Demand-Driven E-books + Usage Data = Informed Collection Development

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Abstract
San José State University's (SJSU) Dr. Martin Luther King, Jr. Library implemented a patron-driven acquisition program on March 1, 2011 to make electronically available a wide collection of items without concurrency limits, meet users' needs on a timely basis, and maximize the collections budget by purchasing materials as needed and selected by University users.

In September 2011, SJSU's Library implemented a simple widget that requested demographic data from its EBL users. Users identified their status (i.e., faculty, staff, or student) and area of discipline. Correlating these data points with EBL-usage statistics, SJSU librarians and staff have begun to question the validity of long-held assumptions about the habits and needs of its users.
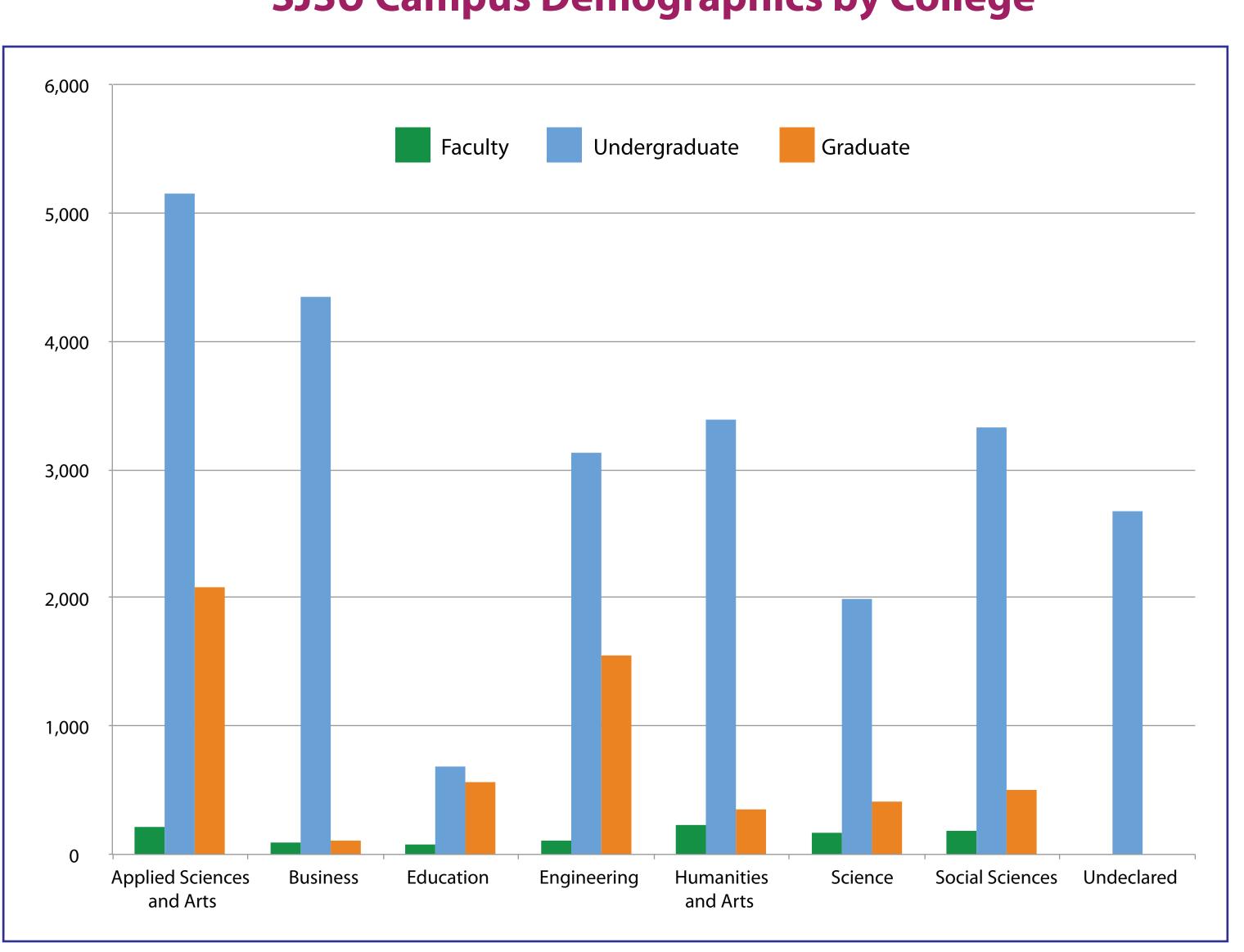
Evaluating vendor-provided statistics allows librarians to identify user behaviors to innovatively meet users' needs in the area of collection development. Analyzed data will inform collection development, specifically which subjects may be complemented by the e-book format. Usage statistics can also indicate how e-books are being used across the campus community and disciplines.

