

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

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- No holds on popular ebooks

FUNDS

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

DRIVING FACTORS

EXPERIMENTS

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- 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:

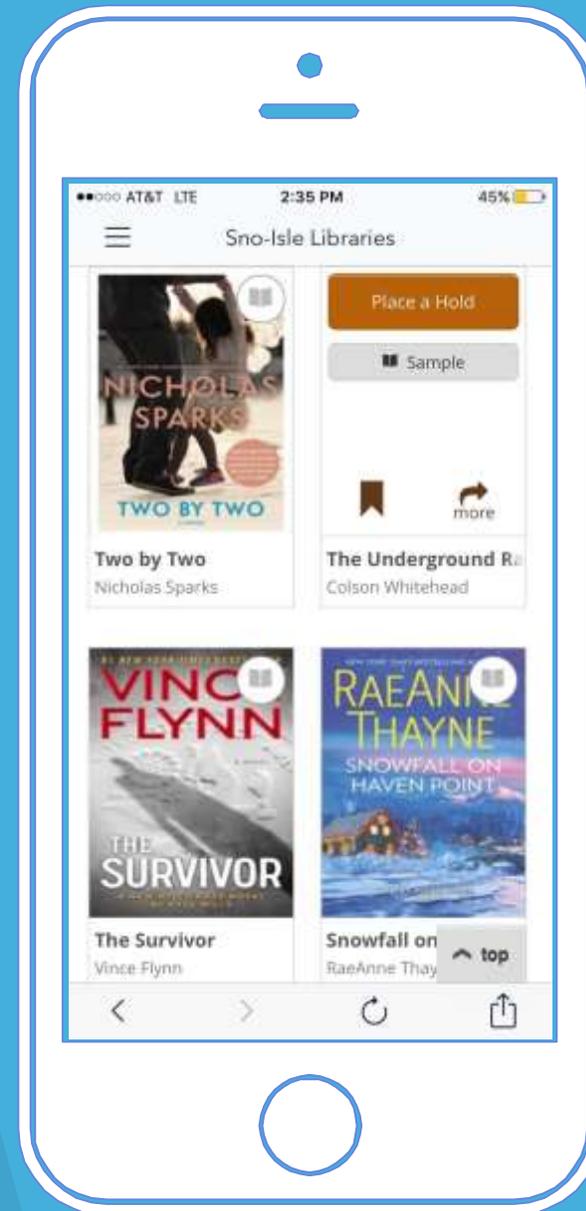
- Shorter hold queues
- Higher checkout and hold limits
- Larger collection

SURVEY

What do Sno-Isle customers
want?

96%

Always or sometimes
place a hold.

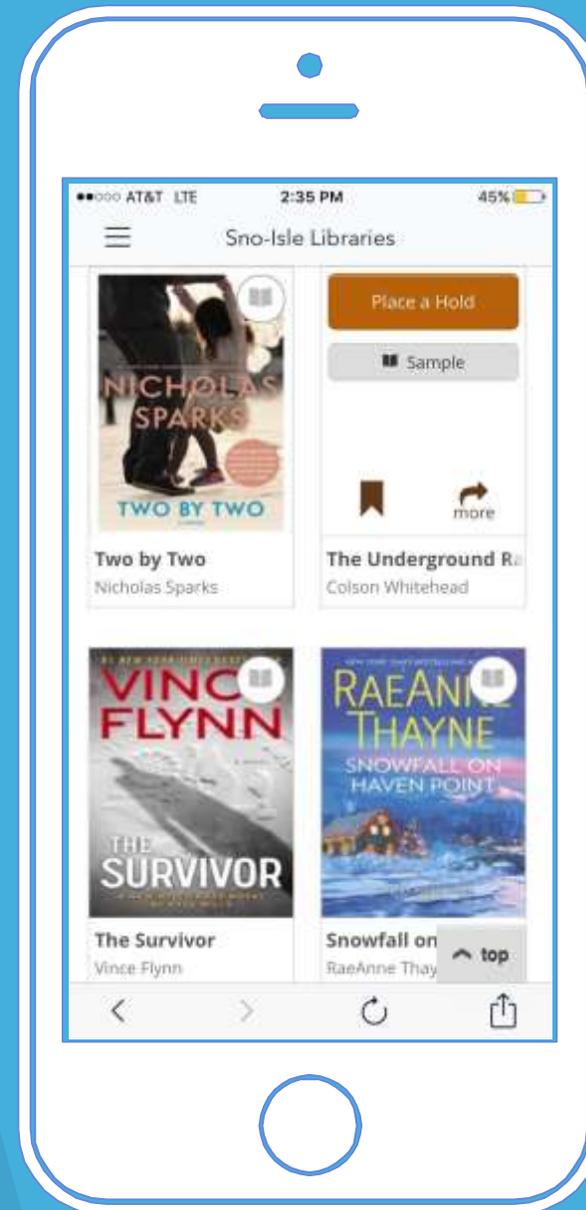


96%

Always or sometimes
place a hold.

