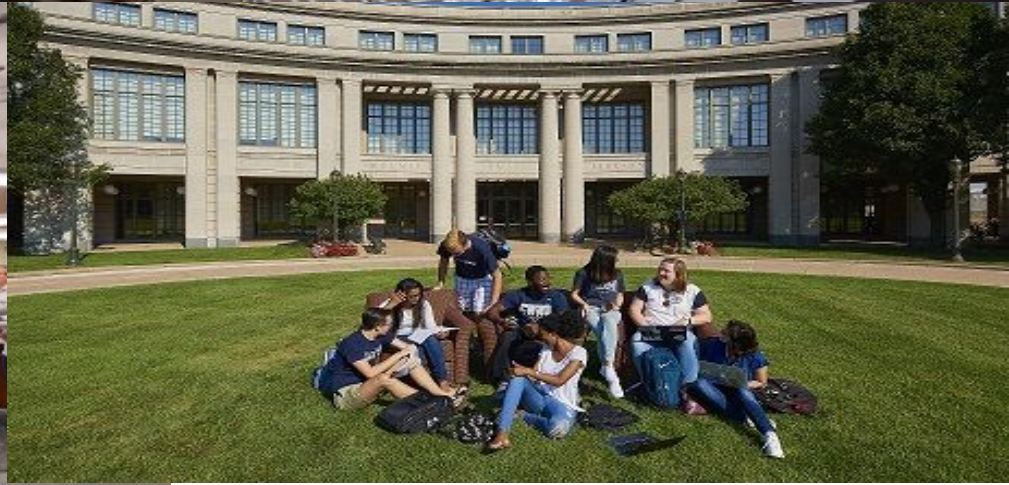


Doing More with More: Propelling the library forward with usage-based purchasing models

Liz Bernal and Stephanie Church
Case Western Reserve University
November 2, 2018







User-Based Initiatives Defined

- Demand Driven Acquisitions (DDA)
 - Librarian mediated content
 - Library contributes to deposit account
 - Users select purchases
- Evidence Based Acquisitions (EBA) or Evidence Based Selection (EBS)
 - Librarian mediated content
 - Library contribution grants access for one year
 - Librarians analyze usage data and select titles

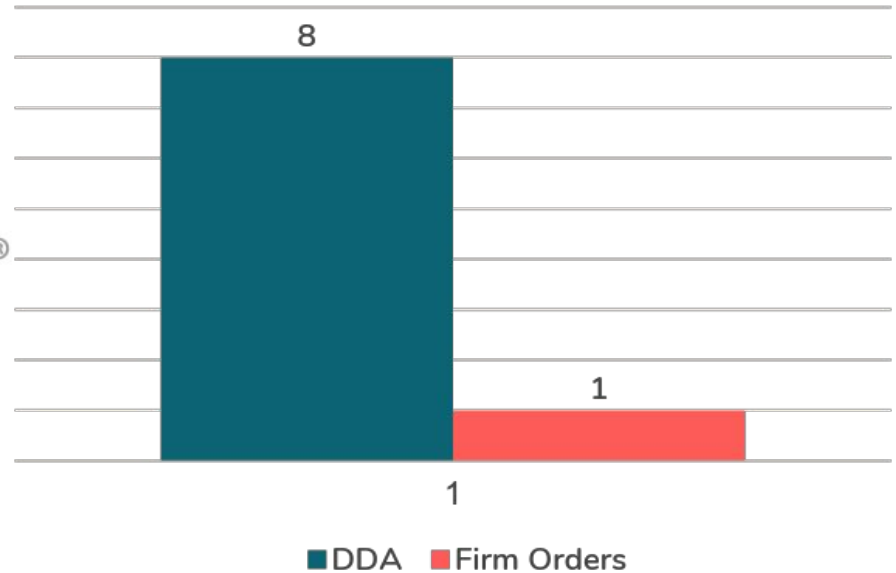


History of User-Based Initiatives at CWRU



mylibrary[®]

