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We're E-Preferred. Why Did We Get That Book in Print?

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Abstract

While California State University, Fullerton's Pollak Library has an e-preferred approval plan for all subject areas, the Library still continues to receive a number of print titles on approval. However, 25% of the print approval books received in the 2013–14 fiscal year were published by only eight publishers, all of which actively publish their books in e-format. This paper investigates the reasons why print books were supplied over potentially available e-versions. In some cases, individual titles were only published in print, while others were available as e-books, but could only be purchased within collections. Others were available for purchase as individual e-books, but not via the Library's primary aggregator. Options for approval profile adjustments to further reduce print approval receipts are offered.

Introduction

For the start of the 2013–14 fiscal year, California State University, Fullerton's Pollak Library transitioned to an "e-preferred" approval plan for all subject areas. The Library had made a concerted effort to increase electronically available collections, due not only to the rise in online course offerings, but also to the desire to repurpose space in the Library building. In order to provide access to more content at a lower total cost, the Library also wanted to move as much monograph acquisition as possible to a demand-driven-acquisition (DDA) model. Moving to an e-preferred approval plan more easily enabled this; all approval titles that were available as e-books from the Library's primary aggregator could be added to the DDA pool rather than purchased outright, regardless of whether they were profiled as books or as slips. An analysis of the print approval books received in the 2011–12 fiscal year showed that 33% had been simultaneously published as e-books, and so it was apparent that the move to an e-preferred approval plan would expand the Library's electronic holdings while reducing the space necessary for future print collections.

Over the course of the 2013–14 year, the Library did indeed add to its electronic collections, but also encountered some surprises concerning which titles were still being received in print. The Library received 3358 print books from 670 imprints, but 25% of those receipts were from only eight publishers, all of whom were known to

actively publish in e-format. This paper explores the reasons why those books were supplied in print rather than electronically and suggests profile adjustments that could be made so that more titles would be supplied electronically.

The Transition to an E-Preferred Monograph Collection

With over 38,000 students, California State University, Fullerton (CSUF) is the largest campus is the 23-campus California State University (CSU) system. CSUF is a predominantly undergraduate and master's-level teaching institution, and Pollak Library is CSUF's sole library, located in the center of campus. Since 2010, when the Library initiated its first e-book DDA program with Ebook Library (EBL), Pollak Library has been gradually moving toward an e-preferred monograph collection. Transitioning the Library's existing approval plan with YBP Library Services (YBP) to be e-preferred by the start of the 2013–14 fiscal year was a logical step.

While the Library also firm ordered e-books from EBSCO and provided access to ebrary e-books via a CSU-wide subscription to the Academic Complete e-book collection, EBL remained the Library's preferred aggregator for the e-preferred approval plan. Since the Library had been providing access to EBL e-books since 2010, librarians and users were familiar with EBL's interface. EBL's Non-Linear Lending purchasing model was also desirable, since it allows for unlimited simultaneous users at a cost that is

often similar to the cloth list price, while costs for unlimited simultaneous user access from other aggregators are often higher. The e-preferred approval plan was established with the guideline that any profiled title available as an EBL e-book would be supplied as such, and any title that was DDA eligible would be added to the DDA pool rather than purchased. Profiled titles that were not available as EBL e-books would continue to be supplied in print.

Books Received in Print

Based on the analysis of the 2011–12 approval receipts and knowing that a number of publishers, especially small publishers, either only publish their books in print or do not work with EBL, the Library expected to continue to receive a number of titles in print. What was surprising was that 852 titles (25% of the total print receipts) were from eight major publishers known to publish in e-format. The eight publishers, in order from the most print books received to the least, were:

1. Oxford University Press (195 print receipts).
2. Palgrave Macmillan (168 print receipts).
3. Cambridge University Press (113 print receipts).
4. Springer (106 print receipts).
5. Routledge (76 print receipts).
6. Yale University Press (66 print receipts).
7. HarperCollins (56 print receipts).
8. The University of Chicago Press (54 print receipts).

The electronic availability of these print books was investigated using GOBI³, YBP's online selection and ordering system. In general, e-books were not provided for one of four reasons: 1) the book was available electronically via an e-book aggregator, but not from EBL; 2) the e-book version was only available on the publisher's online platform; 3) the book was only available for purchase from YBP in print format; 4) timing (the e-book was available on the EBL platform, but not within YBP's eight-week timeframe for simultaneous print and e-book publication). In addition, there were some

anomalies in which an EBL e-book actually was available when the print book was supplied due to issues with the approval profile or errors.

