

Rethinking Collection Development in Research Libraries: The Impact of a Successful Demand Driven Acquisitions Program

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Agenda for Today

- **Planning for DDA**
- **Building support**
- **Implementation**
- **Changing the Model**
- **Measuring Success**

Planning for DDA Begins

- **New Dean of Libraries- January 2016**
- **Library administration seeks proposal**
- **Explore options for setting up DDA**
- **DDA as supplement to existing collection model**
- **Early discussions with GOBI and EBSCO**

Building Support for Demand Driven Acquisitions

- **Focus on outreach to liaisons**
- **Align to university and library strategic plans**
- **Enhanced discovery and efficient access**
- **Emphasize ease of use**
- **Cost containment, stewardship of funds**

Laying the Groundwork for Success

- DDA relies on traditional approval profile
- Comprehensive review of profile
- Align DDA title selection to curriculum
- Leverage existing vendor relationships

Setting Up DDA at UA

- DDA built on traditional CD principles
- GOBI approval profile
- Establish DDA title pool
- Limit to EBSCO platform
- Establish deposit account
- Understand details of DDA

Early Success for DDA

- Increased access to content
- Improved usage and ROI
- Purchase based on demonstrated need
- Leverage existing platform for discovery and access
- Collaboration with GOBI-EBSCO to improve service

Benefits of DDA

- Efficiency for record loading
- Maintenance of DDA Pool
- Usage management through auto upgrades
- Elimination of funds for unused resources
- Redirect funds to other needs

Seeing a Changing Landscape

- **Print circulation vs. ease of use for e-books**
- **New role for liaisons**
- **Changing expectations for library users**
- **Increased reliance on data/cost per use**

New Vision for Selection

- **Respond to budgetary pressure**
- **Adjust to space constraints**
- **Address increase in online courses**
- **Focus on efficiency and cost containment**
- **Synergy through collaboration with vendors**

Changing the Collection Model

- Budget concerns & new priorities
- New liaison model focused on outreach
- Community was finding and using DDA
- DDA Profile and expanded subject coverage
- Purchase based on demonstrated need

New Collection Strategy

- **Cancellations based on high CPU/low use**
- **Reliance on DDA and strategic firm ordering for academic monographs**
- **Reduced reliance on print**
- **Faculty-librarian input for selections outside DDA**
- **Annual usage and CPU reports to Dean of Libraries**

How DDA has changed in 5 years

- Adjust profile
- Adjust price caps in profile and for DDA purchases
- Add/remove publishers
- Hybrid model for DDA triggers
- Increased focused on data analysis

How to Measure the Success of DDA

- 5 Years of DDA data
- DDA selection and purchasing provides good subject coverage
- Cost and cost-per-use support DDA vs. firm order
- Small traditional approval plan supplements DDA
- DDA and shift to e-books pays off during COVID

DDA vs Traditional Selection

- Usage for DDA vs. firm order
- Cost per use for DDA vs. firm order
- LC coverage for DDA vs. firm order
- Coverage by imprint year and publisher vs. firm order
- Monitor auto upgrades and second copy purchases

Learn more about DDA at UA

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