

Examples of Consortial eBook Initiatives

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May 2011

Colorado Alliance of Research Libraries

- Colorado Alliance had first consortial patron driven acquisitions (PDA) plan in the United States
- Developed plan with Netlibrary in 1998 and had it in place from 1999-2005
 - Purchase on 2nd viewing
 - Flexibility was very limited due to the technology of the time and getting publishers to agree
 - We put provisional MARC records in local and Prospector and kept them available for one year. Then replaced them with records for “purchased” titles

Colorado Alliance of Research Libraries

- We received central billing and parsed out monthly charges to members based on pro-rated formula based on library size
- The program eventually failed for several reasons
 - New requirement by Netlibrary to purchase multiple copies
 - Out of control costs with too much uncertainty
 - The loading of provisional and permanent MARC records was painful
 - Other ebook vendors had better interfaces (OCLC had let it lag)
 - Not enough granularity and flexibility in licensing options
 - Timing...in mid-2000s there was a gap with the technology with no modern ebook readers

Springer eBooks: The Contract

- 2009 – 8 subscribing libraries
- 2011 – 11 subscribing libraries
 - Offering eBook lending did not hurt sales. It has acted as advertising for how valuable the content is and **new libraries are being added** to the contract!
 - In addition, several libraries went on to purchase Springer Protocols so it was a catalyst for sales of other products!

Springer eBooks: Prospector

- Didn't want to lose access to the Springer books as libraries shifted from print to digital
- Springer MARC records loaded in Prospector from subscribing libraries
- Four libraries act as fulfillment agencies (CC, DU, UNC, CSU)
- Chapter PDFs are delivered via yousendit.com since they are too big for email. Self-destruct in 14 days

Springer eBooks: Lending Stats

- 30-100 titles are lent per month (depending on academic cycle)
- About 20% of titles never downloaded by patron once they are notified. Why?
 - Perhaps didn't realize it was an eBook?
 - Didn't recognize the email and thought it was spam?
 - What percentage of print books are never picked up?

Springer Conclusion

- Would prefer a temporary “token” or login to let patron login into that one eBook title for access
- Would prefer the ability to grab the whole book rather than chapters for ILL/resource sharing purposes
- Would prefer UI in the shared catalog to highlight eBooks and to let patrons know this is what they are getting (this is an OPAC or Discovery issue not a Springer issue)
- These types of opportunities most likely in direct deals with publishers and not eBook aggregators
- **Kudos to Springer!** Other primary publishers should follow be considerate about resource sharing as we move digital.

Orbis Cascade Alliance

- 36 academic libraries in Oregon and Washington
- Patron drive acquisitions (PDA) program in 2010 with **EBL**
 - Directors voted that **all** members must participate but costs are prorated by library size
 - Patron driven
 - Standard EBL flexibility (e.g. < 5 minutes not counted, consortium can determine how many rentals before purchase)
 - Big challenge – how many titles are purchased once it is triggered
 - EBL originally wanted to force them to buy 10 copies
 - However, Orbis Cascade demonstrated that actually 4 copies were held for the average EBL title
 - Settled on a 5x multiplier

Orbis Cascade Alliance

- Total project cost for year one pilot - \$231,000. Costs for each site are determined by FTE and are kept low by the “mandate” for all to participate
 - \$2.5K for community colleges
 - \$5K if less than 4K FTE
 - \$7.5K if 4-8K FTE
 - \$8K if 9-17K FTE
 - \$15K if 18K or more FTE

Orbis Cascade PDA Issues/Lessons

- Profiling and MARC records through EBL or YBP?
- Not all publishers will participate (12K titles initially to load in local OPACS as well as union catalog)
- For the pilot willing to accept duplication with print but that will be a future issue.
- Only 2008 imprints and forward
- Need to develop a termination plan
- All titles will be reflected in GOBI through YBP so libraries know not to necessarily order in print unless they choose

Ontario Council of University Libraries (OCUL)

- 21 university libraries in Ontario, Canada
- Launched a pilot program in September 2010 with **ebrary**
 - Patron driven acquisition (PDA) program
 - A committee selected 38,000 titles for possible purchase
 - Project started with \$100K (eventually raised to \$150K)
 - 16 libraries loaded MARC records and if a book was viewed multiple times then 4 copies were automatically purchased for the group
 - 467 titles purchased at \$89/each x 4 multiplier before money depleted

OCUL Issues/Lessons Learned

- High use unexpected (good and bad) as the pilot ended in just a few weeks (Sept 20 – Oct 3rd)
- Wished they had developed a more refined list as a starting point (e.g. only front list, avoid duplication with print)
- Needed to think how to make the program more sustainable and throttle purchase levels
- Good news is that purchased titles continue to be used
- Need to better explain why records/books appear to be coming and going (e.g. loaded 38K records and then withdrew all except for the 467 actually purchased)

ConnectNY

- Consortium of 15 private academic libraries in New York
- Patron driven acquisitions with **Coutts Information Services (MyILibrary platform)**
- Two six month pilots of \$50,000 each (total of \$100K) which just completed spring of 2011
- During first phase 2 views triggered a purchase but negotiated 3 view trigger in second pilot
- \$300 cap on any individual title
- 6K MARC records loaded in each phase from selected publishers. 581 titles actually purchased
- Oxford University Press, Cambridge University Press, Palgrave-MacMillan, and Taylor & Francis

ConnectNY Challenges

- Loading provisional MARC records and deleting those not purchased is a technical services challenge
- Making sure that records are loaded into each local ILS and that it is done in such a way as to properly match up in their INN-Reach union catalog
- A consortial/sustainable funding model has yet to be finalized beyond their earlier one year \$50K pilot
- A selection process for publishers/titles needs to be developed in a reasonable way
- Integration of consortial eBook purchasing with local monographic acquisitions programs and print

Conclusion

- Patron driven acquisitions programs are very popular in academic libraries throughout North America. Libraries are recognizing that PDA programs select what patrons want
- Consortial pilots are seen as a way to cut the unit cost of titles by partnering with like minded institutions
- There are no industry standards for consortial PDA programs at the present but some standardization will take place as publishers, aggregators and libraries work together