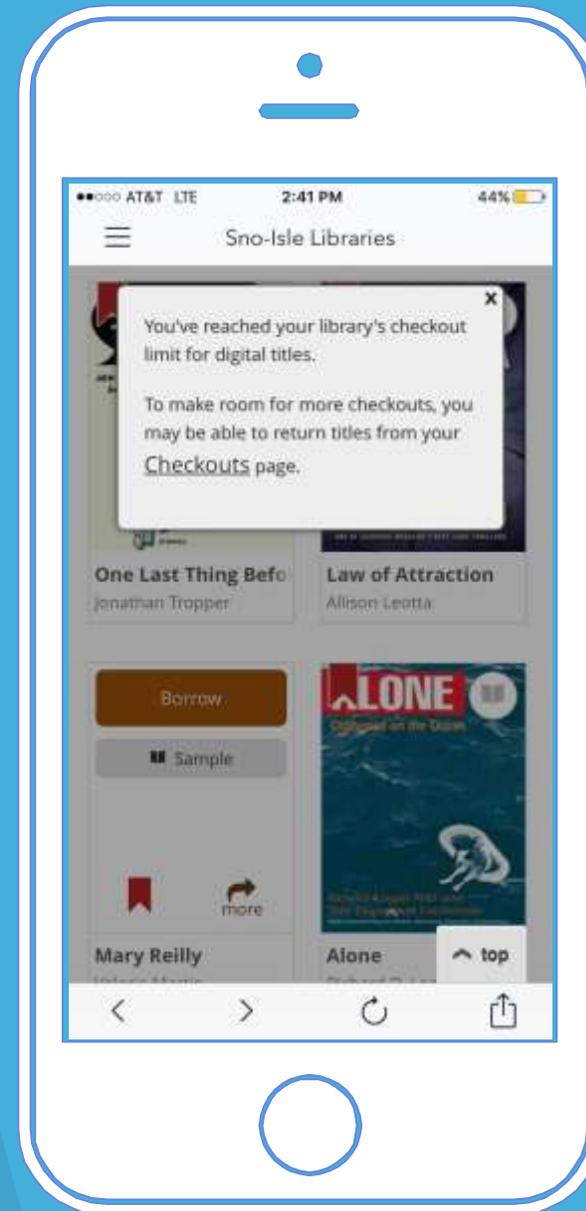
72%

Will wait as long as
it takes



92%

Checkout limit is
high enough

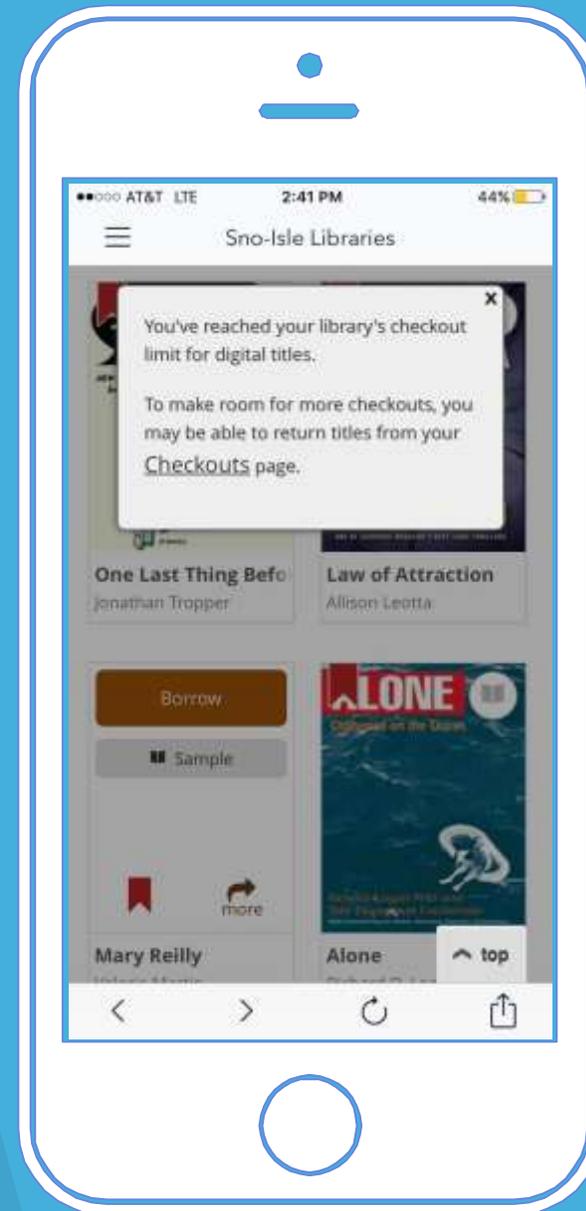


92%

Checkout limit is
high enough

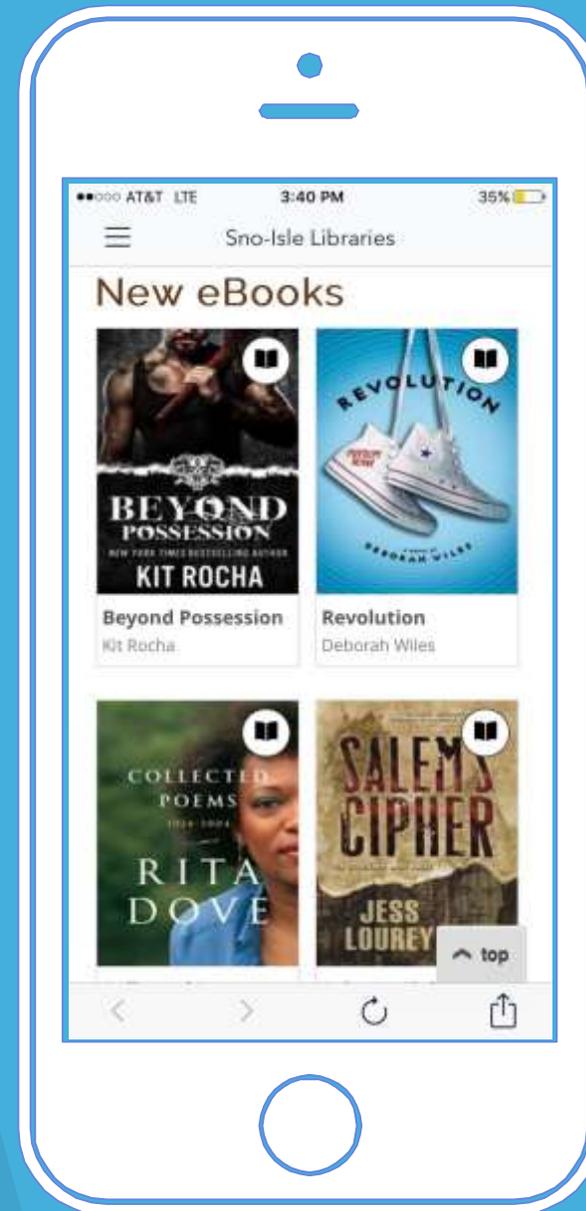
87%

Hold limit is
high enough



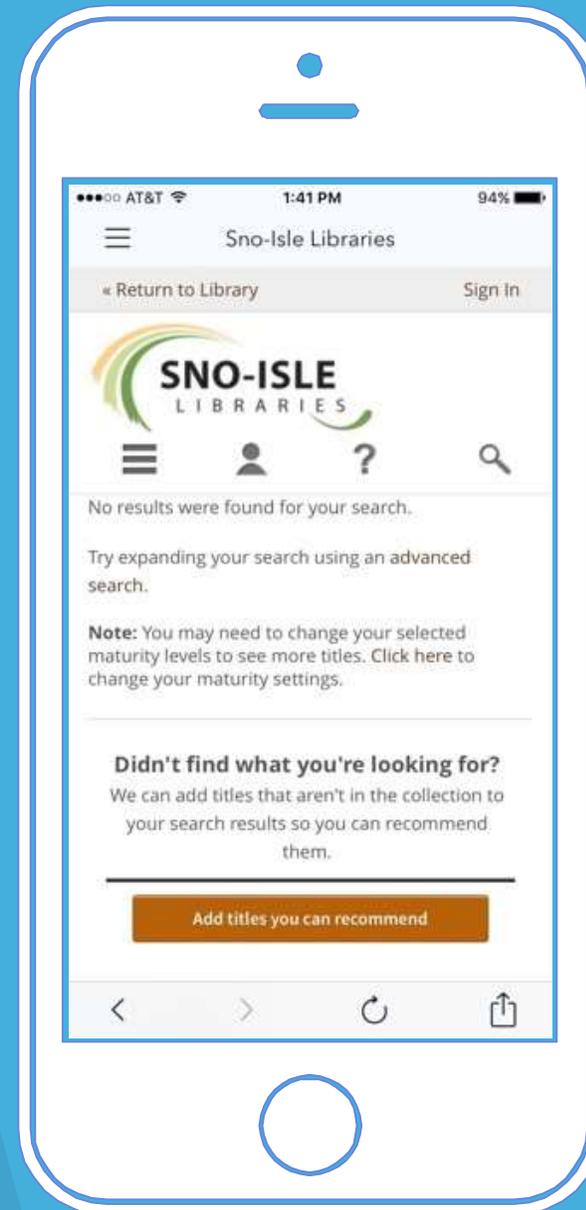
80%

Wanted a larger
collection

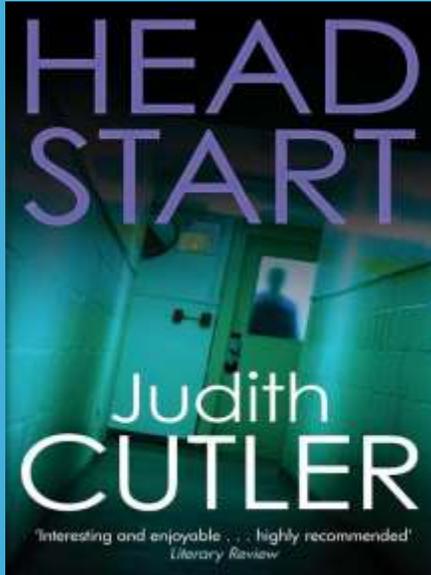


13%

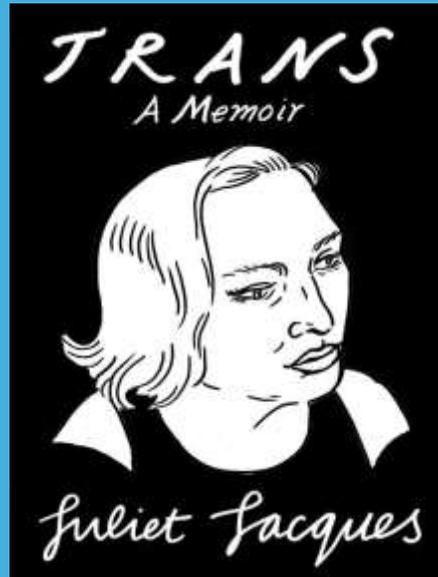
Use the request
process



■ FOUR DIFFERENT EBOOK USERS:



■ FOUR DIFFERENT EBOOK USERS:



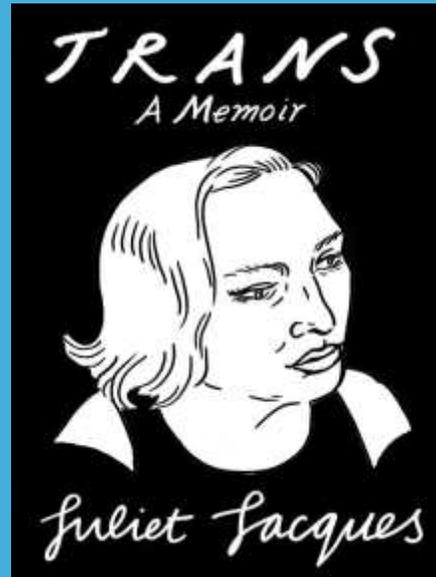
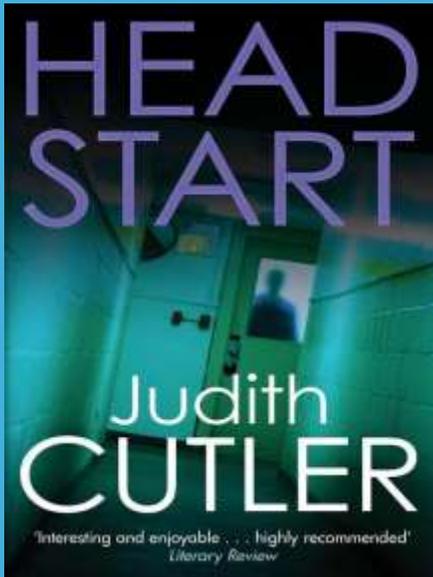
FOUR DIFFERENT EBOOK USERS:



■ FOUR DIFFERENT EBOOK USERS:



FOUR DIFFERENT EBOOK USERS:



THE OLD WAY



SNO-ISLE LIBRARIES Menu

Recommend this title to the library



The Piano Maker
Kurt Palka

- Notify me by email if my library purchases this title, but do not place me on the holds list.
- Place me on the holds list if my library purchases this title and email me when my hold is available.

