

Thanks for listening!

Students at the Heart of the (Acquisitions) System: experiences of Patron Driven Acquisitions at Bournemouth University

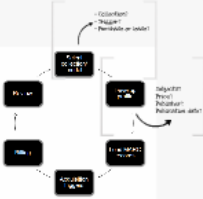


Neil Ford
Academic Liaison Development Manager,
Library and Learning Support
Bournemouth University

What is Patron Driven Acquisition?



How does it work?



Adapted from (Boulton 2011)

PDA at BU Bournemouth University

- mylibrary
- dawsonera
- Started Dec 2010
- All subject librarians completed
- Simple purchase model
- Items purchased to date = 1759
- Pu. cost per item = £16.27
- Section requests in 2011 = 132710
- Pilot during 2011
- Tourism and Social Work profile profile
- 3 access models available (Bournemouth Books 2012)
- 5% items purchased
- 50% hits in 4 month period
- Plan suspended Dec 2011

Comparing use and value

Spent	Items	Pu. cost per item	Request
£32,273	226	£143.38	£117
£15,152	450	£33.68	£149

*Items bought Jan-Jun 2011
*Usage from Jul-Dec 2011



How is use distributed through the collections?



Conclusion

- PDA has potential for:
 - Subject collections
 - Alternative to L.L.
 - Difficult to reach users
 - Demonstrating partnership with users
- Lessons learnt at BU:
 - Subject profiles matter
 - Different triggers for different users
 - Don't forget the review stage!
 - Promote useful items

Customers or Partners?



Why is this important?



Maximising ROI

All value to your patrons purchased



Students at the Heart of the (Acquisitions) System: experiences of Patron Driven Acquisitions at Bournemouth University