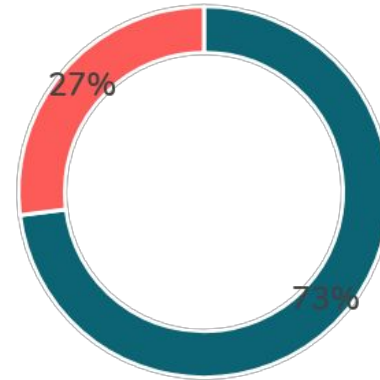
Average eBook Title Use





History of User-Based Initiatives at CWRU

Firm Order eBook Usage



■ Zero Usage ■ 1+ Use

St

STRATEGIC INVESTMENT IN COLLECTIONS & CONTENT

■ SALARY SAVINGS

KSL reallocated salary savings from temporarily vacant staff positions to make special one-time purchases.

■ FACULTY CONSULTATIONS

KSL was able to make new subscription purchases from savings after consultations with faculty to discontinue resources that did not meet the changing needs of curriculum, study, and research.

■ CAMPUS CONTRIBUTIONS

Direct Contributions by the College of Arts and Sciences allowed for purchases that the general materials budget was not able to handle.

■ GENERAL LIBRARY MATERIALS BUDGET



Goal 1 Research

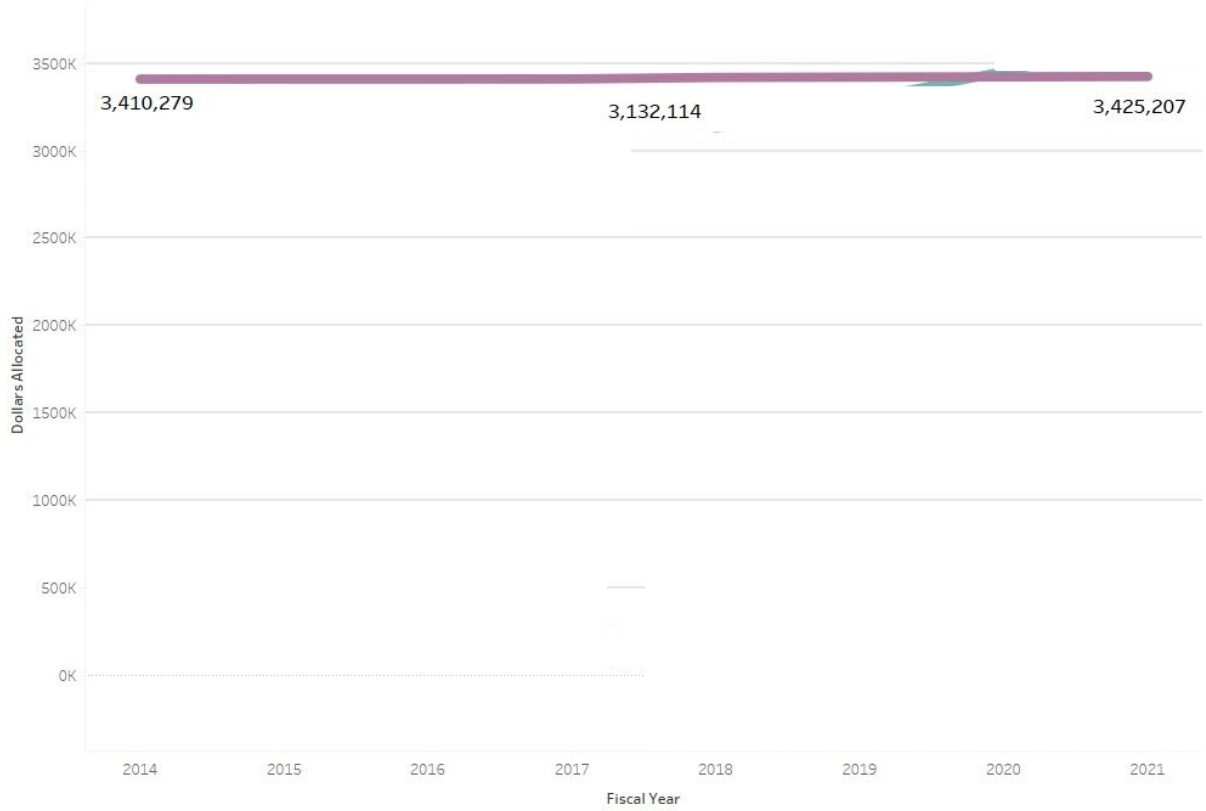
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Budget Allocation and Forecast

