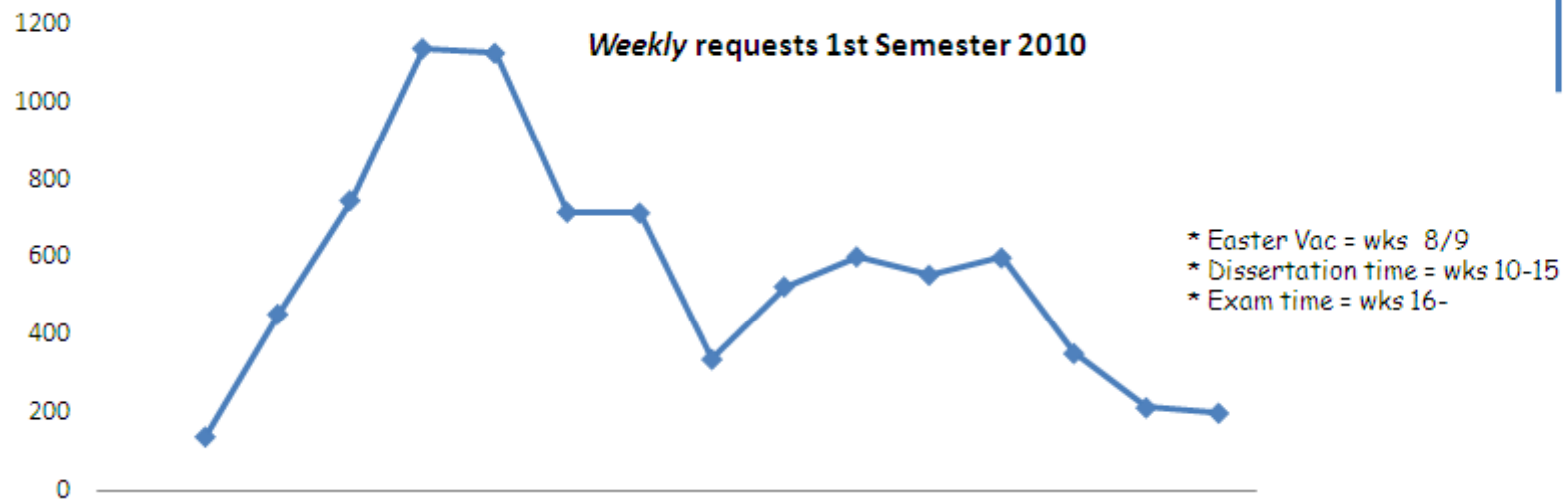
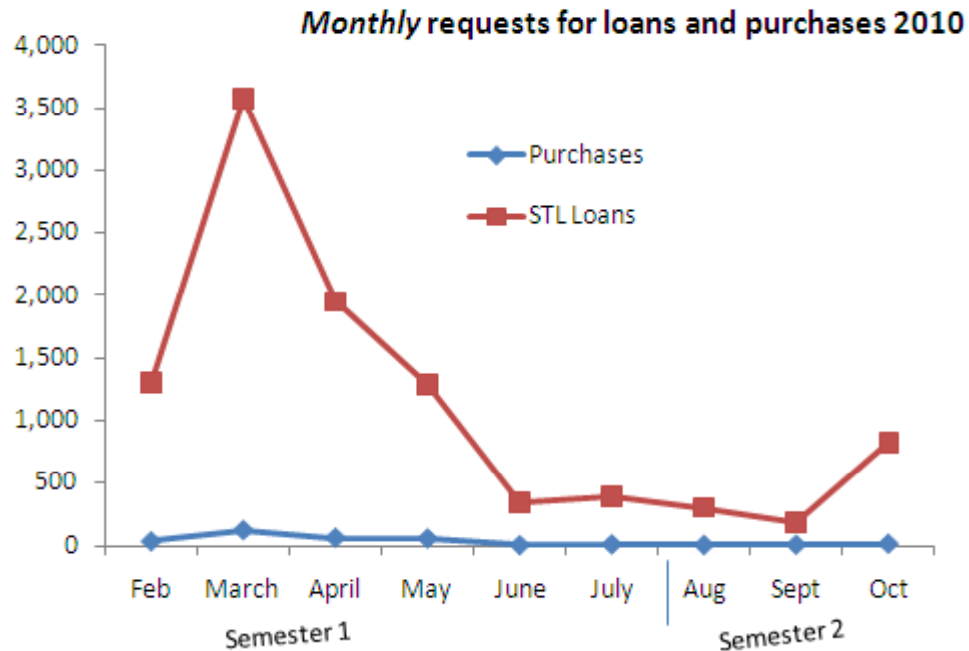
Semester 1 – how can we manage demand so that funds are not overly exposed?

