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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