 Recommend this title



SNO-ISLE LIBRARIES Menu

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 Recommend this title

THE OLD WAY



THE OLD WAY

From: Sno-Isle Libraries [mailto:donotreply@overdrive.com]
Sent: Tuesday, March 8, 2016 5:15 PM
To: Michael Hawkins <MHawkins@sno-isle.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 Palka at your recommendation.

Please visit <http://overdrive-audio-books.sno-isle.org/ContentDetails.htm?ID=F441DED4-F4BA-49E2-9409-287CCE652311> for more information about this title.

Thank you,
Sno-Isle Libraries

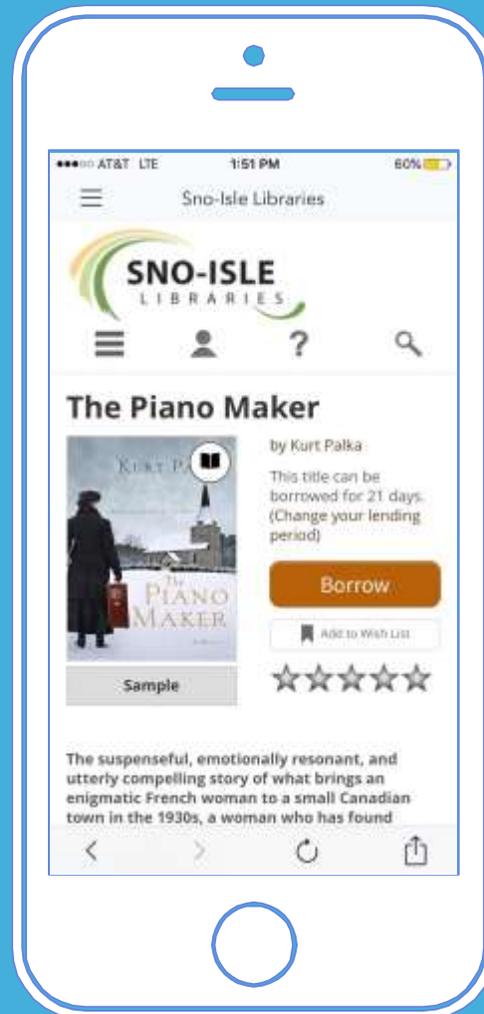
Sno-Isle Libraries
Thank you!

about this title.

[ID=F441DED4-F4BA-49E2-9409-287CCE652311](http://overdrive-audio-books.sno-isle.org/ContentDetails.htm?ID=F441DED4-F4BA-49E2-9409-287CCE652311) for more information
Please visit <http://overdrive-audio-books.sno-isle.org/ContentDetails.htm?ID=F441DED4-F4BA-49E2-9409-287CCE652311>

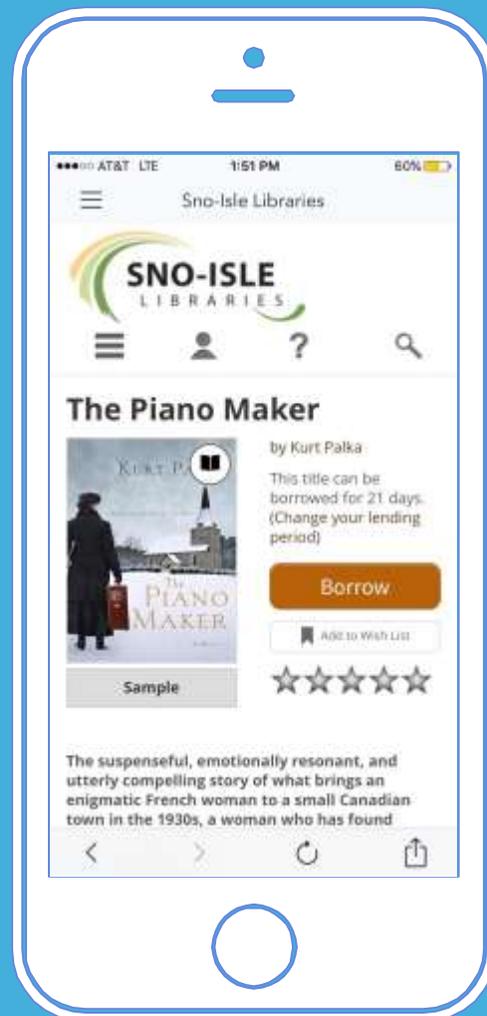
purchase of *The Piano Maker* by Kurt Palka at your recommendation.
Per your request, we are notifying you of Sno-Isle Libraries's recent

THE OLD WAY



YES, RESULTS WERE FOUND FOR YOUR SEARCH

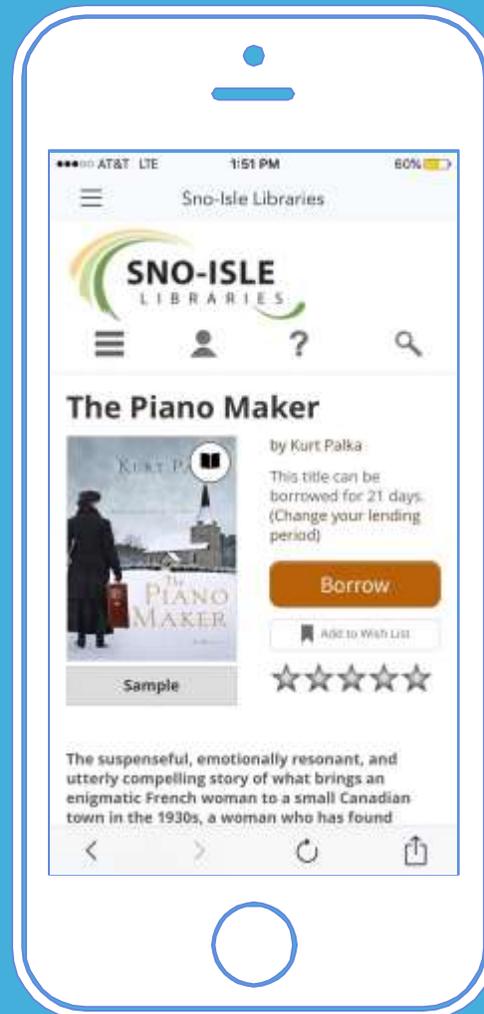
THE OLD WAY



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.

2016 PLA CONFERENCE
DENVER
APRIL 2016

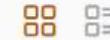
2016 PLA CONFERENCE
DENVER
APRIL 2016

Three months

2016 ALA CONFERENCE
ORLANDO
JUNE 2016

See a list of the titles you borrow with our new history feature. To display your History page, go to your [account settings](#).

Showing 1-24 of 103,552 results



Sorted by date added ▾

Available now

CLEAR ALL

All eBooks

Availability ▾

All titles

Available now

Recommend to library

Audience >

Date added >

eBooks >

Subject ▾

Fiction	55,605
Romance	27,408
Nonfiction	26,813
Literature	13,375
Juvenile Fiction	11,092
Historical Fiction	10,191

More

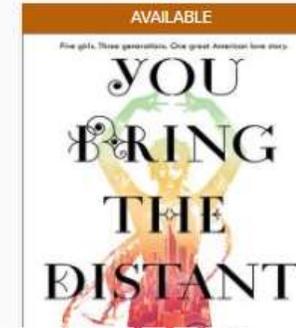
Language >

Interest Levels >



Solo
by Kwame Alexander
EBOOK

BORROW



GOALS

- Eliminate barriers

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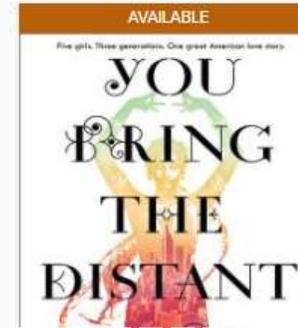
Language >

Interest Levels >



Solo
by Kwame Alexander
EBOOK

BORROW

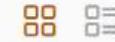


GOALS

- Eliminate barriers
- Improve customer experience

See a list of the titles you borrow with our new history feature. To display your History page, go to your [account settings](#).