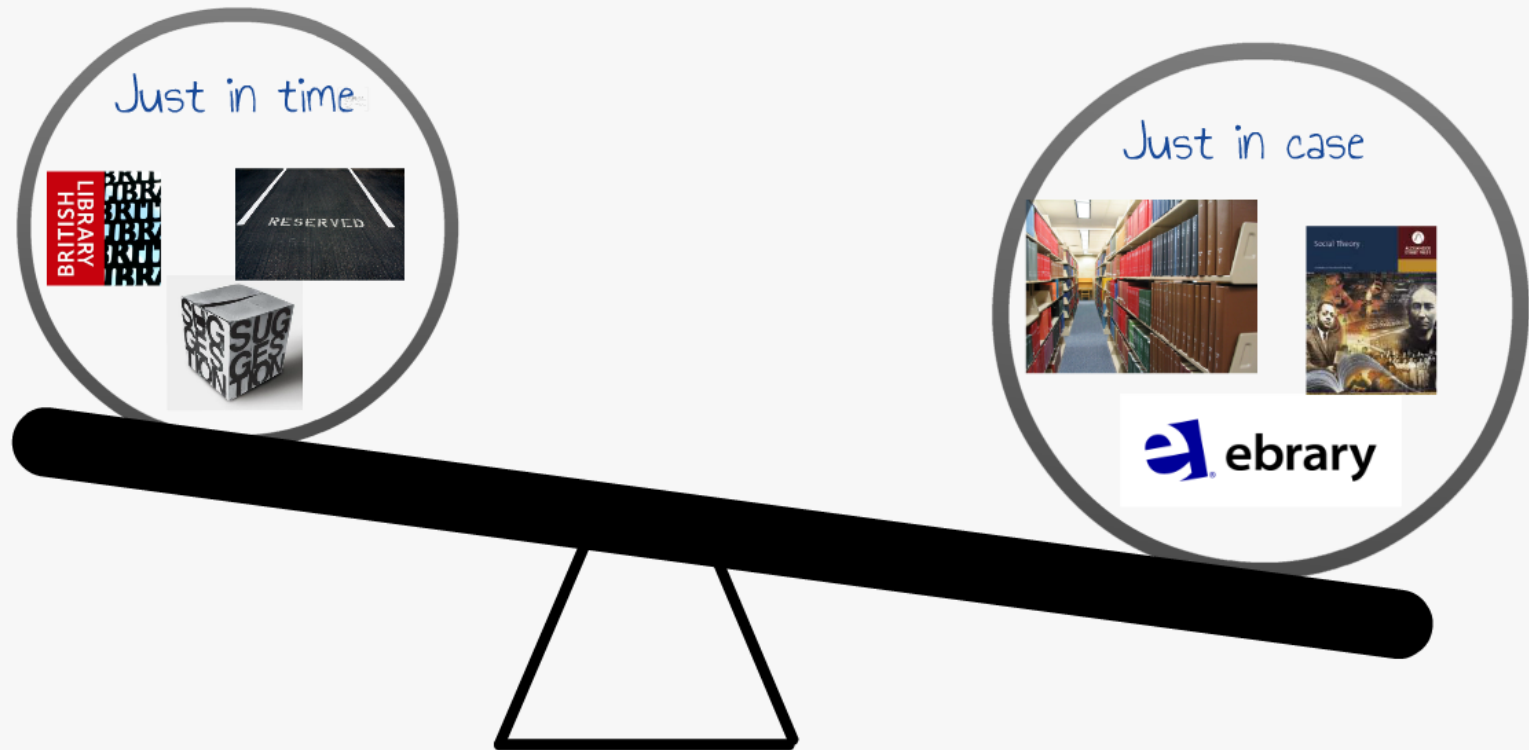
Neil Ford

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What is Patron Driven Acquisition?




