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I Need This Now! Interlibrary Loan Meets Collection Development on the Patron Access Road

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I Need This Now! Interlibrary Loan Meets Collection Development on the Patron Access Road

by **Nancy Richey** (Assistant Professor, Image Librarian, The Kentucky Library, Department of Library Special Collections, Western Kentucky University) <Nancy.Richey@wku.edu>

In the age of **Netflix**, **Amazon**, and strained budgets, there is a continuing trend in the growth of purchase on demand as a part of Interlibrary Loan service and collection development. Patrons are accustomed to, and expect expediency in the delivery of the requests: information on demand equals information now for them. This has led to a continuing re-evaluation of the traditional resource sharing models and of collection development policies. Interlibrary Loan, (hereafter ILL) and collection development practices are both sailing upon the same sea of quick patron access to needed materials, consequently, focused research continues to look at models of collaboration between this service, acquisition departments, and ILL as a collection development tool, and how additionally, it can “help us to identify missing items, select possible journal additions, and purchase [more] appropriate monographs.” Current Approval plans which rely on third parties may make for limited collecting since “even when carefully monitored still bring into the library significantly more unused material than do other methods.” Furthermore, not all faculty members respond to library liaison outreach efforts so that

two-way ILL efforts can augment “collection development by many serious faculty scholars who would otherwise have little input on building the collection. These programs have been titled in various ways including: “Books on Demand,” “Just-in-Time Acquisitions,” “Point-of-Need Acquisitions,” and “Collaborative Collection Development.” Now that technology has caught up with methodology, ILL can be seen as an adjunct, not a replacement for collection development, and this fosters an even greater degree of cooperation between departments than has historically been seen.

Acquisitions have always been focused upon supporting the curriculum and core information needs, but by using ILL requests, access can be provided to other areas of scholarship. “Bibliographers can glean from ILL trails evidence of areas not yet covered by existing library collections or research interests beyond the scope of the current collection.” One study (2004) looked at 72 North American research, college, and governmental libraries. The average costs through ILL were \$17.50 per item borrowed and \$9.27 per item loaned. Moreover, with such costs as: staffing, supplies, equipment,

network, delivery, photocopying, and other associated fees, the average price can rise as high as \$42.00 per item. “In addition, the most recent **ARL** study concluded that, based on historical data, libraries can expect their ILL borrowing to rise 7% a year and their lending to rise 4%. If our costs rise along with our volume, they’re going to spiral out of control very quickly.” The consensus remains that ILL requests represent patron research needs and that “many books purchased through firm orders by bibliographers or approval plans never circulate in our libraries but with this service they would be assured at least one circulation.”

Established programs such as **ILLiad** are enabling this approach by their ease of use and such services as: End-user ILL request functions, quick transfer of requests to the ILL service of choice, including **OCLC**’s ILL, customized processing queues, electronic linking and searching of the library’s OPAC to verify and check out items, comprehensive ILL statistical management programs that provides numerous ILL statistical reports including copyright tracking, most frequently requested titles (who requests

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what), collection analysis, borrowing and lending analysis (trends) and complete electronic management of both borrowing and lending functions that will make paper-based files obsolete. The consensus is that "ILL data...helps identify areas of the collection that may need to be strengthened to support developing research activity and to pinpoint areas where collection levels may be inadequate to meet interdisciplinary needs.

Since purchasing items are usually less expensive than repeated requests for ILL, investigations have concluded "a large proportion of the loans analyzed involved recent, relatively inexpensive in-print materials suggest[ing] that some of this could and should be bought either instead of, or in addition to borrowing."

Current and effective models such as those at the **Camden-Carroll Library at Morehead State University** use detailed use and purchase guidelines. The library has a print collection of about 500,000 volumes, 2,500 current subscriptions in print and microform formats, and an extensive reference collection. They serve about 10,000 students. The department was seeking ways to cut costs and acquire titles more rapidly. They selected **Amazon.com** as the first choice for purchasing and it has proven to be a successful partnership with many of the requested titles being shipped within a week.

Another library that is using this model of ILL initiated "Books on Demand" purchasing is the **University of Wisconsin-Madison** library. They serve a student population of about 40,000 students and 19,000 faculty and staff. The Direc-

tor of the library system was also seeking ways to increase turn-around time for patron requests and developed similar detailed selection and ordering criteria to determine if purchasing an item was feasible. Each library's selection criteria and purchasing standards should be customized according to the individual libraries' needs, established acquisitions parameters, ordering/processing procedures, and project year funding. "Their model blends formally the disparate library functions of access and ownership." The issue of high use is very important, as libraries do not want the resources to sit on the shelf. The value of any library is not measured by volume count alone, but "the quality of those resources, proven by use, is the ultimate worth of a library."

Most of the libraries chose dealers such as **Amazon.com**, **Barnes and Noble.com**, and **Alibris.com**, thus using the relationships that already exist with current library vendors, and left credit card purchasing, invoices and those matters with an already experienced acquisitions staff. Administrative personnel expressed concerns in many cases about the ability of their staff to handle the changes. But as one director stated,

"change is inevitable and important. My staff initially was not convinced that they could handle any additional work. It turns out they could by adjusting work assignments, and the staff members involved with Interlibrary Loan actually enjoy the new tasks. It is easy to get in a rut, and interlibrary loan forced us to look at our numerous procedures to review what work we could eliminate, outsource, or absorb."

This is very important in this era of thinking that the "Internet will replace the library with ease." This collaborative effort can add

an additional layer of response in the collection development process also. However, this type of purchasing will add fuel to the continuing debate over "access versus ownership." The "Farmington Plan" is still very much alive in the mind of traditional librarians, who still believe we are what we own, but "with the information explosion in the twentieth century, it has become evident that libraries are no longer capable of purchasing or "collecting" the vast amount of materials that would satisfy all the information needs of every patron. Not only is the sheer volume of information increasing, but costs are spiraling upward at the same time that budgets are being frozen or reduced.