Showing 1-24 of 103,552 results



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Available now

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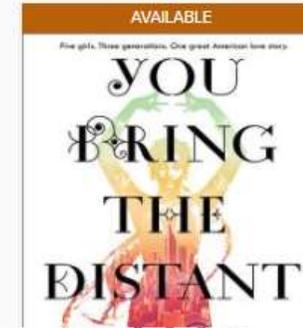
Language >

Interest Levels >



Solo
by Kwame Alexander
EBOOK

BORROW



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**

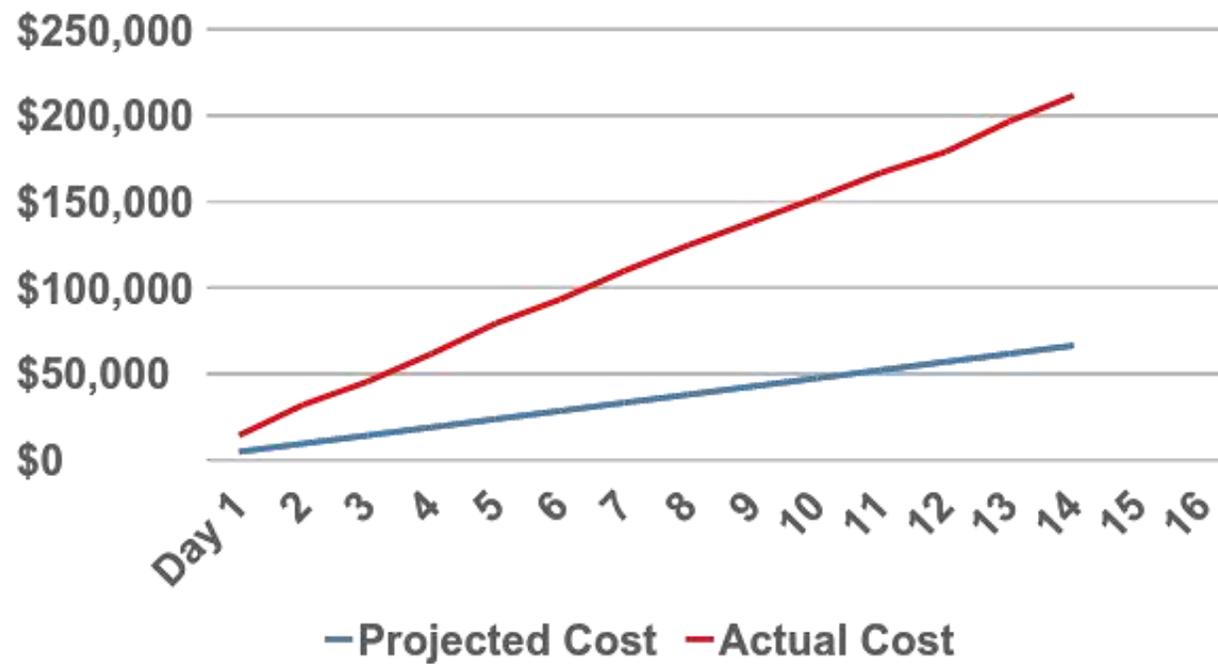
**The First
Two Weeks**

```
graph TD; A["The First Two Weeks"] --> B["500+ Titles Selected"]; B --> C["$15,000+ per Day"]
```

**500+
Titles Selected**

**\$15,000+
per Day**

DDA Cost: First Two Weeks



■ Audiobooks

31%

Of the titles

48%

Of the Cost

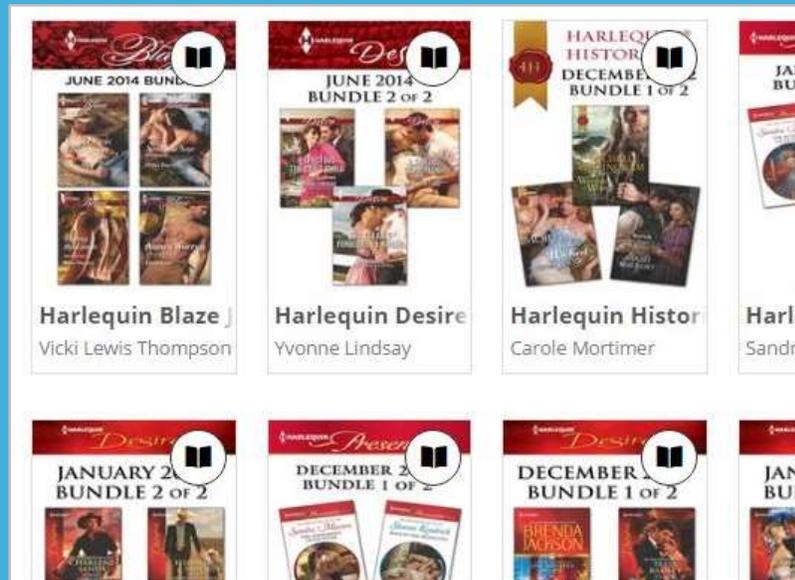
CHALLENGES ALONG THE WAY

Duplicate content

Marc Deletion

Marketing problem

DUPLICATE TITLES



MARC DELETION



2. Fodor's *Washington, D.C. 2016*

by Fodor's

Publisher, Date: [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 for 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



3. Frommer's *EasyGuide to Washington, D.C. 2016*

by Ford, Elise Hartman

Publisher, Date: [S.I.] : FrommerMedia, 2015.

Summary: Coming off a year of commemorations of important anniversaries—the end of the Civil War, the assassination of Abraham Lincoln — and the carefully-revised and up-to-date *Easy Guide* to the nation's capital that includes recent additions to 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

Publication Year	Turnover Rate	Single Checkouts
2016 Ebooks	7.5	12%
Other Years Ebooks	5	18%
2016 Audio	23	0.7%
Other Years Audio	16	1%

2016

- 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

Format	Turnover Rate	Single Checkouts
Ebooks	5.2	25%
Audiobooks	7.1	15%

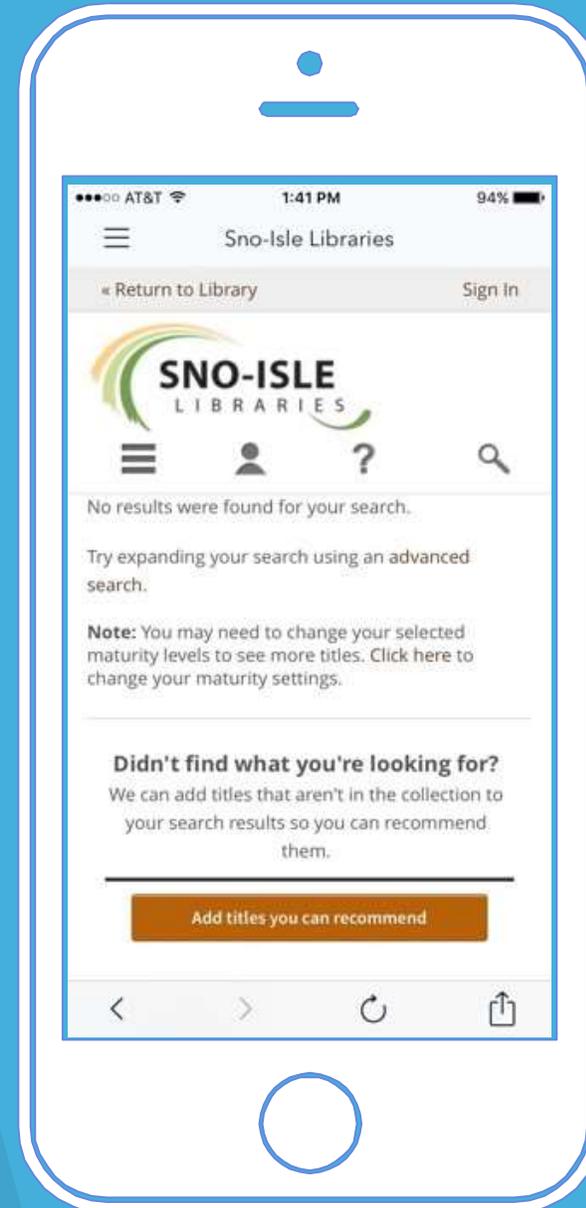
GOALS

- Eliminate barriers
- Improve customer experience
- Increase customer involvement

