

The IUPUI University Library's Demand Driven Acquisitions for Monographs

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Like many libraries recently, the University Library experienced declining purchasing power for materials as a result of inflation and flat or declining budgets. The library found that its materials budget was over-committed to resources that kept it from considering newer resources that became available. Increasingly, many of the commitments the library had were to subscriptions and approval plans that were high-cost and low use. As a result, the library instituted a new Resource Acquisition Plan that among other things, called for demand-driven plans which offered a greater amount of resources and to pay for only those that are used. The library already had implemented several demand-driven plans for e-books, streaming videos and scholarly articles. Circulation data indicated that purchased monographs—whether selected by subject specialists or approval plans -- had low-usage. In fiscal year 2018, the IUPUI University Library spent over \$85,000 on auto-shipments from its main approval plan with GOBI (a k a YBP). This plan served all subject areas except for the library except foreign language materials and materials for the Herron School of Art Library. Given this environment, the library decided to implement a demand-driven acquisition (DDA) plan as the primary vehicle for obtaining monographs. The program's public name is Books on Demand.

Implementation

The question was how to make a DDA program function. The program needed to have a couple of features: it should be, to some extent, mediated and we wanted the user to be able to choose the format of the title—online or print. We consulted with GOBI and came up with a plan to identify titles for the program. First, the library would subscribe to GOBI's Export Plus program which would allow for MARC records of identified titles to be exported from OCLC. GOBI created a new subaccount and transferred the approval plans to one dedicated to the DDA. We also worked with Courtney Greene McDonald and Rachael Cohen from Bloomington to implement an OpenURL button that would only appear in IUCAT records for based upon a specific location for the library. This button would serve as a source for OpenURL linking—that is, the data from specific MARC fields would be passed in the OpenURL. We then consulted with Andy Smith of the University Library Operations Team to create a target for the OpenURL metadata. Andy created a submission form which received the OpenURL and populated the form with the bibliographic information from the MARC record. Because the requestor had to login with their campus, credentials to make the request, their user ID and campus email were included in the form. At the bottom of the form, the user was given a choice of whether they preferred to get the book in print or an e-book. Finally, we worked with Spencer Anspach, from IU Database Management, to come up with specifications for loading the records—including the name of the location and the creation of a publication note.

Get this for IUPUI

Abrahams' and McMinn's clinical atlas of human anatomy

Author [Abrahams, Peter H., author.](#)

View of a Books on Demand record with OpenURL button

Submit Book Purchase Request Form

The IUPUI University Library On Demand program allows IUPUI students, faculty, and staff to select books the Library will purchase for the Library's collection. The books can be purchased in print and will take anywhere from about a week or up to two weeks to be delivered. Or, when available, books can be purchased as e-books, which can be delivered as fast as within two hours. The IUPUI student, faculty, or staff person who requests the book will be sent an email when the book is available for pick up or use.

User Name	<input type="text" value="kpetsche"/>
Preferred Email	<input type="text" value="kpetsche@iupui.edu"/>
Title / Subtitle	Abrahams' and McMinn's clinical atlas of human anatomy / Peter H. Abrahams, Jonathan D. Spratt, Marios Loukas, Albert-Neels van Schoor.

Partial view of a Books on Demand submission form Policies

The library created several policies to implement and manage the program. It was decided that titles whose list price was \$200 or less would be added to the program. This raised several questions about e-books such as: 1.) what would the price limit be for electronic versions, 2.) what license would be chosen (e.g. 1-user, 3-user, unlimited) and 3.) which platform(s) would be preferred for e-books. The library determined that a single-user license would be purchased and that the limit on any e-book would be \$500. For a number of reasons, EBSCO's platform was chosen as being preferable—mainly because it gives access to all other Indiana University campuses. EBSCO is also preferred as we are able to get notified of access within an hour by GOBI. The latter reason for preferring EBSCO raises the issue of requestor expectations. We decided to promise access to an e-book within two hours of the submission of a request—if ordered during the normal working week from 8:00 am to 5:00 pm. For print books, we decided to give two options—to either request a rush order or normal delivery.

- ☒ Purchase the electronic version (e-book), which can be delivered as fast as within 2 hours.
- ☐ Purchase the print version, and I would like it delivered as soon as possible (usually within a week).
- ☐ Purchase the print version, and I can wait for a normal delivery (usually within 2 weeks).

View of format and delivery options for a Books on Demand Request

Implementation and Initial Results

We decided to do a pilot test using our History, Social Work and Nursing approval plan profiles. In

GOBI, auto-shipments for these profiles ceased, the entirety of each profile was changed to slips and added to the new subaccount for the DDA program. MARC records for these subjects were loaded into IUCAT in September 2018. Experiencing no serious functionality issues with the pilot program, the library launched the full program in January 2019. Since its inception, we have downloaded over 25,000 MARC records having a value of \$1.9 million for the print list price. For the first 12 months of the program (including the pilot period), the library had fulfilled 265 requests, spending \$17,160. Interestingly, 180 of the requests (68%) were for print copies.