Results by Publisher

Oxford University Press

The Library received more print books published by Oxford University Press than any other publisher. However, the majority of those books (62%) were available as e-books from either ebrary or EBSCO, and so more e-books would have been received if the Library had opted for a multi-aggregator option for the e-preferred approval plan. 16% of the print books were available as e-books, but only on the University Press Scholarship Online platform, and half of those could only be purchased as part of a collection. 15% were only available in print format, and the remaining 7% were available from EBL, but not in within the eight-week timeframe in order to be supplied on the approval plan. For Oxford University Press, the Library would have received a considerable number of the titles as e-books if the profile was broadened to include EBSCO, ebrary, and titles available for individual purchase from University Press Scholarship Online. However, while both EBSCO and ebrary also offer DDA options, costs for multi-user access from these two aggregators are typically higher than EBL, and University Press Scholarship Online does not currently provide a DDA option, a cost-saving method that is important to the Library.

Palgrave Macmillan

Timing was the most significant factor for the print books published by Palgrave Macmillan. 39% of the print receipts eventually became available as e-books on EBL's platform, but not until after the eight-week timeframe for simultaneous print and e-book publication had expired. Another 29% of the Palgrave Macmillan books were only available in print format. A number of books (22%) were available from either ebrary or EBSCO. However, timing would have also been a factor with many of these, and so even if the Library had a multi-aggregator option for the e-preferred approval plan, then not all of them would have been supplied.

In March 2014, it became possible to order individual e-books on Palgrave Macmillan's platform, Palgrave Connect, via GOBI³. Nearly all of the print titles that eventually became available for purchase as e-books from one or more of the aggregators (EBL, EBSCO, and ebrary) also became available for purchase directly on Palgrave Connect. Although, this may have been months after the Library received the titles in print, since March 2014 was late in the 2013–14 year. Of the Palgrave Macmillan books that the Library received in print, 71% eventually became available for purchase as e-books on one or more platforms. Only 6% of those were exclusively offered on the Palgrave Connect online platform; however, looking at the print receipts from March 2014 and later, it appears that Palgrave Macmillan intends to release e-books on Palgrave Connect simultaneously with the print publication, but continue to delay the release to the aggregators.

It appears that in the future, the Library could receive the majority of Palgrave Macmillan titles as e-books if Palgrave Connect was added to the approval profile as a platform option. However, the lack of an option for DDA, the requirement of minimum purchase, and the likelihood of high

per-title costs based on institutional size, may make this an unreasonable option for the Library.

Cambridge University Press

Similar to the Palgrave Macmillan print receipts, the Cambridge University Press receipts also indicated a preference for the publisher's e-book platform over aggregators. 58% of the Cambridge University Press print receipts were available as e-books, but only on the publisher's platform. 17% were available only in print. Oddly, a substantial number (20%) of the print books received were available as EBL e-books at the time that the print book was profiled. Figure 1 shows an example in which the title was available as an e-book on EBL's platform on November 8, 2013, but on February 19, 2014, the Library was supplied with a print version on the approval plan. While timing is likely to be the factor for some of these, the individual titles need to be investigated more closely by both the Library and YBP to determine the cause. The remaining 5% of the Cambridge print receipts were either released on EBL after the simultaneous publication timeline expired, or they were available from ebrary or EBSCO.

Title: AFTER MAHLER: BRITTEN, WEILL, HENZE AND ROMANTIC REDEMPTION.
Author: DOWNES, STEPHEN C., 1962-
Publisher: CAMBRIDGE UNIV PRESS
Pub Year: 2013 **ISBN:** 9781107464759
Binding: eBook
Content Level: ADV-AC
LC Class: ML197.D68 2013
Subject Headings: MUSIC--20TH CENT.--HIST. & CRIT.
YBP Interdisciplinary Topics: Historical; Music
Approval Note: AUTH: ROYAL HOLLOWAY, UNIVERSITY OF LONDON. NEW INTERPRETIVE INSIGHTS INTO FOUR COMPOSERS.
Language: English **LCCN:** 2013-26054

Place of Publication: CAMBRIDGE
Country Of Origin: UK
Pagination: 276 P.
YBP Select: Research-Recommended

alt-ed shipped to library (2/19/2014)
 GobiTween (2 Books/20 Slips) ▾
 alternate editions (1P/4E) ▾
 library activity (154 sold)

Supplier	Purchase Option	Library DDA	List Price	Status	Library Availability	Preview
- EBL	Non-Linear Lending™	Yes	125.00 USD ▾	Available	Yes	Preview
Downloadable: Yes		Available To Consortia: No				
Date Added: 11/8/2013		Handled On Approval YBP-US: 11/13/2013				

Library Note: Add...