GOALS

Eliminate barriers

13%
used request process

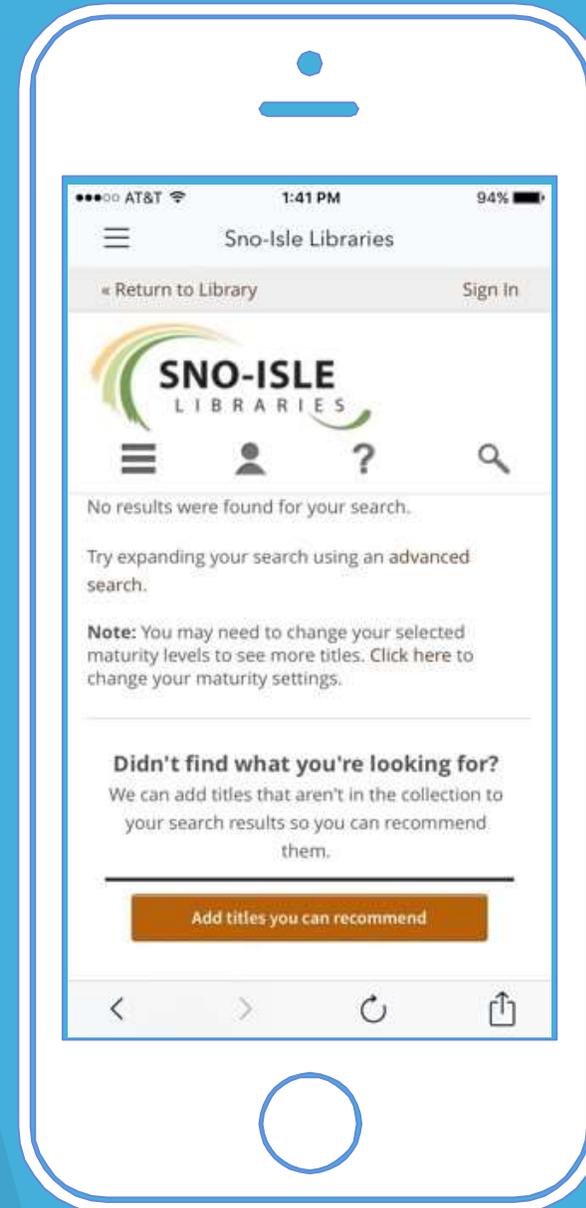


GOALS

Eliminate barriers

13%
used request process

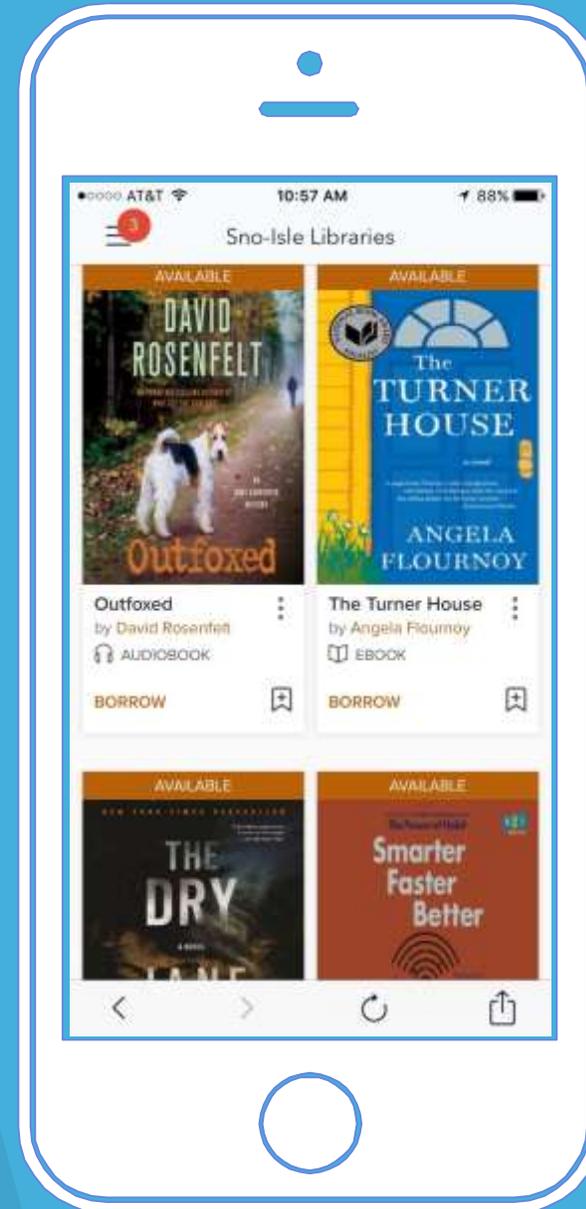
33%
used DDA



GOALS

Improve Customer Experience

89%
more ebook options

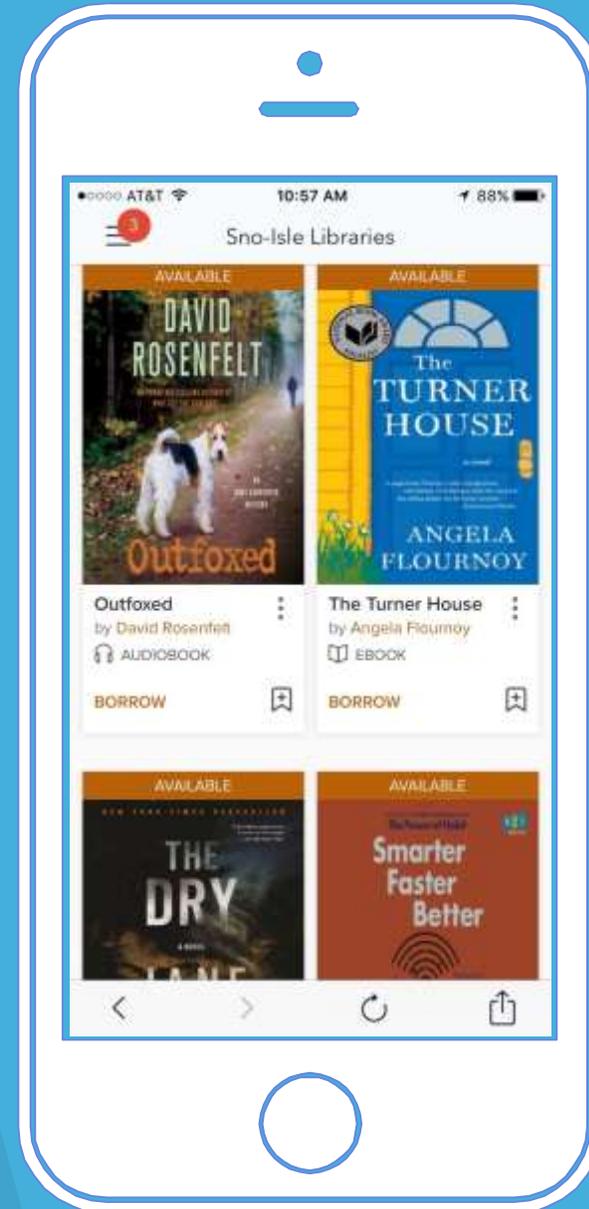


GOALS

Improve Customer Experience

89%
more ebook options

61%
more audiobook options

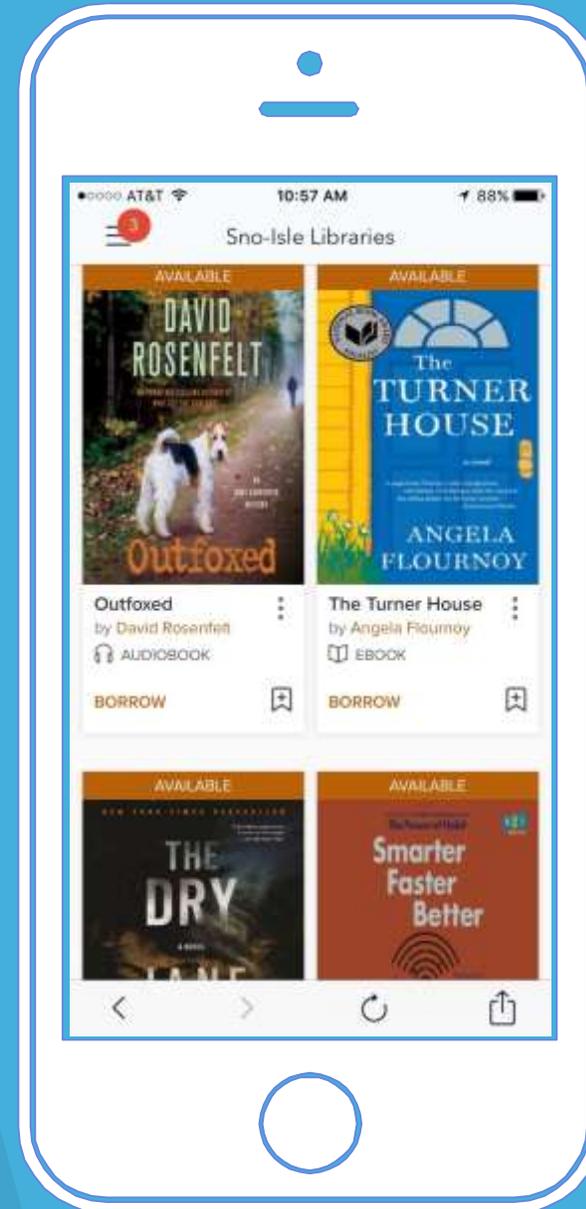


GOALS

Increase Customer Involvement

22%

more unique customers



GOALS

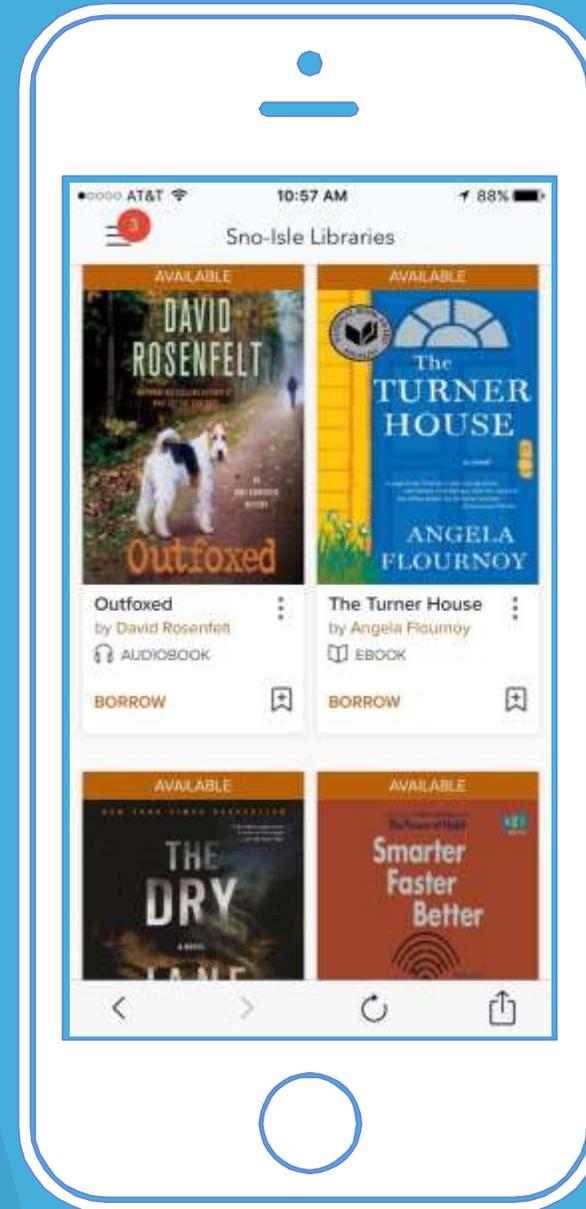
Increase Customer Involvement