Project Goals for the March 2011 DDA Pilot
The project was approved to begin on March 1, 2011. Before implementation, it was determined that fulfillment of these aspects would constitute a success for the pilot:
- making simultaneous-use titles available
- meeting users' needs fast
- maximizing collection dollars by purchasing items that were deemed useful and necessary by the users
- analyzing the pilot's results and data to ascertain the value of the DDA program

SJSU Campus Demographics by College

First Steps
To facilitate the pilot launch, decisions had to be made.
- When to officially start the DDA program > Spring 2011
- How much to allocate for the pilot > $50,000
- Should SJSU use a vendor or directly work with the e-book aggregator > EBL in conjunction with YBP

Implementation Parameters
The pilot was launched with the following parameters:
- 9,000 "discovery" records were loaded into the catalog, based on SJSU's existing YBP profile
- a $200 price ceiling per title
- no short term loans (STLs), (i.e., a purchase would be made after the trigger conditions have been met)
- purchase triggers included
  - use of e-book content beyond a 5-minute free browse
  - downloading the e-book to a device
  - printing a portion of the e-book

Pilot Results
2,487 Unique users • Total e-books purchased = 622 • $54,441 expended

Number of DDA Titles Purchased by Week During Pilot
(March 1, 2011 - May 25, 2011)

Remaining Questions After the Pilot
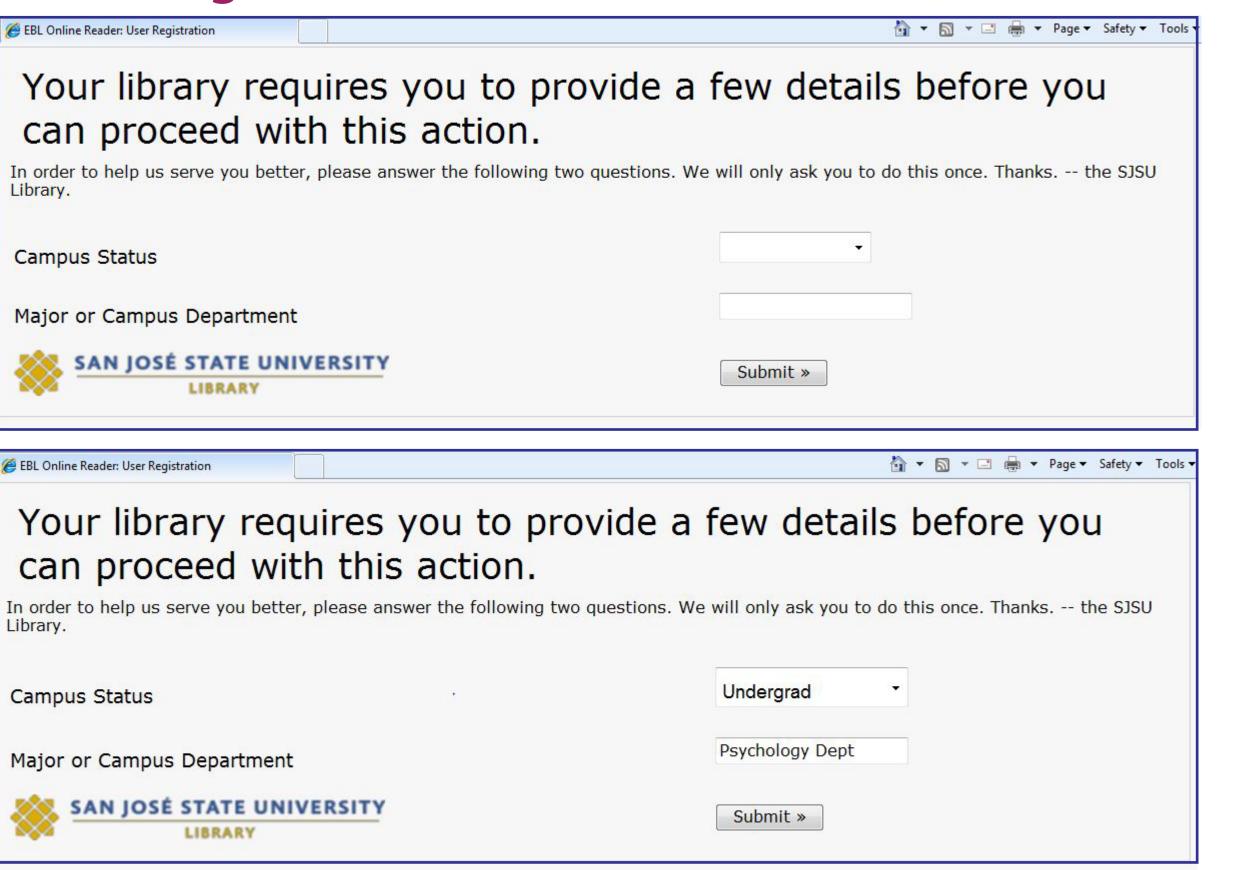After the pilot, SJSU librarians and staff had lingering questions.
- Who are our e-book users? In addition, what departments or colleges do they represent?
- Should we continue to invest in a DDA plan? > Yes, with modifications