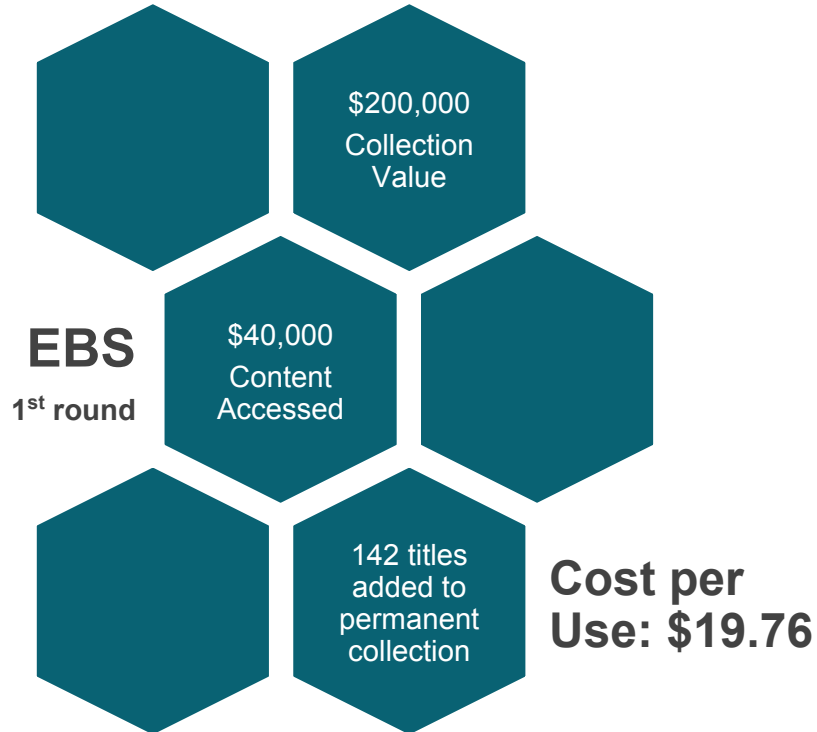


User-Driven Purchasing Models

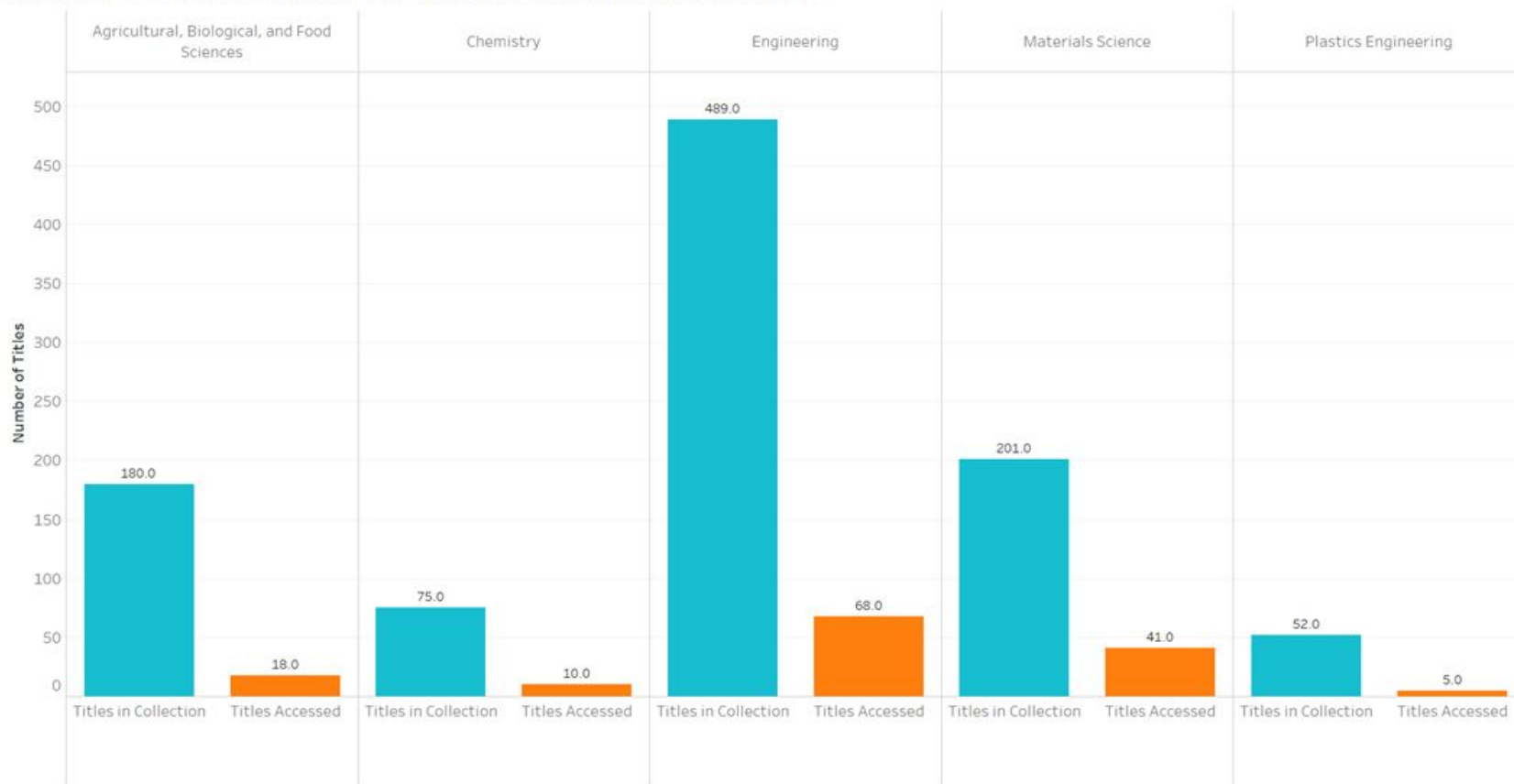


