



PDA + ILL -> CIRCULATION ↑



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INTRODUCTION

Patron driven acquisition (PDA) of library materials is not a new concept. Librarians have always been attentive to the suggestions their patrons make for library materials. What has changed in recent years is how we receive those suggestions and how we acquire those materials patrons want.

At the Kornhauser Health Sciences Library at the University of Louisville, we have long used interlibrary loan (ILL) requests as a selection tool. We consulted the list of books borrowed once a year and selected some of them for purchase well after the ILL transaction was complete.

Beginning in September 2010 we began using our ILL requests as a core source for print book selection. ILL requests for books published after 2000 were routed to the Acquisitions Librarian for consideration for purchase. A special category, called Awaiting Technical Services Processing, was added to the ILLIAD client for these requests. Titles appropriate for purchase were verified and purchased through a library account established at Amazon.com. Books generally arrived 1-2 days later, were catalogued and processed immediately. The patron was then notified by email of the availability of their requests for check out.

SPECIFIC AIM

To determine the effectiveness of this alternative basis for book selection as determined by cost and the number of times the books circulated between September 1, 2010 and June 30, 2011.

METHODS

From September 2010 through June 2011, approximately 350-400 titles were routed to Awaiting Technical Services Processing. Eighty books were purchased. During that same period 184 books were purchased through our usual vendor. This included both approval and firm order titles. An alphabetical report of these titles was generated by the vendor. Eighty titles were selected from this report using the Research Randomizer at www.randomizer.org.

Cost and usage statistics for these titles were compared to those for the titles purchased via PDA/ILL. Purchase prices came from the Amazon.com bills and from the Voyager Acquisitions module.

The Voyager Circulation module was used to determine the number of times each title had circulated.

RESULTS

The total costs for the two groups of books were very comparable. The total cost of the Amazon-purchased PDA/ILL group was \$8955.87, an average of \$112 per book. The vendor purchased-librarian selected group cost \$8885.25, an average of \$111 per book.

At the end of the study period only 5 of the librarian-selected titles had circulated, for a total of 6 times. During the same period the patron-requested ILL titles only 4 had not circulated at all. The rest circulated a total of 240 times.

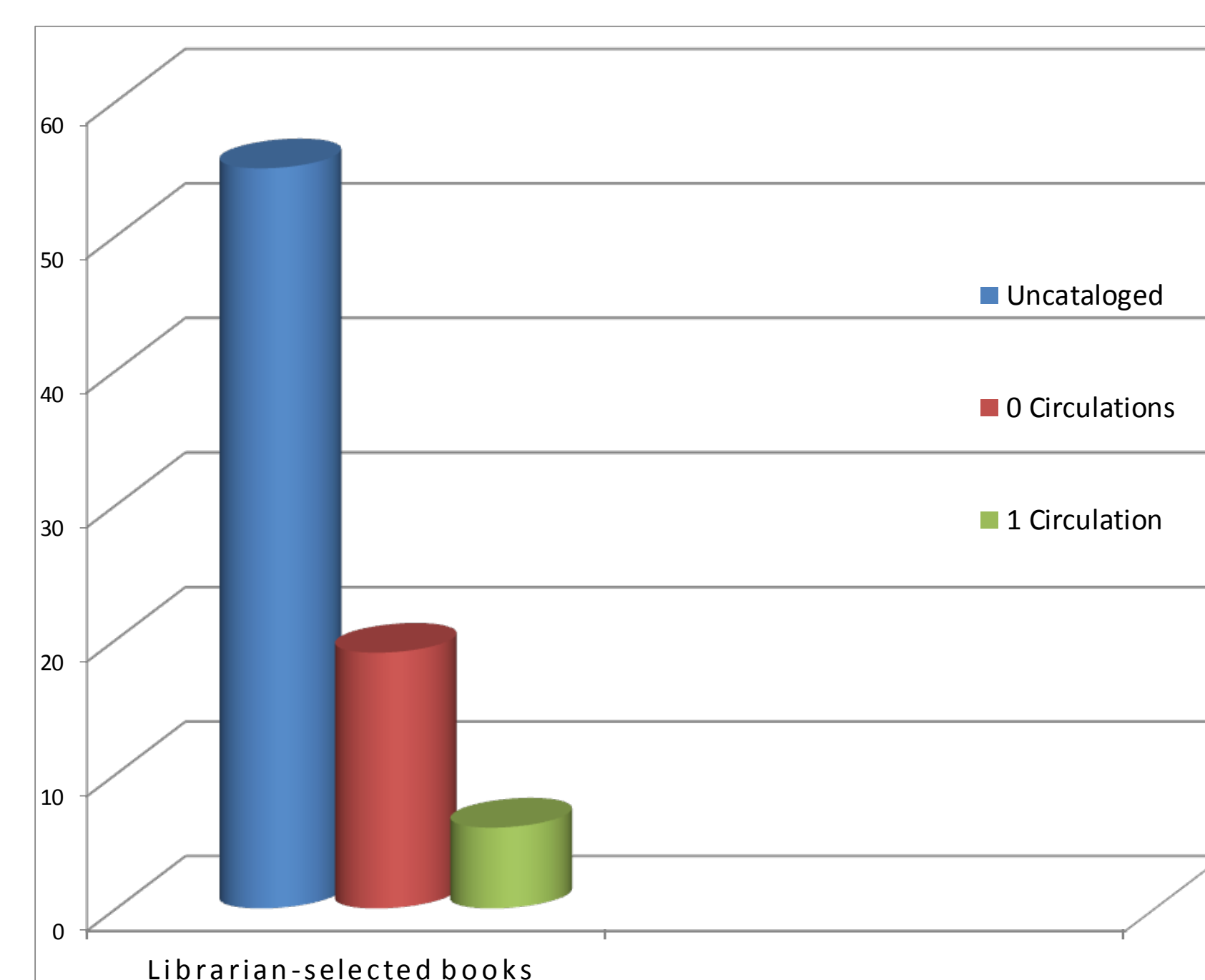


Figure 1. Follow up on 80 librarian-selected/vendor purchased books randomly selected from 184 books bought between September 1, 2010 and June 30, 2011 as of September 15, 2011