Summarily, some of the advantages for implementing such collaborative efforts are: improved patron satisfaction, enhancement of the collection in specialized materials, optimized use of funds if a resource is used more than once; safety net for acquiring overlooked titles, decreased workloads for Interlibrary Loan departments, identification of lost, missing, damaged items, increased constituent participation in collection development, and possible journal additions may be noted. Conversely, some of the disadvantages of such efforts are: additional personnel may be needed as well as training, staff may not respond positively to change, slower turnaround times in some cases, patrons may bypass already held materials to order new items, and the system does not work as well for scientific or technical titles. However, these models highlight the "importance of combining different sources of data for collection development decisions," and for information professionals to truly understand their collections and clients.

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against the grain people profile

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BORN AND LIVED: Born and lived in Detroit until just after grad school. I now live in Portland, Oregon.

EARLY LIFE: I still consider myself in this stage.

PROFESSIONAL CAREER AND ACTIVITIES: Anthropology undergrad and MLIS from Wayne State University.

IN MY SPARE TIME I LIKE: Eating my way through Portland, sewing, leisurely bike rides that require no real physical exertion, working on my house.

FAVORITE BOOKS: *The Heart is a Lonely Hunter*, almost anything by Ryszard Kapuscinski, and Patricia Highsmith.

PET PEEVES: Poor table manners and the inability to imagine the big picture.

MOST MEMORABLE CAREER ACHIEVEMENT: I appreciate all the big transitions, my first day at Blackwell, moving into the Sales Director position, and now my new role at EBL.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: A second Masters, or on my way to a PhD. 🌱

Distinguished Library Leader – Dr. Edward Holley Dies Peacefully at Age 82

Feb. 19, 2010 — One of the most outstanding leaders in 20th century American librarianship, **Dr. Edward G. Holley**, died peacefully Thursday, February 18 in Durham, NC. A highly respected dean and professor at the **School of Information and Library Science** at the **University of North Carolina at Chapel Hill** from 1972 to 1985 and **William Rand Kenan, Jr.** Professor from 1989 until he retired from the School in 1995, **Dr. Holley** was known as a giant in the library world.

Holley was born in 1927 in Pulaski, TN. In 1949 he earned a B.A. in English from **David Lipscomb College** in Nashville, TN. He then received an M.A. in library science in 1951 from **George Peabody College for Teachers**, also in Nashville. In 1961 **Holley** completed a Ph.D. in library science at the **University of Illinois at Urbana-Champaign**. He began his professional academic career at the **University of Houston**, and he spent nine years in Texas before coming to Chapel Hill in 1972 to assume the position of dean and professor in **UNC at Chapel Hill's SILS**.

Holley served as president of the **American Library Association (ALA)** from 1974-75 and received nearly every major award his profession bestowed, notable among them the ALA Scarecrow Press Award for his published dissertation, *Charles Evans, American Bibliographer* (1964); the ALA Melvil Dewey Award (1983); the ALA Joseph Lippincott Award (1987); Distinguished Alumnus Awards (Peabody Library School, Vanderbilt University, 1987; Graduate School of Library and Information Science, University of Illinois at Champaign-Urbana, 1988); the Academic/Research Librarian of the Year Award (Association of College and Research Libraries, 1988); and the Beta Phi Mu Award (1992). In 1994, he was honored with a festschrift, *For the Good of the Order: Essays in Honor of Edward G. Holley*, the title bearing witness to his tireless professional devotion.

An eminent historian, **Holley** produced over 100 books, articles and essays on topics as diverse as library biography, the history of library education, copyright, library administration and the place of personal morality in public life. He served on countless high level committees, worked for accreditation standards, defended the MLS, testified before Congressional

committees and acted as a library consultant. As **ALA** president during turbulent times (1974-1975), he was largely responsible for establishing a federated system for **ALA** ("every tub on its own bottom").

While dean of **SILS**, **Holley** established a doctoral program, hired distinguished faculty and expanded the master's program to two years, providing a core curriculum known famously to students during his years as "The Block." In 1975 he established the internship program at the Environmental Protection Agency Library that still exists today. As professor and advisor, he was an inspiration to his students.

"Ed was not only a distinguished professional, but also a caring and compassionate individual," said **Dr. Barbara B. Moran**, interim dean of **SILS**. "He was one of the most unselfish people I ever met and was always concerned with the good of others. He was a wonderful mentor and someone who cared deeply about the students, the faculty and the

School. Using his own term, he always put the "good of the order" before his individual needs. He was truly a remarkable person and one who will be missed deeply by those who had the opportunity to know him."

Dr. Holley was preceded in death by his wife, **Bobbie Lee Holley**. He is survived by four children, **Gailon Holley, Jens Holley, Amy Holley** and **Beth Holley**; and three grandchildren, **Melody Holley, Faith Holley** and **Julia Ruth**. A special memorial to honor **Dr. Holley** is being planned. Details will be shared as they become available.

Gifts in memory of **Dr. Holley** may be directed to the "**Edward G. Holley Student Research Fund**" at **SILS**. For more information on how to make donations in **Dr. Holley's** name, please contact the **SILS** office at 919-843-8337 or send email to <wmorroe@unc.edu>. 🌱

Portions of this information have been reprinted from "Interview with **Edward G. Holley**" by **Tommy Nixon**, which was published in *North Carolina Libraries*, 56(2), Summer 1998, p.65-70.) http://sils.unc.edu/news/releases/2010/02_holley.htm

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