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a ProQuest Company

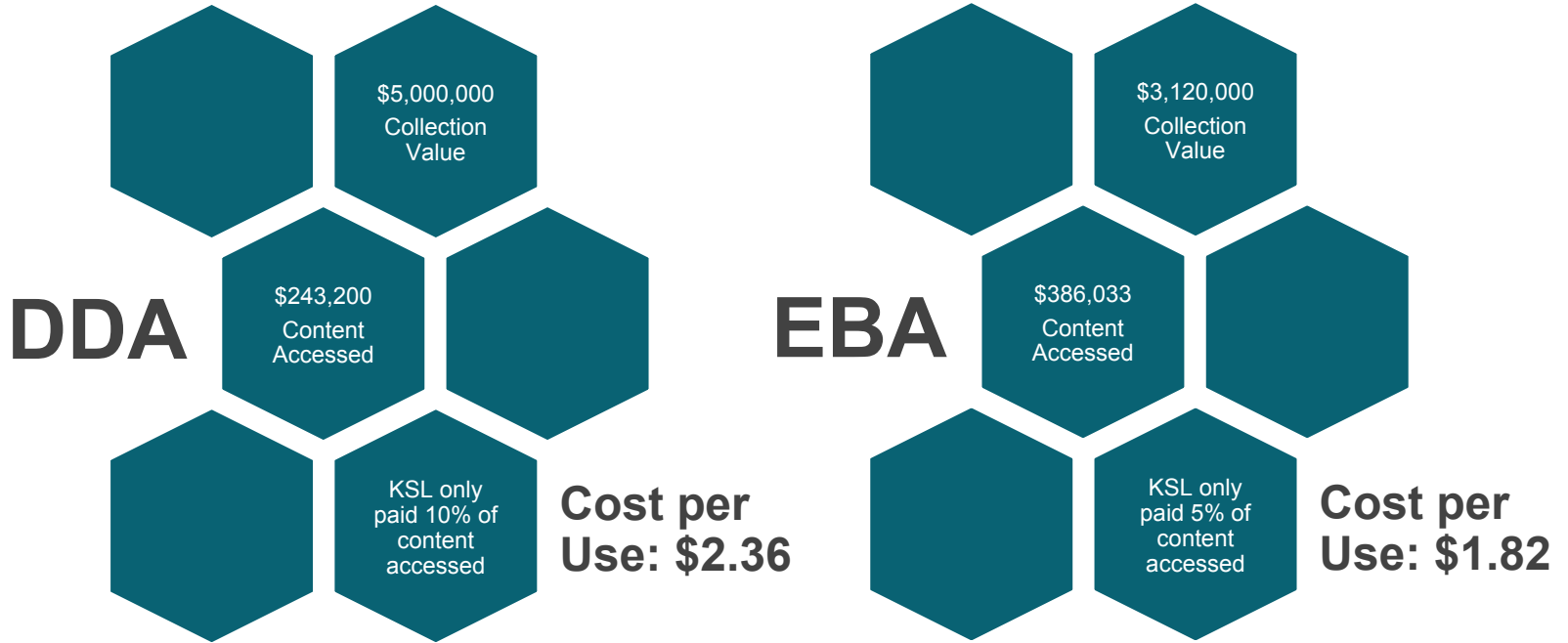
Elsevier eBook