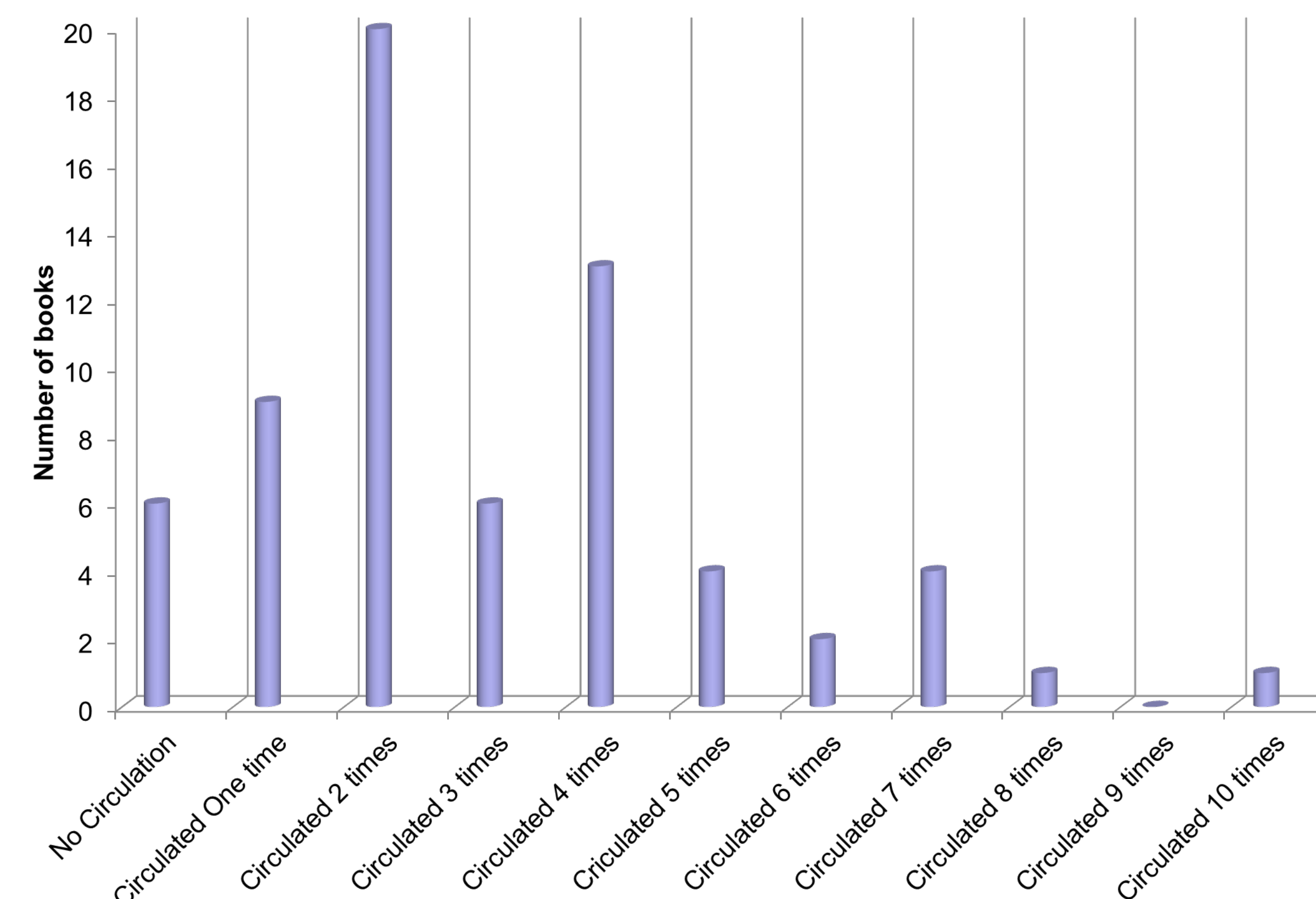


Figure 2. Follow up on 80 ILL/PDA Amazon-purchased books showing how many times books circulated between September 1, 2010 and June 30, 2011 as of September 15, 2011.

CONCLUSION

No cost savings were achieved.

Purchases of PDA/ILL resulted in significant numbers of circulations for most titles.

By the end of the study period 55 of the vendor-purchased books were still uncataloged and therefore unavailable to patrons. This revealed a problem in our Technical Services processing procedures.

OBSERVATIONS

Approval lists are over-loaded with new editions of existing titles and do not expose collectors to enough really new material.

Many ILL requests are well out of scope for an academic medical library.

Books were purchased from Amazon.com because it provided the fastest delivery service. Since that time vendors have initiated services specifically designed to meet this need. YBP recently began RUSH2 Ordering Service specifically designed to meet interlibrary loan requests. All "rush eligible" titles can be viewed at their website and a choice of shipping methods is available.

Collection management and acquisitions librarians should consider whether building the perfect well-rounded collection should continue to be their goal.

Collection management and acquisitions librarians should increase the importance they place on patron satisfaction as a goal of collection building.