Just in case



Just in time





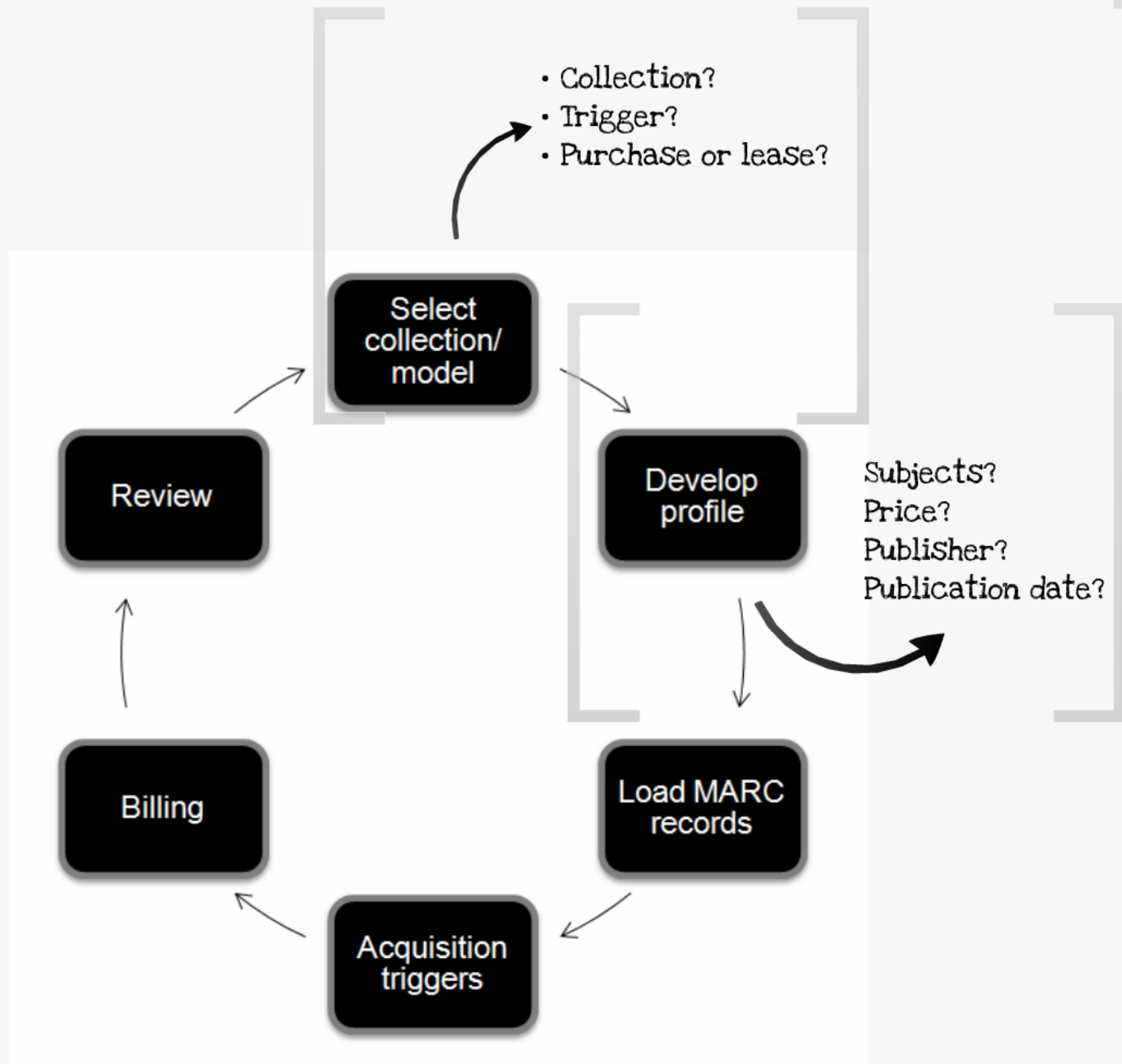
Patron-driven acquisition of e-books

"Bibliographic records for proffered titles are loaded into the library's online catalog where they can be discovered by users...

...As patrons discover these records, they are able to open the e-book which, depending on the service provider's model, may trigger a lease or purchase of the e-book."

(Medeiros 2011, p.160)

How does it work?



Adapted from (Deliquie 2011)

- Collection?
- Trigger?
- Purchase or lease?



Select
collection/
model



The diagram features a black rounded rectangle with the text 'Develop profile' in a blue and orange gradient font. An arrow points from the top left towards this box. From the bottom of the box, a straight arrow points downwards and a curved arrow points towards the right, leading to a list of four questions in a typewriter-style font.

Develop
profile

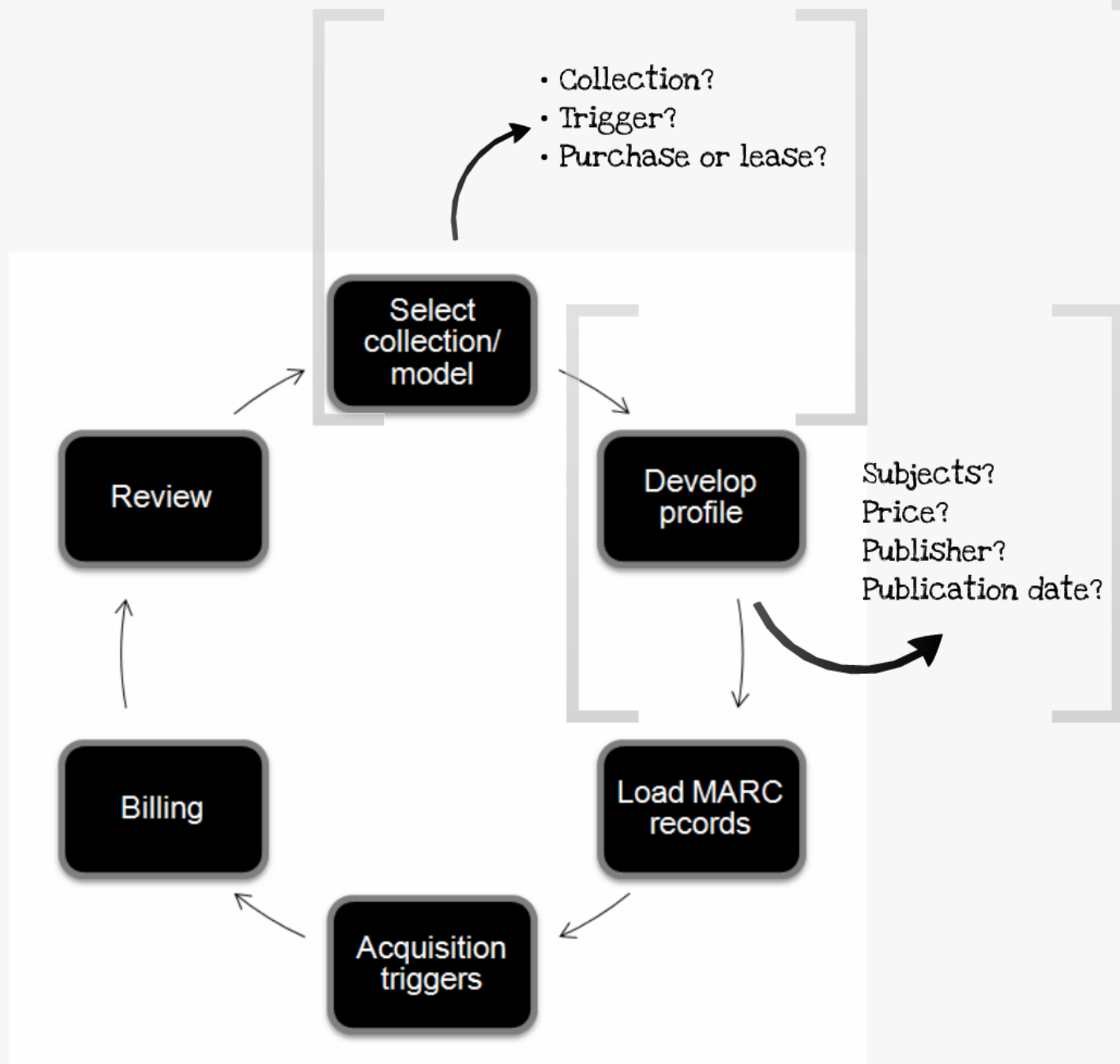
Subjects?