Evidence-Based Selection



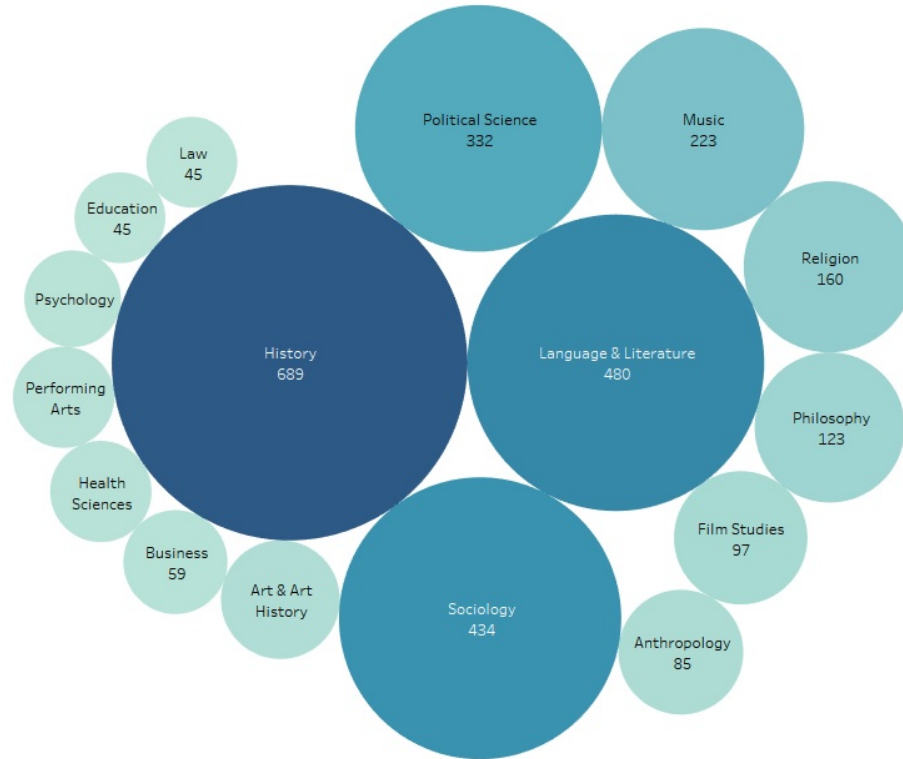
Elsevier eBook EBS: Titles in Collection vs. Titles Accessed