DDA Plan Modifications
After reviewing the initial pilot results, the DDA plan was modified:
- Increasing the price ceiling from $200 to $250 per title
- Allowing the DDA plan to continue on a year-round basis
- Increasing the overall allocation to the program
- Ongoing updates to discovery record pool, keeping only titles published in the last 3 years

The EBL Widget Allows Us to Learn More About Our Users

Number of Pilot DDA Titles Purchased by Library of Congress (LC) Class, March - May 2011
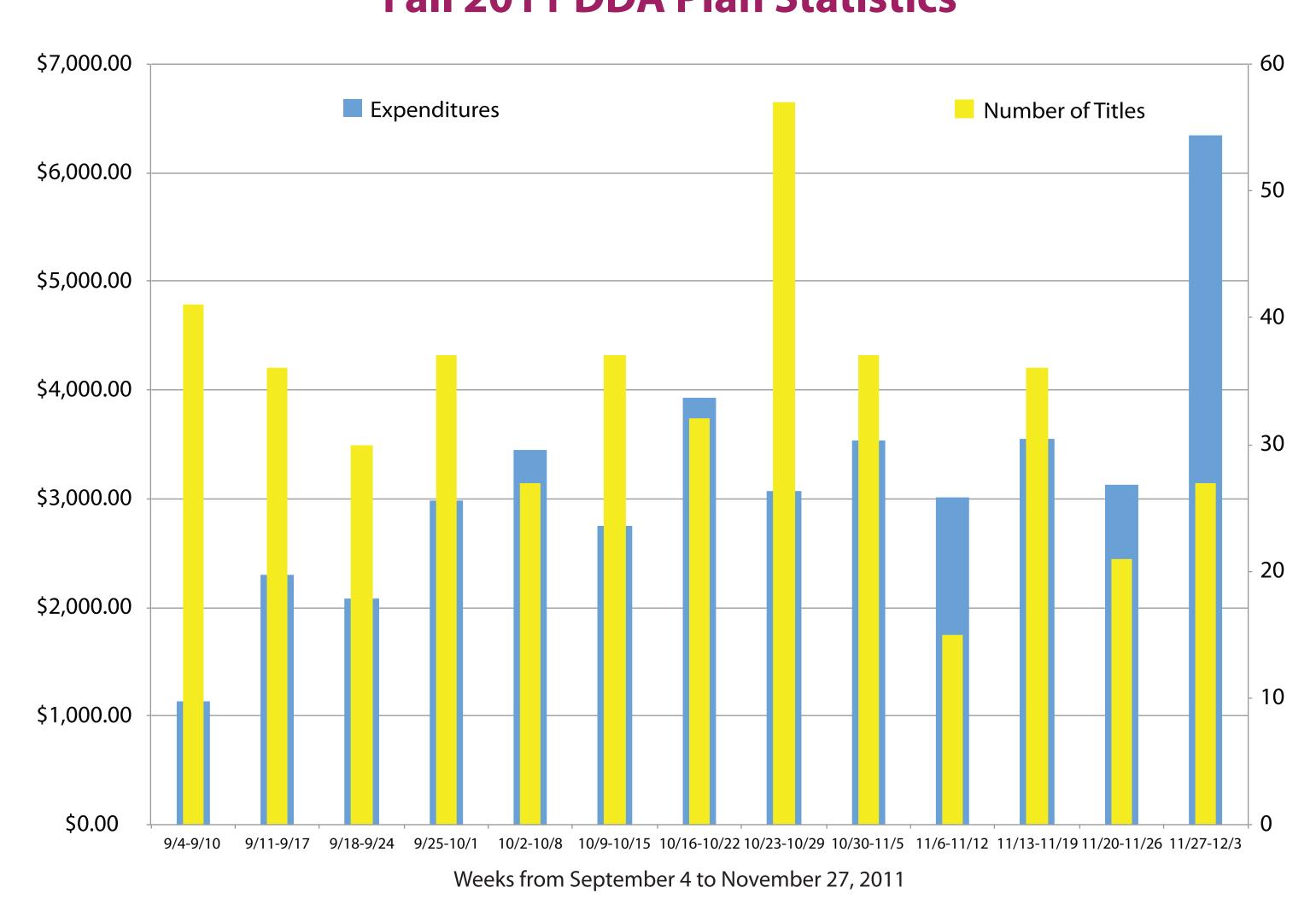