Price?

Publisher?

Publication date?

How does it work?



Adapted from (Deliquie 2011)

PDA at



- Started Dec 2010
 - All subject librarians completed profile
 - Simple purchase model
 - Items purchased to date = 1474
 - Av. cost per item = £91.24
 - Section requests in 2011 = 132410
- Greed is not good!

- Pilot during 2011
- Tourism and Social Work profiles
- 3 access models available (Dawson Books, 2012)
- 54 items purchased
- 5041 hits in 6 month period
- Plan suspended Dec 2011

Comparing use and value



Vs



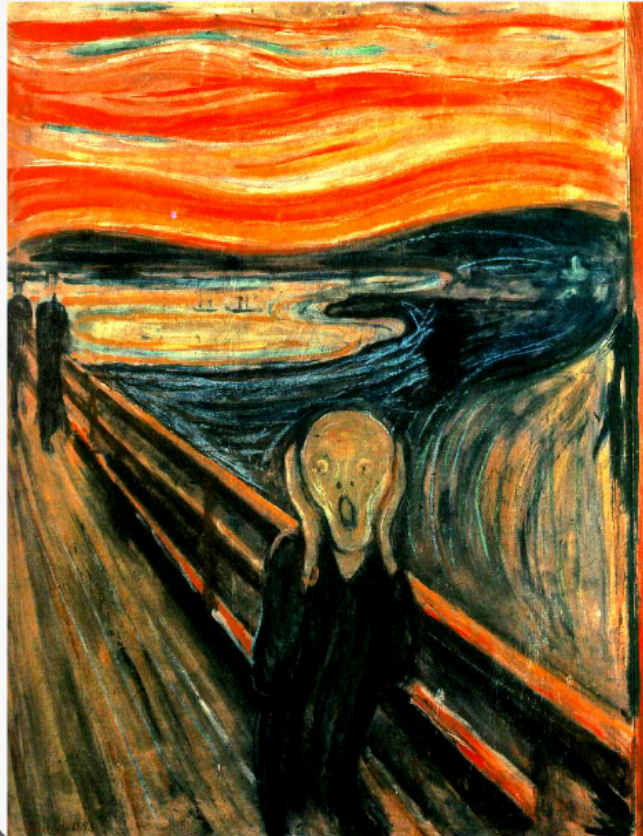
- Spent*: £31,273
- Items: 226
- Av. cost per item: £138.38
- Av. cost per section request**: £1.14

- Spent*: £43,462
- Items: 450
- Av. cost per item: £96.58
- Av. cost per section request**: £1.67

*Items bought Jan-Jun 2011

**Usage from Jul-Dec 2011

Comparing use and value!



Note to Self:
Don't forget to
mention Shroeder!

How is use distributed through the collections?



Develop profiles and models

Who are the heavy hitters?

How can we get more of these?

