DEMAND-DRIVEN ACQUISITION
AGENDA

○ What is Demand Driven Acquisition (DDA)?
○ Why did we decide to use DDA?
○ What did DDA do for us?
○ What can DDA do for you?
DEMAND-DRIVEN ACQUISITION
DEMAND-DRIVEN ACQUISITION

- Not-yet-purchased titles loaded into our collection
Demand-Driven Acquisition

- Not-yet-purchased titles loaded into our collection
  - Skip the request process
DEMAND-DRIVEN ACQUISITION

○ Not-yet-purchased titles loaded into our collection
  ○ Skip the request process
  ○ Customers get titles immediately
DRIVING FACTORS

EXPERIMENTS

- Print Biographies
- No holds on popular ebooks
DRIVING FACTORS

EXPERIMENTS
- Print Biographies
- No holds on popular ebooks

Funds
- Large portion of strategic funds set aside for a project.
DRIVING FACTORS

EXPERIMENTS
- Print Biographies
- No holds on popular ebooks

FUNDS
- Large portion of strategic funds set aside for a project.

TRANSITION YEAR
- Dropped our secondary ebook provider on Jan 1, 2016.
WE THOUGHT OUR CUSTOMERS WANTED:

○ Shorter hold queues
○ Higher checkout and hold limits
○ Larger collection
What do Sno-Isle customers want?
96%
Always or sometimes place a hold.
96% Always or sometimes place a hold.

72% Will wait as long as it takes
92% Checkout limit is high enough
92% Checkout limit is high enough

87% Hold limit is high enough
80%

Wanted a larger collection
13%

Use the request process
FOUR DIFFERENT EBOOK USERS:
FOUR DIFFERENT EBOOK USERS:
FOUR DIFFERENT EBOOK USERS:
FOUR DIFFERENT EBOOK USERS:
FOUR DIFFERENT EBOOK USERS:
THE OLD WAY
From: Sno-Isle Libraries [mailto:donotreply@overdrive.com]
Sent: Tuesday, March 8, 2016 5:15 PM
To: Michael Hawkins <mhwawkins@sno-ise.org>
Subject: Your Digital Library Title Recommendation

Dear Library Patron,

Per your request, we are notifying you of Sno-Isle Libraries’s recent purchase of The Piano Maker by Kurt Païka at your recommendation.

Please visit http://overdrive-audio-books.sno-ise.org/ContentDetails.htm?ID=E41DEDA4-F4BA-49E2-9409-287CCE652311 for more information about this title.

Thank you,
Sno-Isle Libraries
THE OLD WAY

YES, RESULTS WERE FOUND FOR YOUR SEARCH

The Piano Maker
By Kurt Falsa

This title can be borrowed for 21 days.
(Change your lending period)

The suspenseful, emotionally resonant, and utterly compelling story of what brings an enigmatic French woman to a small Canadian town in the 1930s, a woman who has found
THE OLD WAY

YES, RESULTS WERE FOUND FOR YOUR SEARCH

Multiple steps
1 week or more
THE NEW WAY?

YES, RESULTS WERE FOUND FOR YOUR SEARCH

Multiple steps
1 week or more
One step
Instant
Assessed the Situation

**Broken System**

Only 13% of our customers used.
Assessed the Situation

**Broken System**

Only 13% of our customers used.

**Current Project**

Success using print records to gauge interest.
Assessed the Situation

Broken System
Only 13% of our customers used.

Current Project
Success using print records to gauge interest.

Survey info
We knew the needs of users.
Three months

2016 PLA CONFERENCE
DENVER
APRIL 2016

2016 ALA CONFERENCE
ORLANDO
JUNE 2016
GOALS

• Eliminate barriers
GOALS

- Eliminate barriers
- Improve customer experience
GOALS

• Eliminate barriers
• Improve customer experience
• Increase customer involvement
2016

- Curated list of publishers
- One Copy/One User and 26-Checkout models
- 5-year limit on Nonfiction, no date restraint on Fiction
Day One
Day One