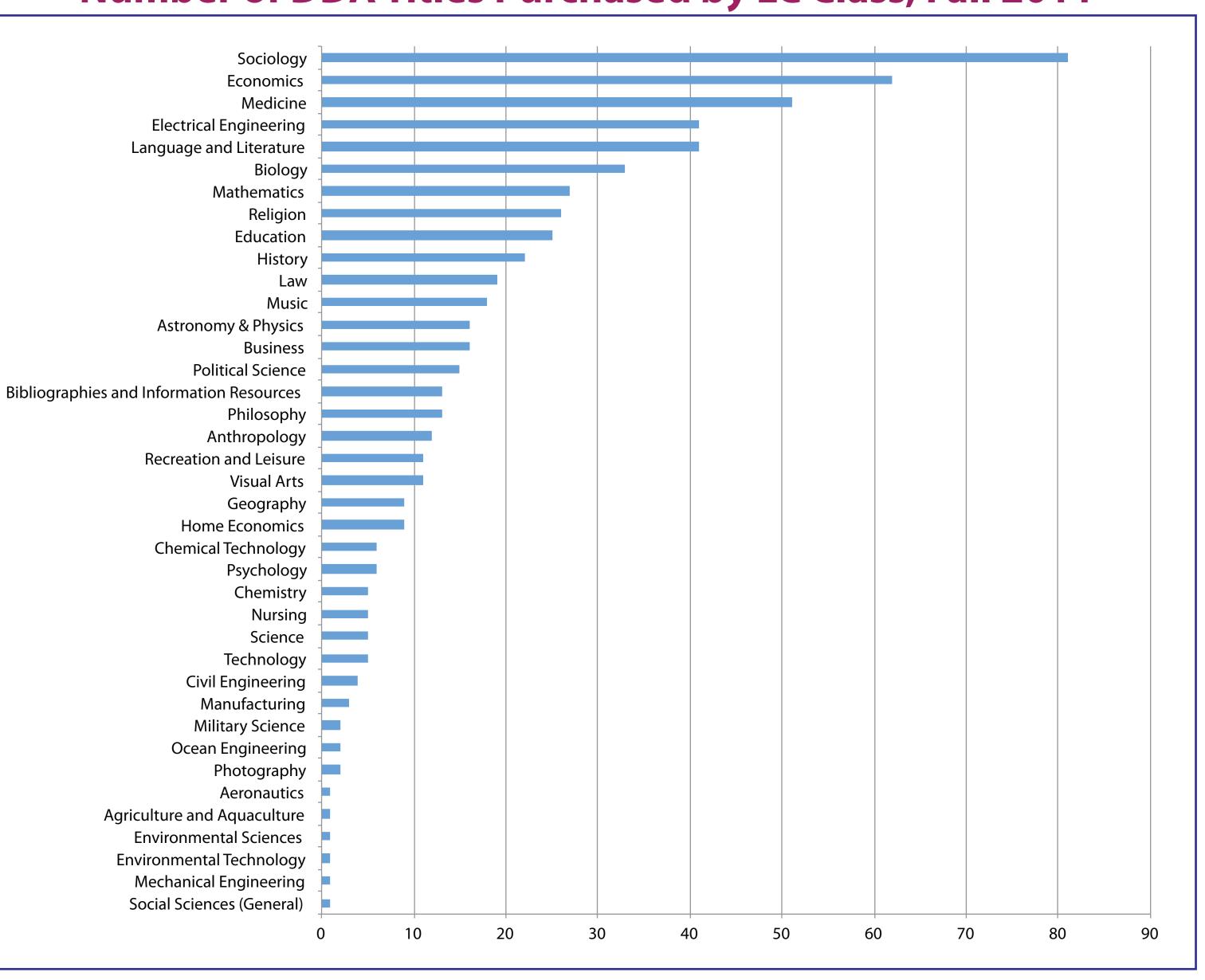### EBL DDA Statistics Inform Collection Development Decisions
The DDA plan allowed library staff to
- Generate reports on-the-fly about current activity
- Identify major publishers in the e-book market
- Identify the works and publishers that are heavily used by e-book users