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

32%

Overall growth

29%

Ebooks

37%

Audiobooks

32%

Adult

25%

Young Adult

61%

Juvenile

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

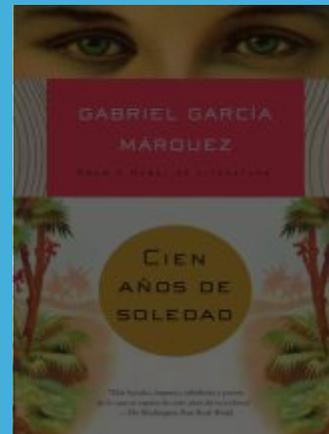
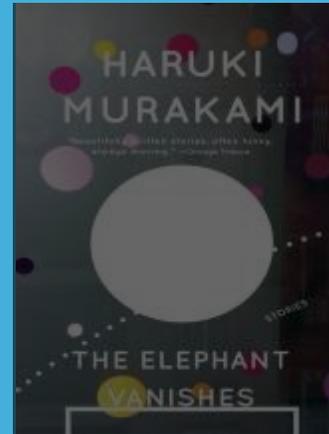
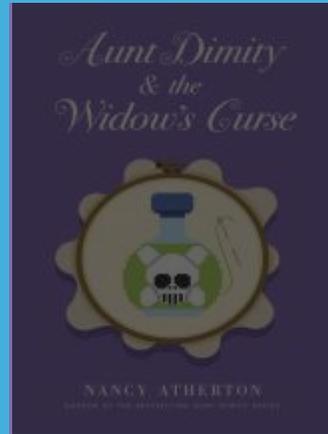
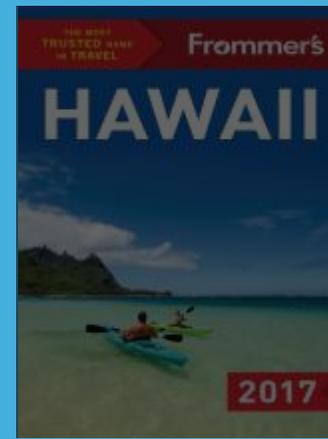
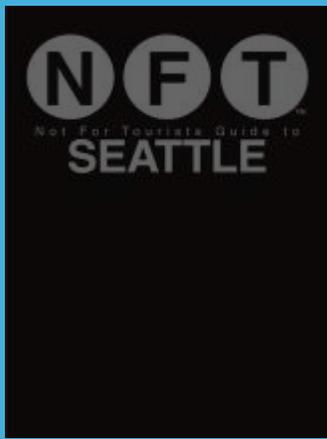
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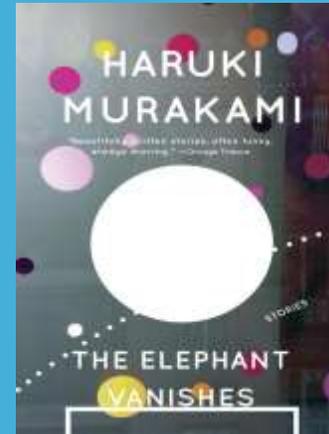
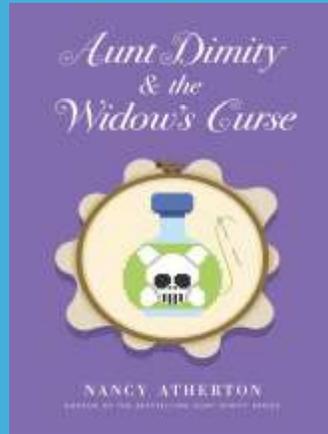
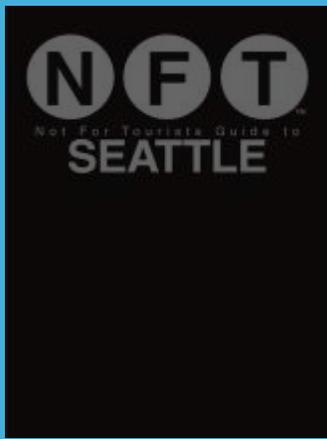
Assess your situation