519

Titles Selected
Day One

519 Titles Selected

$14,235 Cost
Day Two
Day Two

610
Titles Selected
Day Two

610 Titles Selected

$17,800 Cost
The First Two Weeks
The First Two Weeks

500+ Titles Selected
The First Two Weeks

500+ Titles Selected

$15,000+ per Day
Audiobooks

31% Of the titles

48% Of the Cost
CHALLENGES ALONG THE WAY

Duplicate content  Marc Deletion  Marketing problem
DUPLICATE TITLES
   by Fodor's
   Publisher: [S.I.]: Fodor's Travel Publications, 2015.
   Summary: With history around every corner, Washington, D.C. is a city that
   seamlessly blends yesterday and today, and it's a perennial favorite
   with families. This updated guide—a strong domestic bestseller—lets
   travelers discover the myriad charms of the nation's capital, from its stately
   monuments to the trendiest restaurants.
   Available: 1 of 1
   Current Holds: 0

   by Ford, Elise Hartman
   Publisher: [S.I.]: FrommerMedia, 2015.
   Summary: Coming off a year of commemorations of important anniversaries,
   such as the end of the Civil War, the assassination of Abraham Lincoln — and
   a carefully-revised and up-to-date Easy Guide to the nation's capital, the
city's attractions that make it more compelling.
MARKETING PROBLEM
2016 DDA Overview

○ June 23rd – December 6th
○ 36,301 titles added to permanent collection
## 2016 DDA Stats

<table>
<thead>
<tr>
<th>Publication Year</th>
<th>Turnover Rate</th>
<th>Single Checkouts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2016 Ebooks</strong></td>
<td>7.5</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Other Years Ebooks</strong></td>
<td>5</td>
<td>18%</td>
</tr>
<tr>
<td><strong>2016 Audio</strong></td>
<td>23</td>
<td>0.7%</td>
</tr>
<tr>
<td><strong>Other Years Audio</strong></td>
<td>16</td>
<td>1%</td>
</tr>
</tbody>
</table>
• Curated list of publishers

• One Copy/One User and 26-Checkout models

• 5-year limit on Nonfiction, no date restraint on Fiction
2016

- Curated list of publishers
- One Copy/One User and 26-Checkout models
- 5-year limit on Nonfiction, no date restraint on Fiction

2017

- Top performing publishers
- One Copy/One User and 26-Checkout models
- Titles newer than Dec 1, 2016, including prepub
- Added audio back in
## 2017 DDA Stats

<table>
<thead>
<tr>
<th>Format</th>
<th>Turnover Rate</th>
<th>Single Checkouts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ebooks</td>
<td>5.2</td>
<td>25%</td>
</tr>
<tr>
<td>Audiobooks</td>
<td>7.1</td>
<td>15%</td>
</tr>
</tbody>
</table>
GOALS

• Eliminate barriers
• Improve customer experience
• Increase customer involvement
GOALS

Eliminate barriers

13%
used request process
GOALS

Eliminate barriers

- 13% used request process
- 33% used DDA
GOALS

Improve Customer Experience

89% more ebook options
GOALS

Improve Customer Experience

89% more ebook options

61% more audiobook options
GOALS

Increase Customer Involvement

22% more unique customers
GOALS
Increase Customer Involvement

22% more unique customers

32% more overall circulation
Year-over-Year Circulation Growth

32%
Overall growth
Year-over-Year Circulation Growth

32% Overall growth
29% Ebooks
37% Audiobooks
Year-over-Year Circulation Growth

- Overall growth: 32%
- Ebooks: 29%
- Audiobooks: 37%
- Adult: 32%
- Young Adult: 25%
- Juvenile: 61%
How can **DDA** work for **you**?

Get Customer Input

- Survey to find out what your customers really want.
How can DDA work for you?

Get Customer Input
○ Survey to find out what your customers really want.

Assess your situation
○ Make clear goals to measure success.
○ Determine how much of your budget you can use.
How can **DDA** work for you?

**Get Customer Input**
- Survey to find out what your customers really want.

**Assess your situation**
- Make clear goals to measure success.
- Determine how much of your budget you can use.

**Be Flexible**
- Prepare for the unexpected.
- Tweak as necessary to adapt to the situation.
Adult Fiction
World Languages
Travel
Questions?
Sno-Isle Demand Driven Selection
Patron Driven Acquisition (PDA) – Print DDS
The Promise and the Challenges

Darren Nelson
Collection Development Librarian
dnelson@sno-isle.org
360-651-7075
About Sno-Isle Libraries

- Encompasses Island Co and Snohomish Co outside incorporated Everett and Woodway
- Collection of 1.5 million items including eBooks and eAudio
- 23 branches and bookmobile service as of January 2018
- 743,540 residents
- Polaris ILS
Why PDA?