- Consider the various items for which users have an interest
- Identify the subjects that are well-represented in the e-book format
- Recognize the evidence of multidisciplinary use in e-book usage
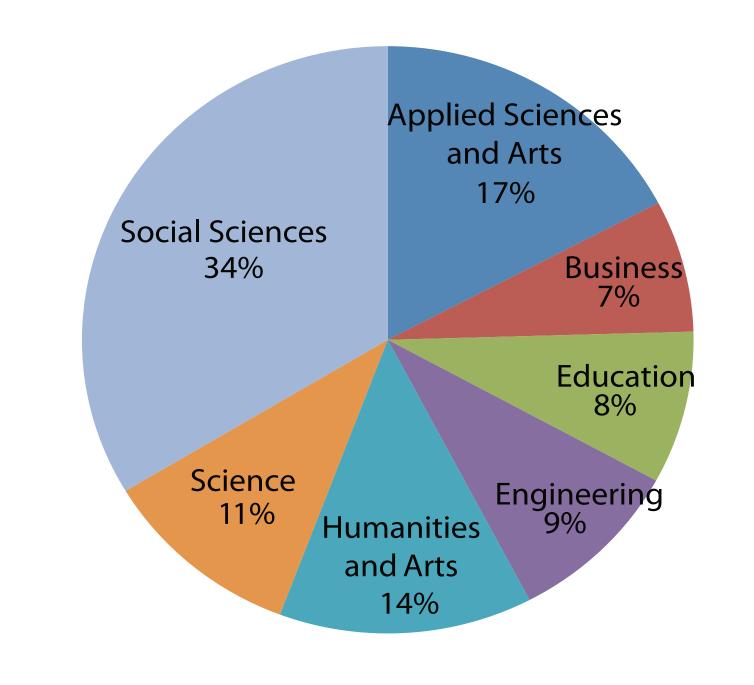- Challenge notions of who does and does not use e-books.