Developing a sustainable service model – blend of patron-led with more traditional acquisitions policy

- £86,000 spent in six months
- 7,500 purchases and loans
- 30,000 browsed titles
- Ave cost autopurchase = £69
- Ave cost STL Loan = £7.50
- Taylor and Francis Top Publisher
- HASS dominate usage rankings



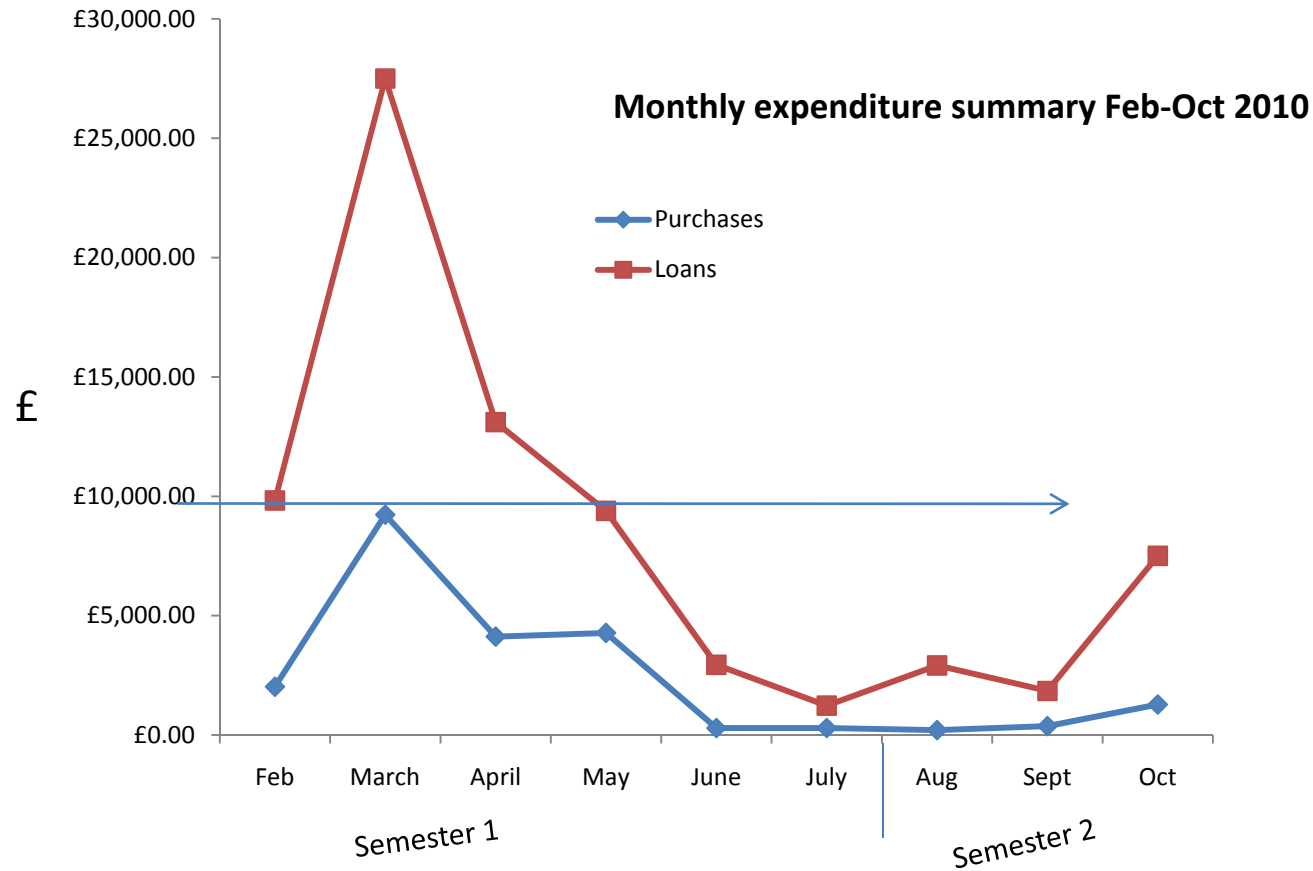
New Academic Year - Usage began to pick up again