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

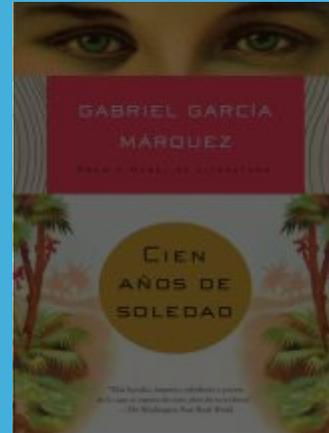
Be Flexible

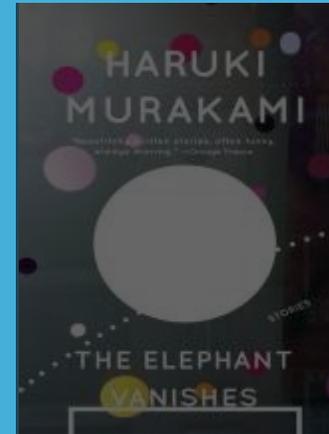
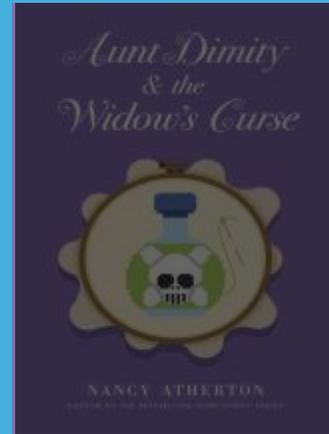
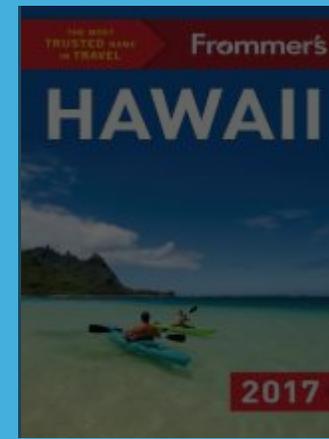
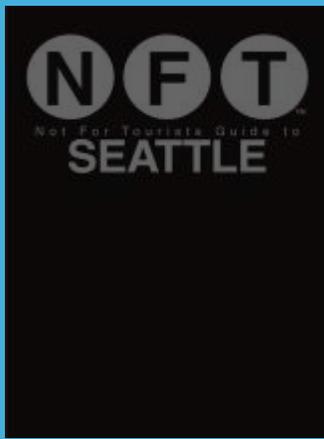
- Prepare for the unexpected.
- Tweak as necessary to adapt to the situation.



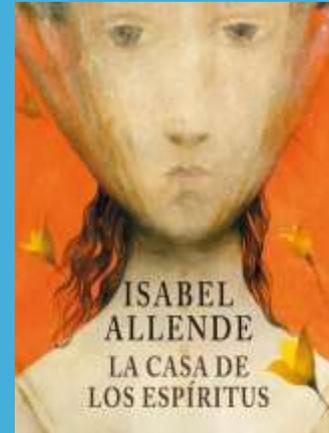
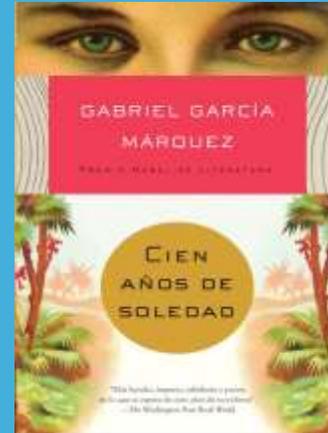


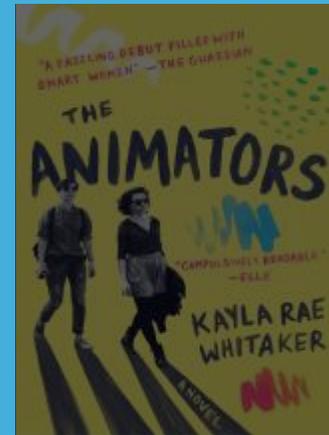
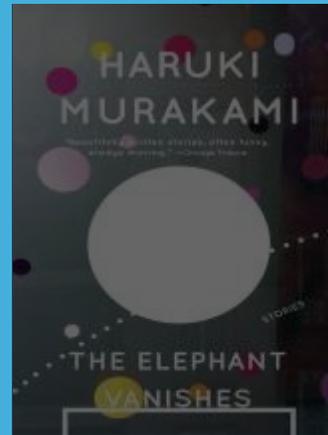
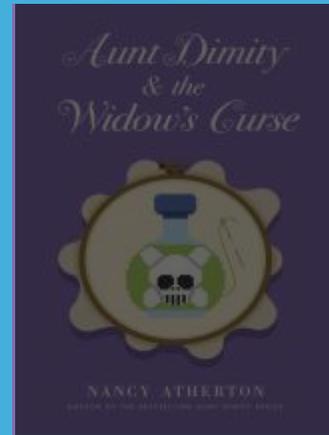
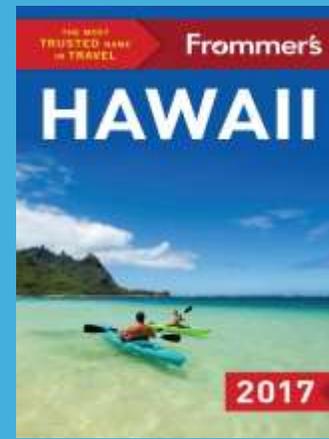
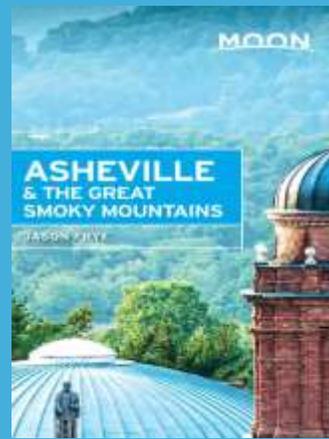
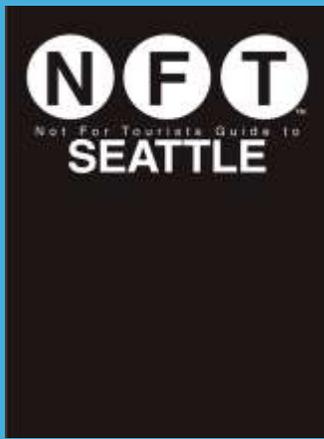
Adult Fiction



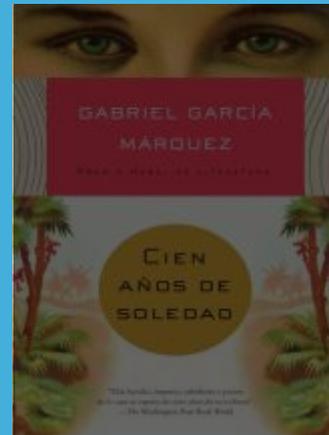


World Languages





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

11/9/2017



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

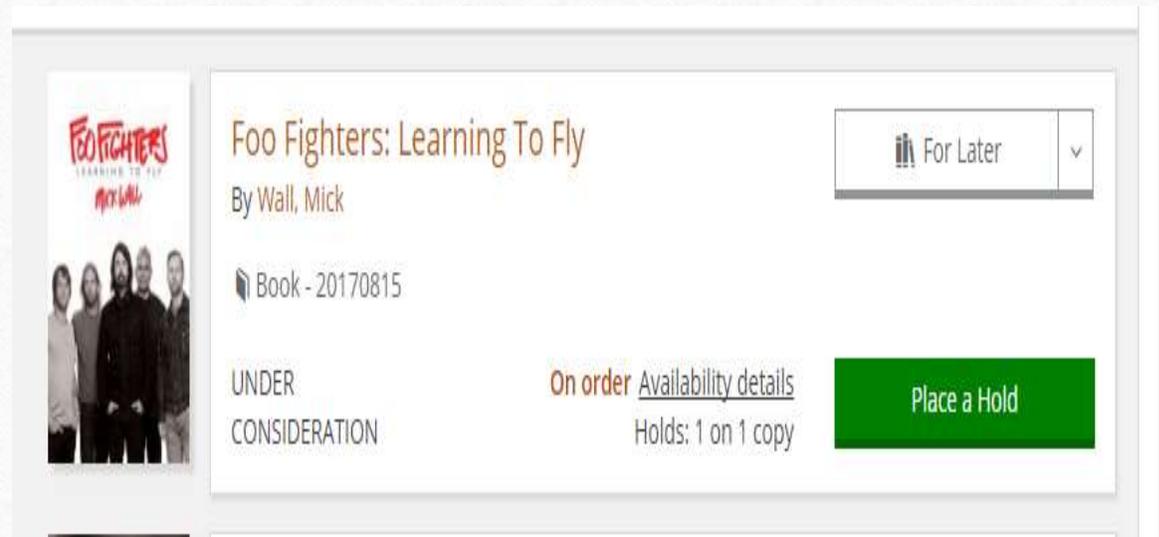
The PDA Pilot

- 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



Foo Fighters: Learning To Fly
By Wall, Mick
Book - 20170815
UNDER CONSIDERATION
On order [Availability details](#)
Holds: 1 on 1 copy
For Later
Place a Hold