Fall 2011 DDA Plan Statistics

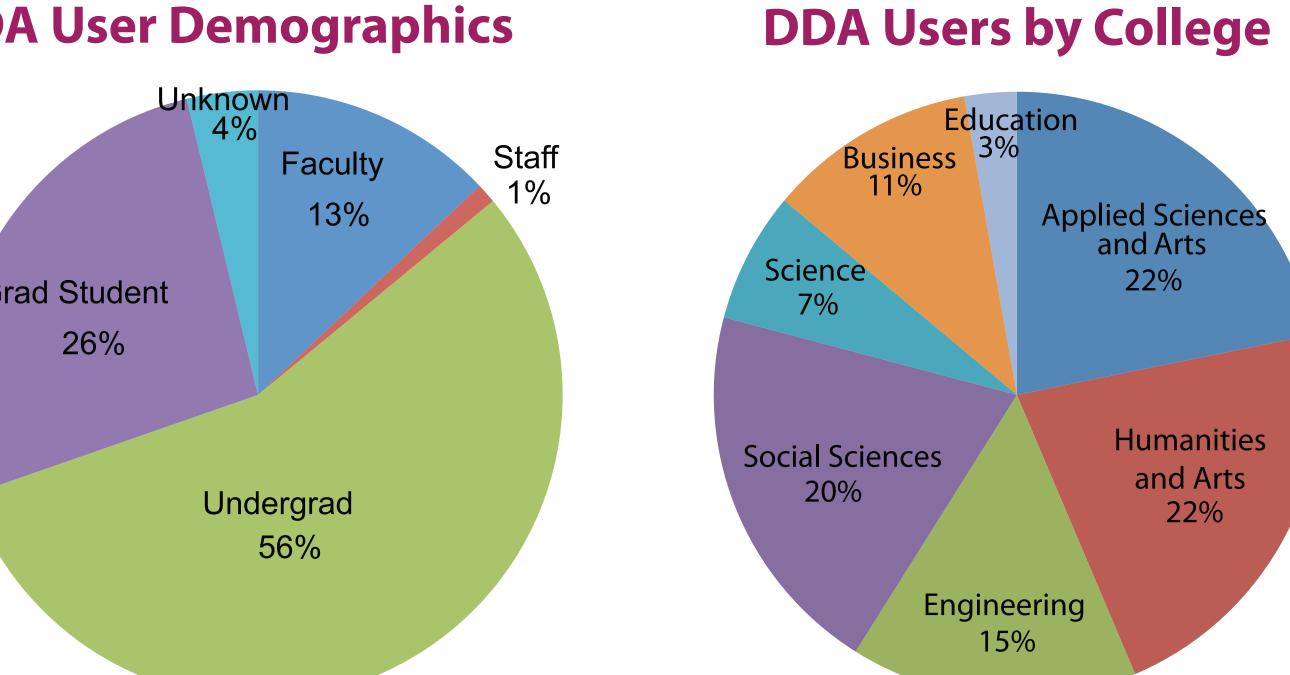### Number of DDA Titles Purchased by LC Class, Fall 2011

Percentage of DDA Purchases by College Subject Area, Fall 2011

Fall 2011 DDA User Demographics

Fall 2011 DDA Users by College

DDA Applications for Libraries
For subject selectors, the following information is available
- LC range
- Publishers
- Content level
- E-book users' departments and campus status

For the library, there is an assurance that purchased titles are items for which there is a real need. This moves the library away from a "just in case" model to one that is "just in time."

With continual DDA plan development, the library's collection and access continues to meet users', librarians', and the institution's needs in a financially responsible manner. DDA usage statistics provide a novel way for library employees to learn more about their users and their use of e-books.

Future Areas of Research
SJSU's Martin Luther King, Jr. Library has successfully implemented a year-long DDA plan. Library employees have begun to interrogate long-held assumptions about which disciplines would benefit from the e-book format.

In the future, the library will continue to monitor the DDA plan and evaluate the frequency of e-books access. Correlations between e-books purchased, books purchased through a general education approval plan, and subject selectors' choices may be possibly made with further examination.

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