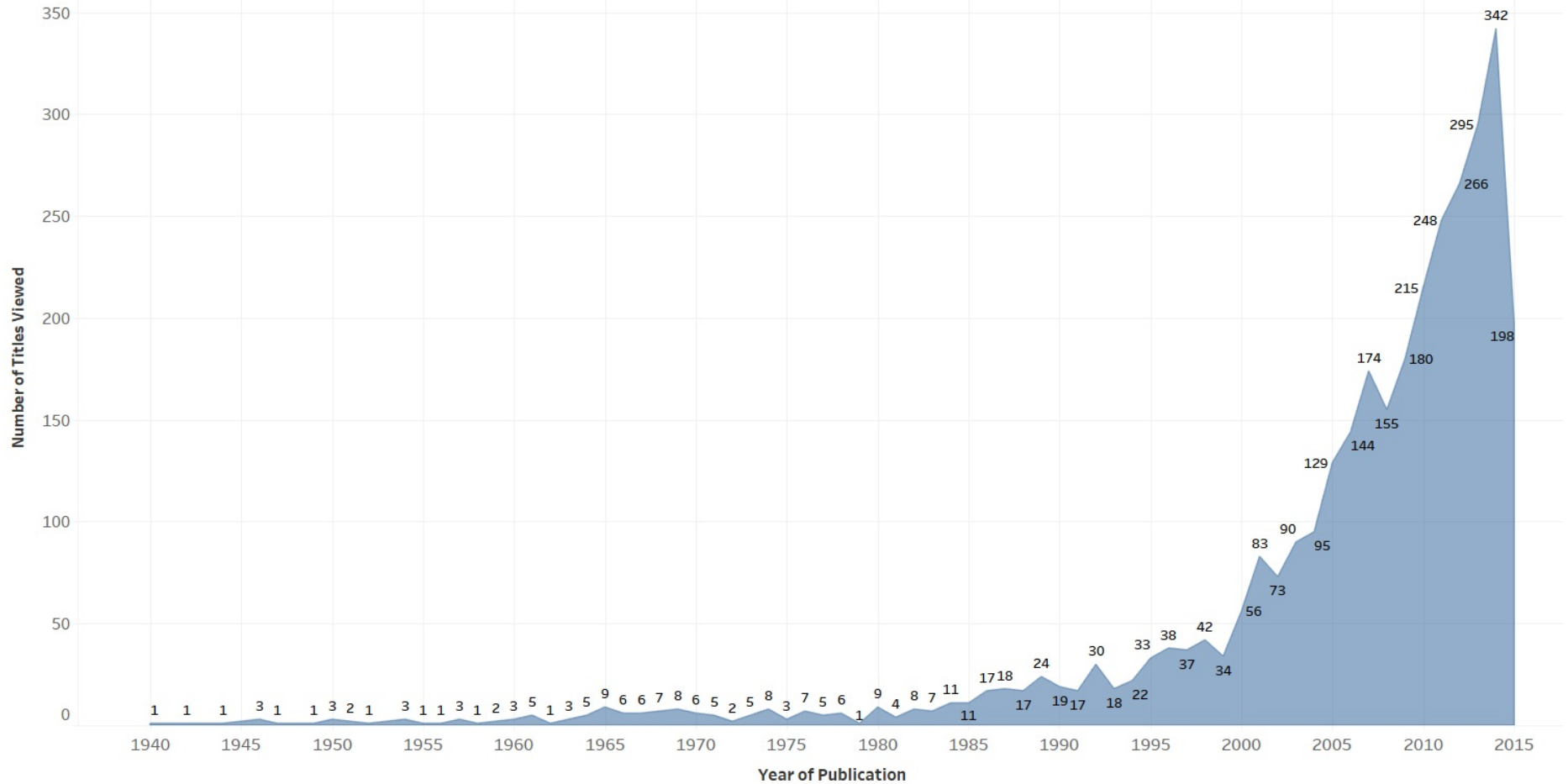
JSTOR DDA and EBA



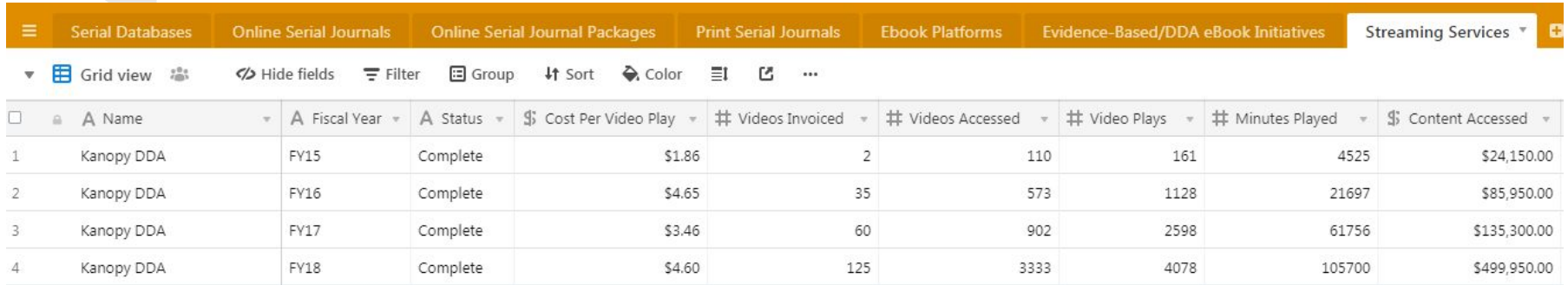
JSTOR EBA: eBooks Accessed by Subject



JSTOR EBA: Titles Viewed by Year of Publication



Kanopy Streaming Video DDA

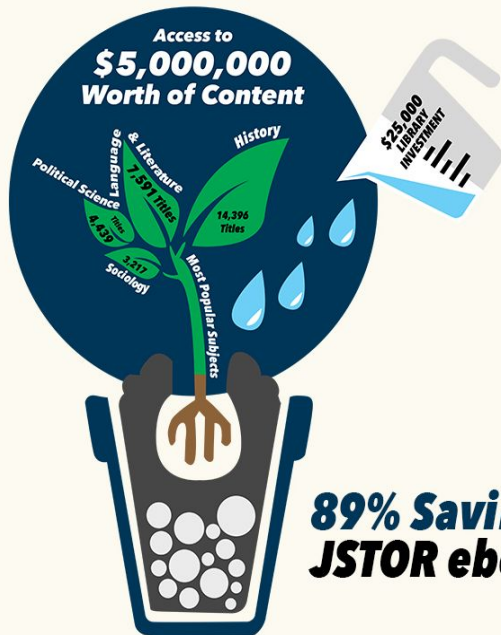


	A Name	A Fiscal Year	A Status	\$\$ Cost Per Video Play	# Videos Invoiced	# Videos Accessed	# Video Plays	# Minutes Played	\$\$ Content Accessed
1	Kanopy DDA	FY15	Complete	\$1.86	2	110	161	4525	\$24,150.00
2	Kanopy DDA	FY16	Complete	\$4.65	35	573	1128	21697	\$85,950.00
3	Kanopy DDA	FY17	Complete	\$3.46	60	902	2598	61756	\$135,300.00
4	Kanopy DDA	FY18	Complete	\$4.60	125	3333	4078	105700	\$499,950.00

- On-demand streaming video platform
- Valued at over \$4,500,000
- Content is leased for one or three years
- Over 26,000 films available
- Films can be embedded for courses
- Public performance rights included



Making IMPACT



89% Savings
JSTOR ebooks

Goal 1 Research



95% Savings
EBSCO ebooks

Goal 1 Research



The Future: Doing More AND More



Continue
user-driven
initiatives

Database
EBA with
ProQuest

Serials
Collection
Assessment

The end

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