Going Out on a Limb: Pushing the Boundaries of DDA

Jonathan H. Harwell
Rollins College's Olin Library, jharwell@rollins.edu

Follow this and additional works at: http://docs.lib.purdue.edu/atg
Part of the Library and Information Science Commons

Recommended Citation
DOI: http://dx.doi.org/10.7771/2380-176X.6221

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.
Who would’ve thought 20 years ago that librarians would now be building our collections with books we haven’t even paid for? Or that publishers would collectively strike a deal to agree not to charge us for these books unless our patrons used them substantially?

Patron-driven acquisition for print books has been around for a while. For example, the University of Vermont Library worked with YBP to set up PDA for print books in 2007, based on rush ordering in response to patron requests from the library catalog. But the old model of invoicing upon acquisition still held. The real growth in the patron-driven business model has been enabled by combining two innovations: eBooks and usage-triggered invoicing (a more accurate term than patron-driven acquisition but with a much more awkward acronym). Librarians can now select eBooks for the collection via approval and/or manual selection, obtain access for patrons, and greatly expand the size of the library while only paying for the collection via approval and/or manual selection, obtain access for patrons, and greatly expand the size of the library while only paying for those titles that are triggered by a specific level of usage.

Who would’ve thought 20 years ago that librarians would now be building our collections with books we haven’t even paid for? Or that publishers would collectively strike a deal to agree not to charge us for these books unless our patrons used them substantially?

Patron-driven acquisition for print books has been around for a while. For example, the University of Vermont Library worked with YBP to set up PDA for print books in 2007, based on rush ordering in response to patron requests from the library catalog. But the old model of invoicing upon acquisition still held. The real growth in the patron-driven business model has been enabled by combining two innovations: eBooks and usage-triggered invoicing (a more accurate term than patron-driven acquisition but with a much more awkward acronym). Librarians can now select eBooks for the collection via approval and/or manual selection, obtain access for patrons, and greatly expand the size of the library while only paying for those titles that are triggered by a specific level of usage.

Going Out on a Limb: Pushing the Boundaries of DDA

by Jonathan H. Harwell (Head of Collections & Systems, Rollins College’s Olin Library) <jharwell@rollins.edu>

We’re already seeing additional innovations, such as consortial DDA; short-term loan options (which save the library money in the short term but essentially drive up the purchase price of each title); and ebrary’s Extended Access model (which allows librarians to specify that when a single-user title is accessed by more than one patron, they will automatically upgrade to multi-user access if available, purchase another copy, or provide a short-term loan).

So, suddenly the definition of a library “collection” has completely changed. We’re already used to the complexity of a journal count, with so many full-text aggregate databases in our collections. Now a book count is just as complex. With DDA, we can provide a short-term loan. With DDA, we can provide a short-term loan. With DDA, we can provide a short-term loan.

I predict more innovations on the way. We’ve yet to see DDA for multimedia and articles (more sustainable than pay-per-view, and much more sustainable than subscriptions); and access points beyond library catalogs, discovery services, and eBook platforms (meeting our patrons where they are).

If Rumors Were Horses

Happy New Year! There has been a lot of activity over the past few months.

Elsevier has acquired the New York city-based Knovel Corp which provides a web-based application that integrates technical information with analytical and search tools to drive innovation and deliver answers for engineers. Founded in 2001, Knovel has developed a deep knowledge of the engineering community and is a valuable tool for thousands of engineers and students in more than 700 corporations and engineering schools worldwide. Recently named by research firm Outsell one of the “10 to Watch” in scientific/technical and medical publishing, Knovel has expanded its offerings and customer base as multiple factors have influenced the engineering technical reference market segment. “This is a great new chapter for Knovel,” said Chris Forbes, Knovel President and CEO. The acquisition is effective immediately and financial terms of the transaction are not being disclosed. My longtime friend and one of my favorite people ever, Debbie Hodges who used to work for ProQuest now is working for Knovel. I will tell you a secret! Debbie helped me pick out my mother-of-the-bride dress. Where are you when I need you, Debbie? www.knovel.com

Saw that the vivacious Sue Vazakas (did you know that she is Greek?) posted some detailed blog entries about Charleston 2012 on the Johns Hopkins Sheridan Libraries

continued on page 6