From DDA to EBA

A Five-year Story from a Consortium Shared E-Book Collection Program

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39 academic libraries in ID, OR, & WA

- 7 community colleges
- 17 private 4-year colleges
- 14 public 4-year colleges (lg & sm)
- 1 health sciences institution
- Total FTE: 270,000
- Funded by membership dues
E-books @ the Alliance

Models

Demand Driven Acq (DDA) - Phases 1, 2, 3
- July 2011 - present
- EBL as book vendor
- YBP as profiler

Subscription Package - Phases 2, 3
- September 2014 - present
- Ebrary Academic Complete

Evidence-based Acq (EBA) - Phase 3
- May 2016 – present
- Wiley

Budget
- FY 2012 - $462K
- FY 2013 - $750K
- FY 2014 - $1M
- FY 2015 - $1M
- FY 2016 - $1M
- FY 2017 - $1M
Key Data about Alliance E-books

- Most used publishers:
  - Wiley
  - Taylor and Francis
  - Cambridge University Press
  - Oxford University Press
  - University of California

<table>
<thead>
<tr>
<th>Year</th>
<th>Cost per Owned Use</th>
<th>Cost per All Uses</th>
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<tbody>
<tr>
<td>FY2012</td>
<td>$9.55</td>
<td>$4.93</td>
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<tr>
<td>FY2013</td>
<td>$5.13</td>
<td>$4.18</td>
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<tr>
<td>FY2014</td>
<td>$5.83</td>
<td>$4.64</td>
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<td>FY2015</td>
<td>$2.31</td>
<td>$4.24</td>
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<tr>
<td>FY2016</td>
<td>$3.63</td>
<td>$4.31</td>
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</tbody>
</table>

H, P, R, T
½ of all DDA use

B, D, H, K, L, T
Used by all
Key Challenges in FY2015

- Short Term Loans
- High Access Costs
- Front List Embargoes
- Title Pool Fluctuation
Back to the beginning - project goals

- Build a broadly useful collection
- Diversify publisher list
- Improve cost stability and predictability
- Improve percentage of budget devoted to purchase
- Reduce barriers to access (e.g., DRM-free content, ADA compliance, easy to use interface)
- Minimize impact of fluctuating title pool

Image source: http://tinyurl.com/hpzz9jh
Review

- Rubric of 20 desired facets / criteria
- Proposals solicited from publishers identified in survey of consortia
- Needed more feedback – Open Call

Image source: http://tinyurl.com/jvczzfa
Tell me what you want . . .

- Goals reminder
- Assumptions or limitations of changes
- What is EBA
- Options
- Discuss
Usage-Based Collection Management
An evidence-based acquisition approach, without automatic purchase triggers

- Discoverability
- Affordability
- Stability
- Control

Patrons act, You decide
How does it work?

Deposit an upfront fee for access to 19,000+ online books across a diverse span of subject areas.

Access Wiley’s full Online Books catalogue including all Frontfile books, for 12 month discovery/access period.

Users have access to DRM-free chapter downloads to keep/save.

Unlimited concurrent user access, with 24/7 accessibility.

At the end of the discovery period, evaluate title level / subject focused usage statistics to help guide the book selections for purchase equal to the upfront fee.

Perpetual access rights to selected / “owned” titles.
Why is it Unique?

✓ Allows library to present larger set of titles for discovery than would otherwise be possible.

✓ Subject-focused collections available to accommodate all budget ranges.

✓ Searchable via discovery platforms, with MARC records supplied to your institution’s library to make discoverability even more efficient.

✓ Informs and empowers the Librarian’ title selection process.

✓ Librarians determine purchases based on patron activity. No title is automatically triggered for purchase.

No Automatic Triggers
Setting up UBCM for Success

Easy to navigate quarterly dashboard reporting enables better usage contextualization

Monthly updates

Customized marketing materials to help promote your resources.
Why Wiley?

- Low-risk for experiment
- History of consistent use
- Fixed cost
- Lots of titles!

### E-Book User Sessions by Publisher: Top 5 in FY16

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Total</th>
<th>Publisher</th>
<th>Total</th>
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<tbody>
<tr>
<td>EBL DDA</td>
<td></td>
<td>ebrary's Academic Complete</td>
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<tr>
<td>Wiley</td>
<td>75,869</td>
<td>Wiley</td>
<td>46,705</td>
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<tr>
<td>Taylor &amp; Francis</td>
<td>45,234</td>
<td>Oxford UP</td>
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<td>Taylor &amp; Francis</td>
<td>21,209</td>
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<td>Cambridge UP</td>
<td>15,824</td>
<td>U of California Press</td>
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<td>U of California Press</td>
<td>7,064</td>
<td>U of Minnesota Press</td>
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<td>McFarland &amp; Co.</td>
<td>3,452</td>
<td>Cambridge UP</td>
<td>7,579</td>
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Early indicators

Alliance Usage by Month by Year

Note: Metrics in this report reflect full text downloads from Wiley Online Library for UBCM Period To Date.
Early indicators

OHSU Usage by Month by Year

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<thead>
<tr>
<th>Month</th>
<th>January</th>
<th>February</th>
<th>March</th>
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<tr>
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<td>73</td>
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<td>41</td>
<td>60</td>
<td>104</td>
<td>61</td>
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<tr>
<td>2016</td>
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<td>228</td>
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</tr>
</tbody>
</table>

Note: Metrics in this report reflect full text downloads from Wiley Online Library for UBCM Period To Date.
Early indicators

Alliance Total Full Text Downloads - UBCM Period - By Subject Collection

Engineering
Life Sciences
Humanities
Chemistry
Math & Stat
Social Sciences
Health Sciences
Business
Veterinary Medicine
Popular Interest Physics
What’s next?

- Assessment
- Title selection
Questions and Discussion