Title	Author	Year
1. The Psychology of Learning and Motivation	Edward Thorndike	1905
2. The Principles of Learning and Motivation	Edward Thorndike	1911
3. The Principles of Learning and Motivation	Edward Thorndike	1911
4. The Principles of Learning and Motivation	Edward Thorndike	1911
5. The Principles of Learning and Motivation	Edward Thorndike	1911
6. The Principles of Learning and Motivation	Edward Thorndike	1911
7. The Principles of Learning and Motivation	Edward Thorndike	1911
8. The Principles of Learning and Motivation	Edward Thorndike	1911
9. The Principles of Learning and Motivation	Edward Thorndike	1911
10. The Principles of Learning and Motivation	Edward Thorndike	1911
11. The Principles of Learning and Motivation	Edward Thorndike	1911
12. The Principles of Learning and Motivation	Edward Thorndike	1911
13. The Principles of Learning and Motivation	Edward Thorndike	1911
14. The Principles of Learning and Motivation	Edward Thorndike	1911
15. The Principles of Learning and Motivation	Edward Thorndike	1911
16. The Principles of Learning and Motivation	Edward Thorndike	1911
17. The Principles of Learning and Motivation	Edward Thorndike	1911
18. The Principles of Learning and Motivation	Edward Thorndike	1911
19. The Principles of Learning and Motivation	Edward Thorndike	1911
20. The Principles of Learning and Motivation	Edward Thorndike	1911

"One-Hit-Wonders"

But why are they left on the shelf?

1013 Starting a Successful Business	Kogan Page	2
1014 Substance Misuse in Psychiatry: Approaches to Treatment and Service Delivery	Wiley	2
1015 Achieving Service-Oriented Architecture: Applying an Enterprise Architecture Approach	John Wiley & Sons	1
1016 Adoption: Roman World	Cambridge University Press	1
1017 Arbitrage Theory in Continuous Time	OUP Oxford	1
1018 Blackstone and his Commentaries	Hart Publishing	1
1019 Competitive Advantage of Regions and Nations	Gower Publishing	1
1020 Contexts of Contemporary Nursing	Learning Matters	1
1021 Culture and Well-Being	Springer Netherlands	1
1022 Drama as Therapy Volume 2: Clinical Work and Research into Practice	Taylor & Francis	1
1023 Drugs in Sport	Routledge	1
1024 Equity and Trade	Longman	1
1025 Hands-on Guide to Clinical Pharmacology, The	Wiley-Blackwell	1
1026 Identity, Health and Women: A Critical Social Psychological Perspective	Dalgrave Macmillan	1
1027 Introduction to International Capital Markets, An: Products, Strategies, Participants	John Wiley & Sons	1
1028 Introduction to Private Equity	John Wiley & Sons	1
1029 Law and Religion	Cambridge University Press Textbooks	1
1030 Leading in Turbulent Times	Emerald Group Publishing	1
1031 Modern Land Law	Taylor & Francis	1
1032 Perspectives on Human Development, Family, and Culture	Cambridge University Press	1
1033 Project Politics: A Systematic Approach to Managing Complex Relationships	Ashgate Gower	1
1034 Psychology of Music: From Sound to Significance	Taylor & Francis	1
1035 Q&A Family Law 2011-2012	Routledge	1
1036 The Psychology of Happiness	Cambridge University Press	1
1037 Watch This Space	Cambridge University Press	1
1038		
1039		

Do we need to look at a different trigger for these?

"One-Hit-Wonders"

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1019	Competitive Advantage of Regions and Nations	Gower Publishing	1
1020	Contexts of Contemporary Nursing	Learning Matters	1
1021	Culture and Well-Being	Springer Netherlands	1
1022	Drama as Therapy Volume 2: Clinical Work and Research into Practice	Taylor & Francis	1
1023	Drugs in Sport	Routledge	1
1024	Equity and Trusts	Longman	1
1025	Hands-on Guide to Clinical Pharmacology, The	Wiley-Blackwell	1
1026	Identity, Health and Women: A Critical Social Psychological Perspective	Palgrave Macmillan	1
1027	Introduction to International Capital Markets, An: Products, Strategies, Participants	John Wiley & Sons	1
1028	Introduction to Private Equity	John Wiley & Sons	1
1029	Law and Religion	Cambridge University Press Textbooks	1
1030	Leading in Turbulent Times	Emerald Group Publishing	1
1031	Modern Land Law	Taylor & Francis	1
1032	Perspectives on Human Development, Family, and Culture	Cambridge University Press	1
1033	Project Politics: A Systematic Approach to Managing Complex Relationships	Ashgate Gower	1
1034	Psychology of Music: From Sound to Significance	Taylor & Francis	1
1035	Q&A Family Law 2011-2012	Routledge	1
1036	The Psychology of Happiness	Cambridge University Press	1
1037	Watch This Space	Cambridge University Press	1
1038			
1039			