• Further core services and values:
  • Sustain a diverse collection of materials
  • Connect readers with books
  • Promote accountability for public’s resources (stewardship)
Why PDA

- Engage customers in adult biography selection – manageable but unpredictable collection
- Target limited resources to demand
- Reduce selector time reviewing materials that no one may want
The PDA Pilot

• A pilot project occurring June 1, 2016 – May 1, 2017
• Loaded pre-publication records into our catalog streamed from Ingram ISelect List
• ISelect List based on Ingram’s publisher purchases – free and automatic
• ISelect Filters – Biography BISAC, newly published hardcovers in English, 4-8 months pre-publication
Example
Foo Fighters - Published in August

- Holdable item records with “Under Consideration” call # and circulation status in the catalog
- Customers placed holds on the titles
- Selectors/Acquisitions placed actual orders at time of publication
Title Source Detail
Streamed Ingram I-Select Lists

• ISelect list parameters set up with Ingram – Contacts:
  • Ann Lehue, Manager, Collection Development Programs, Ingram Library Services
  • BJ Compau, Account Manager, Ingram Library Services
  • SI Collection Development Manager Nancy Messenger
Tiers for ISelect List

- Tiers 1-4 First Two Weeks (Top 80% of Ingram purchases)
  - YA/specialized/academic/self-published items needed to be manually removed (e.g. The White Family: An American Tragedy)
  - Tier 5 includes most of the POD and self-published titles
- Tiers 1-3 for Duration of Pilot
  - These lists were well within selection parameters of our Collection Development Policy, but were often fairly short (between none and 20-25 titles/week)
Weekly Publication Alert for Ordering Titles with Holds

• Emailed to selector in Excel format
• Developed by Casey Gabehart – ILS Manager
• Wednesday following Tuesday publication
• Challenges
  • Lack of date in 260c field in on-order record
  • Delayed or moved up publication dates after the initial download

11/9/2017
Weekly Publication Alert for Titles with No Holds

- Emailed to selector in Excel format automatically
- Also delivered weekly on Wednesdays
- 90 Days post-publication
- Under Consideration item records stripped
- Bibliographic records also removed
Analysis Using Record Sets

- Standard format
- Separated records for review
- Acquisitions created
- SQL query consolidated into one master record set
Recording Price and Circulation Data from Merged Record Set

- Simply Reports
  - Price data PDA vs. Non-PDA
  - Turnover per day comparison
  - Daily turnover multiplied by 365 to arrive at annualized figure

11/9/2017
Results – Let’s Do the Numbers * **

PDA Pilot Metrics

<table>
<thead>
<tr>
<th>COST PER CIRCULATION</th>
<th>CIRCULATION PER ITEM (ANNUALIZED)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.26</td>
<td>13.31</td>
</tr>
<tr>
<td>3.18</td>
<td>10.52</td>
</tr>
</tbody>
</table>

*Data are from Sept 2016 to May 2017 and represent circulation per day since owned, annualized

** Thank you to Grant Perrigo, Collection Maintenance Librarian, for help calculating these numbers

11/9/2017
Surprising Trend for 2016-17
Reduction in Copies

Added Copies

PREVIOUS YEAR COMPARISON PERIOD 6/1/15 - 4/1/16
PILOT PERIOD 6/1/16 - 4/1/17

0 500 1000 1500 2000 2500

1833
2268

11/9/2017
Surprising Result – PDA Supplied Only 1/5 of BIOS

Copies Added During Pilot

1503 NON-PDA BIOS (467 TITLES)

vs.

330 PDA BIOS (105 TITLES)

17% PDA

83% NON-PDA
PDA Risks and Relief
What Could Have Gone Wrong? (But Really Didn’t)

• Unsustainable demand for larger selection of titles
  • Did *NOT* Happen in Biography Pilot (Budget Expended at Normal Rate)
  • Could Be Risk for Highly Popular Subject Areas (E.g., Cookbooks, Crafts, Fiction)
• Delay in getting books to customers because we ordered at publication
  • NOT a big problem during the pilot – titles still shipped within 10 days
  • Vendor processing could be a bigger issue for larger collections
What Was NEVER Requested
90 Days Post Pub as of 10/26/17

- Nearly 30 leftover titles as of late October, including:
Question: Do some worthy titles just need to be purchased and browsed?
Challenges - What Might We Do Differently?

- Run pilot without any conventional selection
  - More requests?
  - Risky for service standard?
What Might We Do Differently?

• Work with vendors to explore title source options more fully – Variables:
  • Cost for curated vendor list or product?
  • Selector time for manually tweaked list?
Challenges - What Might We Do Differently?

• Develop email alert report sooner
• Develop way to track publication changes
Potential of PDA

- Cost-effective in this time of budgets being stretched by multiple formats
- Universe of titles – empower our customers to weigh in
Potential of PDA

• Best service for the most customers to use ONE order with adequate copies just in time rather than order ahead for “just in case”
Potential of PDA

- Consistent with trend in discovery layers providing customers with broader selection and a convenient way to request unowned titles (e.g. award lists)
Questions or Feedback?
Hold That Thought
Question Period After DDA Presentation

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