We now need to monitor usage to see if demand in the busy weeks of semester 1 is replicated in semester 2.

Note that the measures implemented to smooth demand in early semester 1 have had a marked effect in reducing loans, and so a direct comparison is not readily applicable.

Key concern: ensuring the funding will last all year



A series of Demand Management measures were introduced in March to control budget flow.. We can manage monthly variations over the course of a yr, provided busy months are offset by quieter ones.

Are semester 2 usage patterns much different from semester 1?

School	# Titles
Arts and Cultures	165
ECLS	126
NUBS	115
Historical Studies	101
AFRD	87
Politics	69
Geography	68
SELLL	65
Modern Languages	47
Sociology	46
Law	46
CEG	43
Medical Sciences	40
EECE	37
SAPL	33
Biomedical Sciences	30
MAST	25
Computing Science	24
Library	24
Mechanical Engineering	21
Psychology	15
CEAM	15
Biology	14
Dentistry	8
Chemistry	8
Maths	6
Philosophical Studies	1

Top Schools Semester 2

School	# Titles
AFRD	960
Arts and Cultures	798
ECLS	657
Politics	625
NUBS	623
Historical Studies	512
Geography	482
Sociology	419
SELLL	374
Modern Languages	300
Medical Sciences	271
Law	240
SAPL	222
EECE	201
CEG	193
Library	193
Computing Science	128
MAST	124
Biomedical Sciences	119
Biology	102
CEAM	93
Mechanical Engineering	80
Psychology	56
Maths	47
Dentistry	45
Philosophical Studies	44
Chemistry	36

Top Schools Semester 1

Humanities
and Social
Science
continue to
dominate

What do the users think?

“I found this very helpful. I’ve not borrowed an ebook before, just borrow the odd one, which isn’t always satisfactory. I can imagine that an eversion would be great for people with out easy access to the libraries on campus” Lecturer, Med Sciences

“This is cool. Much neater than Google books, methinks” Law Student “

“All of these loans that have been provided have been really useful for me, it should be something done more often!”
History student

“Lecturer said she had noticed that her students had hardly complained about problems getting hold of books this semester whereas it has always been a big issue - and she thinks EBL is largely responsible for the improvement” - Arts Liaison Librarian



“I have enjoyed the experience – although e-books demand a different way of reading” Lecturer, Maths

“Thank you for approving my loan request. There were two extremely relevant chapters for my dissertation”
MSc Student, Biomed Scis

“just to let you know that the new ebooks package is excellent. Loads of really useful titles for media, journalism and PR. I do hope that we will be able to keep access to it.”
Lecturer, Education, Communication & Language Studies

But some folk were less positive...

“ I have found the ebooks experience deeply unsatisfactory in terms of usability and user-friendliness as it does not suit my learning needs as a resource (as someone who works 4 days a week and has children and very little time to study!)” PG student, HASS

“It’s a bit fiddly changing from text to pdf to cut and paste or print the odd page” Lecturer, Maths

“For some reason I was unable to print any page even though I am allowed to print around 20% of the book content.”
PG Student, SAgE



“I have just tried this with a research methods book as an online inspection copy... complete nightmare at first, but it seemed to work in the end.” Lecturer, Law

So did we make the right decision???



Yes butMore work needed...

e.g. What have the users selected?