26	Family Law 2010-2011	Taylor & Francis	879
27	Strategic Marketing Planning	Taylor & Francis	881
28	Keenan and Riches' Business Law	Pearson Education UK	810
29	Essentials of Marketing Management	Taylor & Francis	768
30	The Health Practitioner's Guide to Climate Change	Forthscan	730

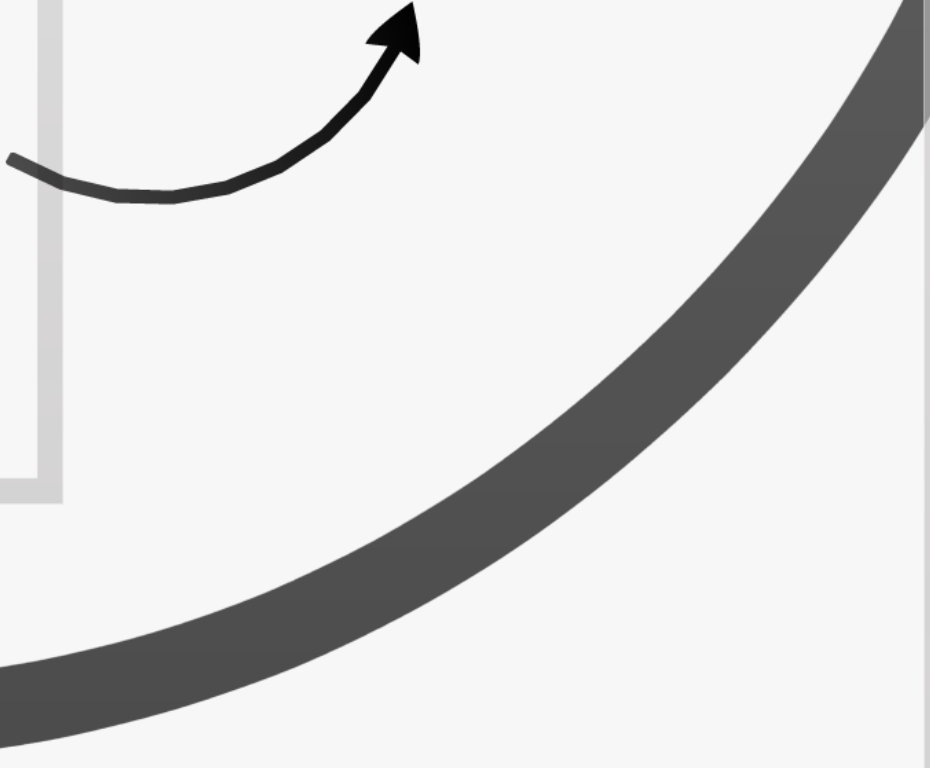
"One-Hit-Wonders"

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1037	Watch This Space	Cambridge University Press	1
1038			
1039			

8ce8c193d4e92c(1) / Sorted / PatronPlan / LibraryBought / Summary / Ready

Do we need to look
at a different
trigger for these?



Who are the heavy hitters?

How can we get more of these?