Figure 1. Title available from EBL, but supplied on approval as a print book.

Similar to the possible solution for the Palgrave Macmillan titles, the Library could receive more Cambridge titles electronically by adding the publisher platform as an option in the approval profile. However, again, this would eliminate the option for DDA. Cambridge University Press does

have an evidence-based acquisition model which could serve a similar function, but it would require the Library to acquire Cambridge University Press e-books outside of the approval plan and does not allow for the cost-savings of short-term loans, which the Library values.

Springer

Similar to the situation with the Oxford University Press print receipts, the Library would have received more Springer books electronically had the Library opted for a multi-aggregator option for the e-preferred approval plan. 57% of the Springer print books received were available from EBSCO or ebrary, but not from EBL. An additional 25% were available electronically on Springer's online platform, SpringerLink. However, these are only available for purchase in collections, and so if the Library prefers to receive the books via the approval plan, then print is the only option. Another 19% were available from EBL, but either timing or profiling issues caused them to be sent in print instead. Showing Springer's commitment to releasing content in e-format, all of the books that the Library received in print were available electronically in some form.

Expanding the Library's e-preferred profile to include EBSCO and ebrary would be a good next step to receive more Springer titles electronically via the approval plan. Since all of the content is available electronically, removing Springer from the approval plan entirely and purchasing SpringerLink collections would be another option. However, thus far, the Library's print Springer receipts have not fit neatly into any of the existing subject collections, and purchasing the full collection is unlikely to be cost effective or necessary for the CSUF community.

Routledge

Timing was the most notable factor for the Routledge print books received. 38% were released as EBL e-books after the eight-week window had come to a close. Another 38% appeared to be available as EBL e-books at the time the print version was profiled, and so these need further investigation by both the Library and YBP. However, it is likely that timing was a factor for some of them. 14% were only available in print. 9% were available from ebrary and EBSCO, but timing, and possibly the other factors that affected the EBL availability, would have also been a factor for those.

It appears that there is very little that the Library could adjust in order to receive more Routledge books electronically via the approval plan.

Yale University Press

More than for any other publisher, an adjustment to a multi-aggregator option would bring more Yale University Press e-books to the Library. 81% of the Library's Yale print receipts were available from either ebrary or EBSCO. The remaining titles were only available in print.

HarperCollins

Of the HarperCollins print receipts, one title became available from EBL after profiling, but all others were only available from YBP in print format. However, HarperCollins differs from the other publishers listed, in that academic libraries are not its primary market. For comparison, 84% of HarperCollins books that the Library received are available for purchase as e-books to the public and school library markets on Baker & Taylor's Axis 360 e-book platform. However, these books are not available from any of the e-book aggregators that work primarily with academic libraries. As such, there is little the Library could adjust in order to receive these titles electronically.

The University of Chicago Press

Again, the situation with The University of Chicago Press mimicked that of Oxford University Press. Had the Library selected a multi-aggregator option, then a significant number of the books received in print would have been received electronically. 61% of the University of Chicago print books were available electronically from either ebrary or EBSCO. An additional 20% were affected by timing, becoming available on the EBL platform after the print book had been profiled. The remaining books were only available in print. Opening the profile to include EBSCO and ebrary as options would have noteworthy impact for the University of Chicago Press titles

Discussion

Of the four primary factors that caused a book to be sent in print format rather than e-format, the

choice of a single aggregator had the most impact on the Library's print receipts. As illustrated in Figure 2, 38% of the 852 print books received from these eight publishers were available from either ebrary or EBSCO, but not from EBL, the

Library's preferred aggregator. This change would be especially influential for books published by Oxford University Press, Springer, Yale University Press, and The University of Chicago Press.