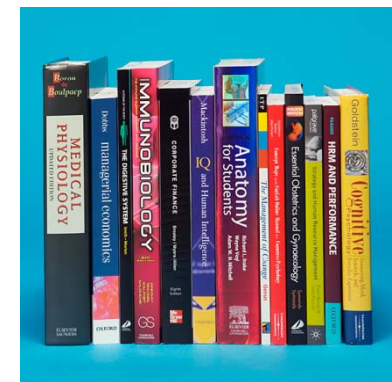
Is it reading list material or supplementary reading?

Did we have print in stock?

Has the service benefited particular subject areas/types of user?

Has it led it savings in other areas such as ILL?

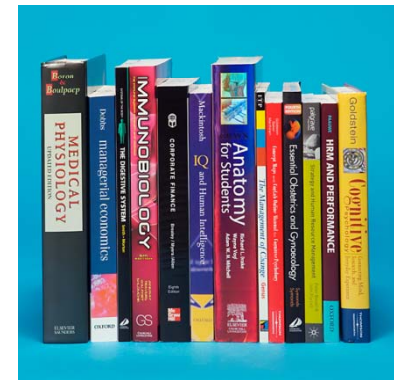
Has there been a decline in user comments about lack of books?



Even more work needed....



How does patron selected material perform after purchase?
Is it used again?
How does this compare with library selected purchases?
Is Just in time provision providing better vfm than just in case?
How can we blend this approach with more traditional purchasing models?



Concluding thoughts....

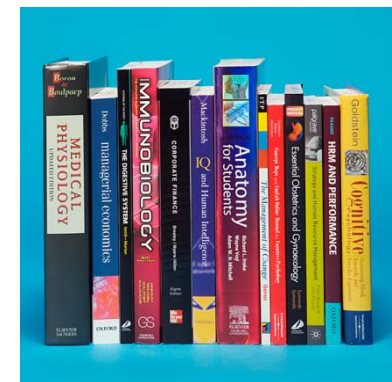


Has been an awfully big adventure... But I'm glad we did it!

Outside our comfort zone – not like managing a big deal!
Element of unfettered spending is scary – manage the risk pool

Need to develop new value measures

Need to determine how such an approach can work in a sustainable way in fiscally challenging times



<http://www.ncl.ebib.com/EBLWeb/patron>

The screenshot shows the Newcastle University Library website. At the top, there is a navigation bar with the university logo, a search box, and links for People Search, Site Map, Accessibility, and Skip to Content. Below this is a secondary navigation bar with links for About the Library, Services, Resources, Subject Information, Students, Staff, and Contact. The main content area is titled 'University Library' and features a sidebar with various links such as 'University Library homepage', 'Resources', 'New books', 'Accessing online resources', 'Electronic resources', 'E-books', 'Find e-books', 'E-book readers', 'Frequently asked questions', 'Current trials', 'E-Journals', 'Electronic articles', 'Library digitisation service', 'Library catalogue', 'Other catalogues', 'Linking to Library resources', and 'EndNote'. The 'Find e-books' section is highlighted, containing the following text: 'Electronic books (e-books) are full text books which can be accessed 24 hours a day, seven days a week from anywhere in the world via the internet. The Library is actively developing it's collection of e-books and staff are happy to receive suggestions for purchase, particularly for core text books, either directly to your [Liaison Librarian](#) or using the [suggestions form](#). In Feb 2010 the Library made over 100,000 e-books available through the supplier Ebook Library (EBL). You can browse this extensive collection [here](#). We have also recently launched a small pilot project to investigate the potential use of e-book readers in the Library. You can find out more about this project [here](#) and give us feedback on it [here](#).' To the right of this text is a 'Favourite places' section with a list of links: Library homepage, Library catalogue, Opening hours, e-Journals, Databases, eBooks, Walton Library, Law Library, Research information, Renewals, Inter-Library Loans, Reading Lists, Special Collections, E-Print Repository, and EndNote. Below this is a 'Quicksearch' section with a search box and a 'GO' button, and a 'News' section with a 'New resources' link.