	A	B	C
1	Title	Publisher	Total
2	Marketing Management:First European Edition	Pearson Education UK	6562
3	Marketing in Travel and Tourism	Taylor & Francis	3209
4	Handbook of Reflective and Experiential Learning, A: Theory and Practice	Taylor & Francis	2459
5	Marketing Communications: A European Perspective	Pearson Education UK	2025
6	An introduction to Health Psychology	Pearson Education UK	1875
7	Tench: Exploring Public Relations e-book_p2	Pearson Education	1682
8	Power Without Responsibility: The Press, Broadcasting, and New Media in Britain	Taylor & Francis	1544
9	Professional C# 4.0 and .NET 4	John Wiley & Sons	1537
10	Emergence of Humans, The: An Exploration of the Evolutionary Timeline	John Wiley & Sons	1449
11	Armstrong's Handbook of Reward Management Practice: Improving Performance through Reward	Kogan Page	1407
12	Evidence Law 2010-2011	Taylor & Francis	1336
13	Planning And Managing Public Relations Campaigns	KoganPage	1289
14	Notational Analysis of Sport: Systems for Better Coaching and Performance in Sport	Taylor & Francis	1273
15	Scenario Planning - Revised and Updated Edition	Palgrave Macmillan	1210
16	Tourism: Principles, Practices, Philosophies	Wiley	1210
17	Introducing Psychology for Nurses and Healthcare Professionals e-book	Pearson Education	1181
18	Team Roles at Work	Taylor & Francis	1057
19	Talent Management	Palgrave Macmillan	1052
20	C# 2010 All-in-One For Dummies[®]	John Wiley & Sons	1024
21	Skilled Interpersonal Communication: Research, Theory and Practice	Taylor & Francis	994
22	Network Security Bible	John Wiley & Sons	957
23	Developing Change Leaders: The principles and practices of change leadership development	Taylor & Francis	950
24	Companion to Biological Anthropology, A	John Wiley & Sons	911
25	Market Segmentation: How to Do it, How to Profit from it	Goodfellow Publishers Limited	888
26	Family Law 2010-2011	Taylor & Francis	879
27	Strategic Marketing Planning	Taylor & Francis	861
28	Keenan and Riches' Business Law	Pearson Education UK	810
29	Essentials of Marketing Management	Taylor & Francis	768
30	The Health Practitioner's Guide to Climate Change	Earthscan	739

Add value to your patrons purchases!

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Who are the heavy hitters?
How can we get more of these?

№	Тема	Литература
1	Введение. История развития теории и практики менеджмента	1. Менеджмент. Учебник / под ред. В.А. Гукасова. - М.: Юристъ, 2004. - 304 с.
2	Менеджмент. Основные понятия, термины, определения	2. Менеджмент. Учебник / под ред. В.А. Гукасова. - М.: Юристъ, 2004. - 304 с.
3	Менеджмент. Основные функции, задачи, цели	3. Менеджмент. Учебник / под ред. В.А. Гукасова. - М.: Юристъ, 2004. - 304 с.
4	Менеджмент. Основные принципы, подходы, методы	4. Менеджмент. Учебник / под ред. В.А. Гукасова. - М.: Юристъ, 2004. - 304 с.
5	Менеджмент. Основные этапы, стадии, этапы	5. Менеджмент. Учебник / под ред. В.А. Гукасова. - М.: Юристъ, 2004. - 304 с.
6	Менеджмент. Основные инструменты, средства, ресурсы	6. Менеджмент. Учебник / под ред. В.А. Гукасова. - М.: Юристъ, 2004. - 304 с.
7	Менеджмент. Основные результаты, достижения, успехи	7. Менеджмент. Учебник / под ред. В.А. Гукасова. - М.: Юристъ, 2004. - 304 с.
8	Менеджмент. Основные проблемы, трудности, сложности	8. Менеджмент. Учебник / под ред. В.А. Гукасова. - М.: Юристъ, 2004. - 304 с.
9	Менеджмент. Основные перспективы, тенденции, направления	9. Менеджмент. Учебник / под ред. В.А. Гукасова. - М.: Юристъ, 2004. - 304 с.
10	Менеджмент. Основные выводы, заключения, рекомендации	10. Менеджмент. Учебник / под ред. В.А. Гукасова. - М.: Юристъ, 2004. - 304 с.

But why are they left on the shelf?

[illegible]

Do we need to look at a different trigger for these?

A photograph of two men in academic regalia shaking hands. The man on the left is wearing a black gown with yellow and gold stripes, while the man on the right is wearing a black gown with white and silver stripes. They are both smiling and looking at each other.

We now have over **90,000** e-books available

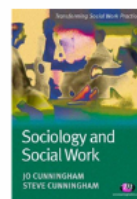
mySearch

ses!

Promote PDA items



New e-books chosen by you!