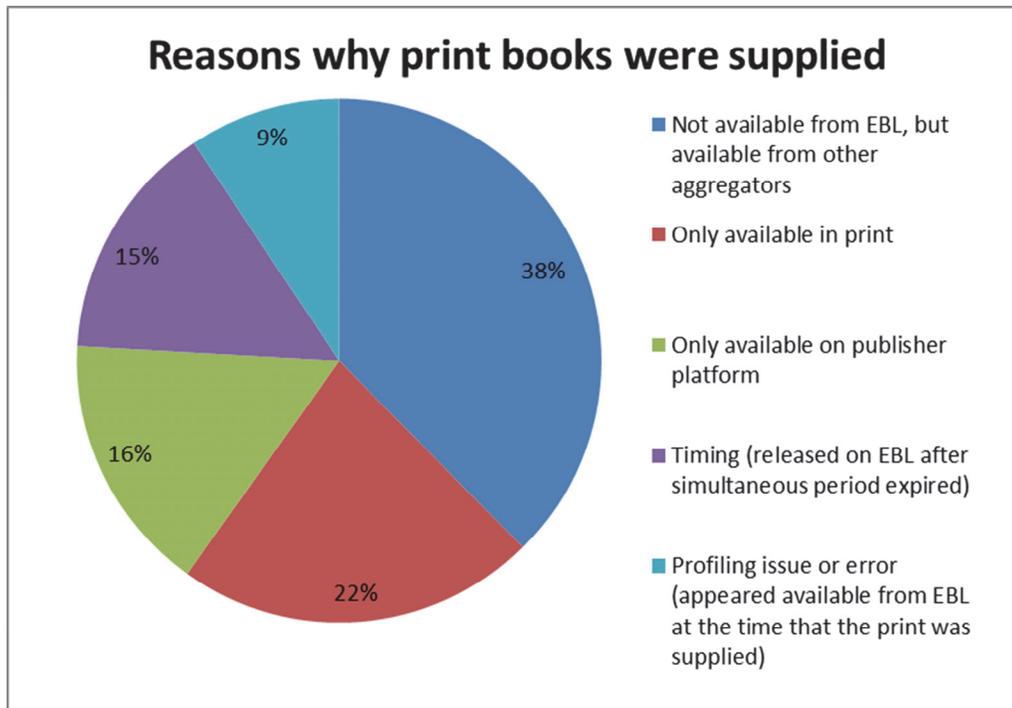


Figure 2. Reasons why 852 print books from eight publishers were supplied on Pollak Library's e-preferred approval plan.

In addition, 16% of the print books were available electronically on the publisher's own platform. While the majority (69%) of the titles that were only available on publishers' platforms were available for individual purchase via YBP, a subset of those titles that were published by Oxford University Press and Springer were only available in collections. If the Library had expanded the approval profile to include ebrary, EBSCO, and all publisher platforms, then nearly half (49%) of the 852 print books supplied from these eight publishers could have been supplied as e-books. However, 15% of the total print receipts were affected by the timing of the release of the book on the EBL platform. While multiple platforms would reduce the impact of timing since some publishers release the e-version on their own platform or that of a selected aggregator sooner, it would very possibly continue to be a factor even in a multi-

platform environment which includes the publisher platforms. There are also unknown factors which caused some books to be sent in print despite the availability of e-versions on the EBL platform within a reasonable timeframe. In total, these anomalies represented 9% of the total, and so the Library, along with YBP, will need to continue to investigate the causes. What remains is the 22% of the receipts for which no electronic version was available for purchase according to GOB13. Only Springer had some electronic version available for every title that was supplied in print, while the other seven publishers each had some titles for which no e-book was available.

Conclusion

While Pollak Library had many reasons for its move to an e-preferred approval plan for the start

of the 2013–14 fiscal year, the ability to save funds while providing access to more monographs via DDA was key. Because the Library had been using EBL as its primary e-book aggregator for DDA since 2010, it was a logical decision to continue with EBL as the preferred aggregator for the e-preferred approval plan. As this analysis has indicated, the number of approval books supplied in e-format would have increased notably if options for multiple aggregators and publisher

platforms had been included. However, with minimum purchase or collection requirements on some publisher platforms, the options are reduced if the Library plans to continue the focus on DDA. To increase the number of approval books received in e-format, while maintaining DDA as a preferred method, a move to a multi-aggregator, e-preferred approval plan would be a good next step.