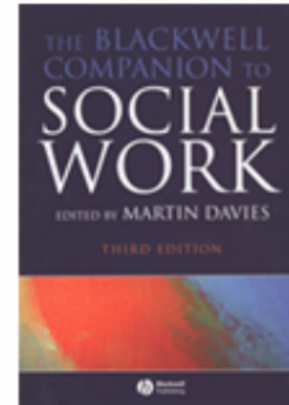
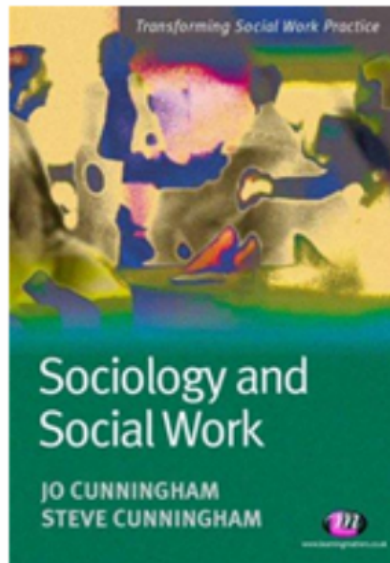
By reading copies of e-books you found on the Library Catalogue, you recommended almost **1,000 new books** during 2011

We now have over **90,000** e-books available

mySearch

look

New e-books chosen by you!



By reading copies of e-books you found on the Library Catalogue, you recommended almost **1,000 new books** during 2011

We now have over **90,000** e-books available

Why is this
important?



Google™

amazon.com®



Customers or Partners?

"Students will expect to be involved in every level of decision making" Amy Barker, UoP Student Union President



References

- Boyd, David I. 2011. Library short-term book loans triggered by use. *Library Journal*, 136 (Oct), 20-21.
- Breitbach, W. and Lambert, J. E. 2011. Patron-driven book acquisition. *Computers in Libraries*, 31 (6), 16-20.
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- Delgado, E. 2009. Achieving Balance: Building Revenue Models for the Future. Youtube. Available from: <http://youtube.com/CONNECTION> [Accessed 22 April 2012].
- Hodkins, N. 2011. Shaping a collection one electronic book at a time: patron-driven acquisitions in academic libraries. *OCLC Systems & Services*, 27 (3), 160-162.
- Palmer, E. 2009. Off the shelf Patron-driven acquisition. *Booklist*, 106 (9/10), 121-123.
- Schneider, R. 2012. When patrons call the shots: Patron-driven acquisition at Brigham Young University Collection Building. *SLJ*, 11 (3).

Conclusion

PDA has potential for:

- Subject collections
- Alternative to ILL
- Difficult to reach users
- Demonstrating partnership with users

Lessons learnt at BU:

- Subject profiles matter
- Different triggers for different uses
- Don't forget the review stage!
- Promote useful items

References

Rapp, D.(ed.), 2011. Ebrary short-term ebook loans triggered by use. *Library Journal*, 136 (10), 20-21.

Breitbach, W., and Lambert, J. E., 2011. Patron-driven ebook acquisition. *Computers in Libraries*, 31 (6), 16-20.

DawsonBooks, c.2012. Patron Driven Acquisition. DawsonBooks: Rushden. Available: <http://www.dawsonbooks.co.uk/Services/documents/pda.pdf> [Accessed 22 April 2012].

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Polanka, S., 2009. Off the shelf: Patron-driven acquisition. *Booklist*, 105 (9/10), 121-121.

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Thanks for listening!

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Conclusion

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Customers or Partners?

"Students will expect to be involved in every level of decision making" Amy Barker, UoP Student Union President

Why is this important?



Maximising ROI

Add value to your patron's purchase



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Comparing use and value

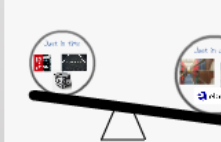


Comparing use and value

Library selected	Patron-driven acquisition
Spent: £332,273	Spent: £113,462
Items: 256	Items: 460
Avg. cost per item: £1,298.38	Avg. cost per item: £246.85
Avg. cost per section request: £1.17	Avg. cost per section request: £0.25

Items bought Jan-Jun 2021
*Usage from Jul-Dec 2021

What is Patron Driven Acquisition?



How does it work?

Adapted from (Boltup 2011)

PDA at BU Bournemouth University

- mylibrary
- dawsonera
- Started Dec 2020
- All subject librarians completed 'half point' profile
- Single purchase model
- Items purchased to date = 1274
- Avg. cost per item = £462.47
- Section requests in 2021 = 130716
- Plan suspended Dec 2021