Title Source Detail

Streamed Ingram I-Select Lists

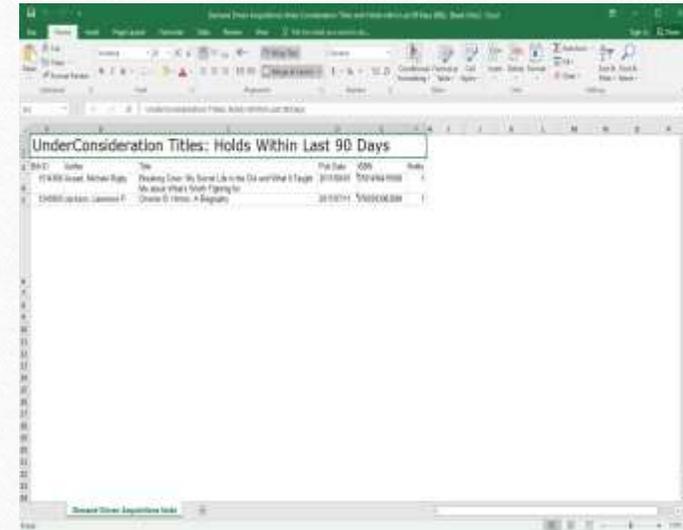
- ISelect list parameters set up with Ingram – Contacts:
 - Ann Lehue, Manager, Collection Development Programs, Ingram Library Services
 - BJ Compau, Account Manager, Ingram Library Services
 - SI Collection Development Manager Nancy Messenger

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)

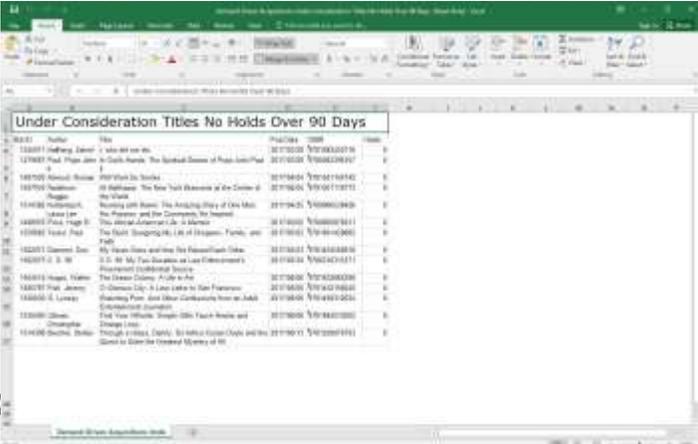
Weekly Publication Alert for Ordering Titles with Holds

- 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



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

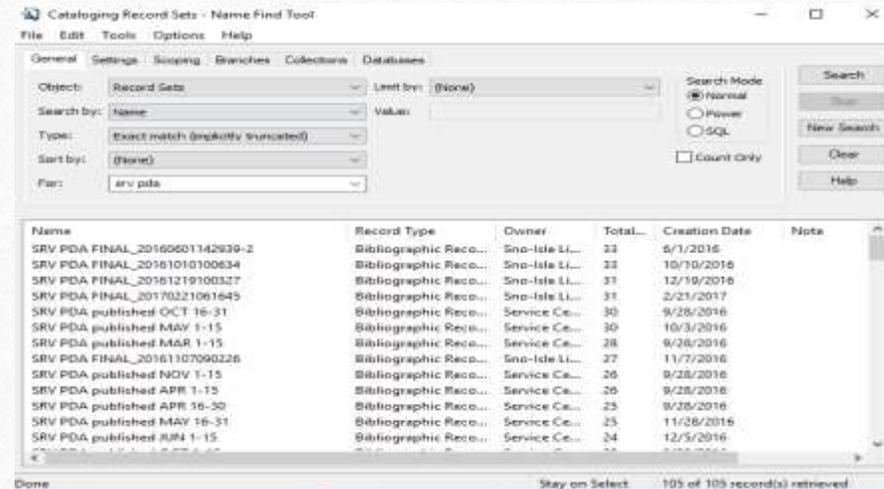


The screenshot shows an Excel spreadsheet with the following columns: Title, Author, ISBN, and Price. The data is as follows:

Title	Author	ISBN	Price
1218871 Halfway There : A Life Well Lived	1218871	9781400000000	14.95
1218872 Post-Prize Love : In Cash Rewards, The Spiritual Dimension of Post-Prize Love	1218872	9781400000000	14.95
1887000 Animal Justice	1887000	9781400000000	14.95
1887001 The New York Times Bestseller of the Week: The Power of the Mind	1887001	9781400000000	14.95
1887002 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887002	9781400000000	14.95
1887003 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887003	9781400000000	14.95
1887004 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887004	9781400000000	14.95
1887005 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887005	9781400000000	14.95
1887006 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887006	9781400000000	14.95
1887007 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887007	9781400000000	14.95
1887008 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887008	9781400000000	14.95
1887009 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887009	9781400000000	14.95
1887010 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887010	9781400000000	14.95
1887011 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887011	9781400000000	14.95
1887012 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887012	9781400000000	14.95
1887013 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887013	9781400000000	14.95
1887014 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887014	9781400000000	14.95
1887015 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887015	9781400000000	14.95
1887016 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887016	9781400000000	14.95
1887017 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887017	9781400000000	14.95
1887018 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887018	9781400000000	14.95
1887019 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887019	9781400000000	14.95
1887020 The Art of Living: The Ancient Way of Balance, Happiness, and Inner Harmony	1887020	9781400000000	14.95

Analysis Using Record Sets

- Standard format
- Separated records for review
- Acquisitions created
- SQL query consolidated into one master record set

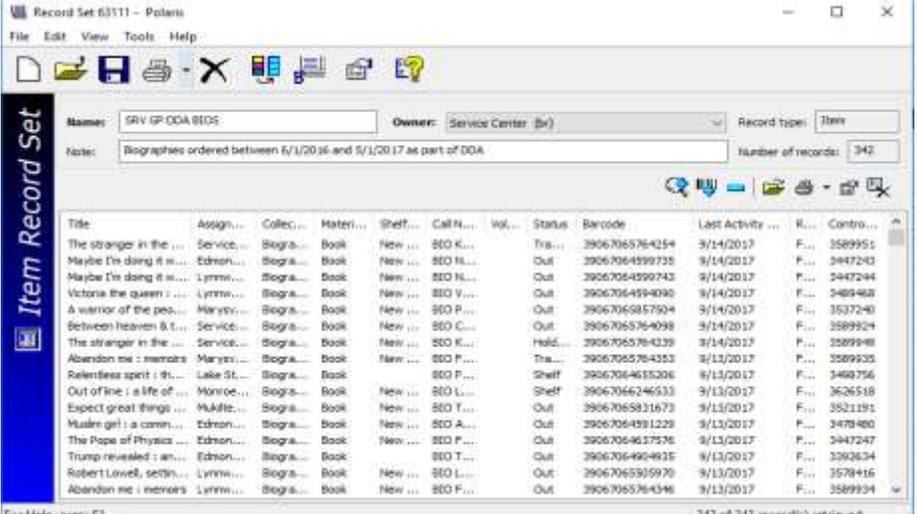


Name	Record Type	Owner	Total	Creation Date	Note
SRV PDA FINAL_20160601142839-2	Bibliographic Reco...	Sno-Ida LL...	33	6/1/2016	
SRV PDA FINAL_20161010100634	Bibliographic Reco...	Sno-Ida LL...	33	10/10/2016	
SRV PDA FINAL_20161219100327	Bibliographic Reco...	Sno-Ida LL...	31	12/19/2016	
SRV PDA FINAL_20170221061645	Bibliographic Reco...	Sno-Ida LL...	31	2/21/2017	
SRV PDA published OCT 16-31	Bibliographic Reco...	Service Ce...	30	9/28/2016	
SRV PDA published MAY 1-15	Bibliographic Reco...	Service Ce...	30	10/3/2016	
SRV PDA published MAR 1-15	Bibliographic Reco...	Service Ce...	28	9/28/2016	
SRV PDA FINAL_20161107090226	Bibliographic Reco...	Sno-Ida LL...	27	11/7/2016	
SRV PDA published NOV 1-15	Bibliographic Reco...	Service Ce...	26	9/28/2016	
SRV PDA published APR 1-15	Bibliographic Reco...	Service Ce...	26	9/28/2016	
SRV PDA published APR 16-30	Bibliographic Reco...	Service Ce...	25	9/28/2016	
SRV PDA published MAY 16-31	Bibliographic Reco...	Service Ce...	25	11/28/2016	
SRV PDA published JUN 1-15	Bibliographic Reco...	Service Ce...	24	12/5/2016	

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



Record Set 63111 - Polaris

File Edit View Tools Help

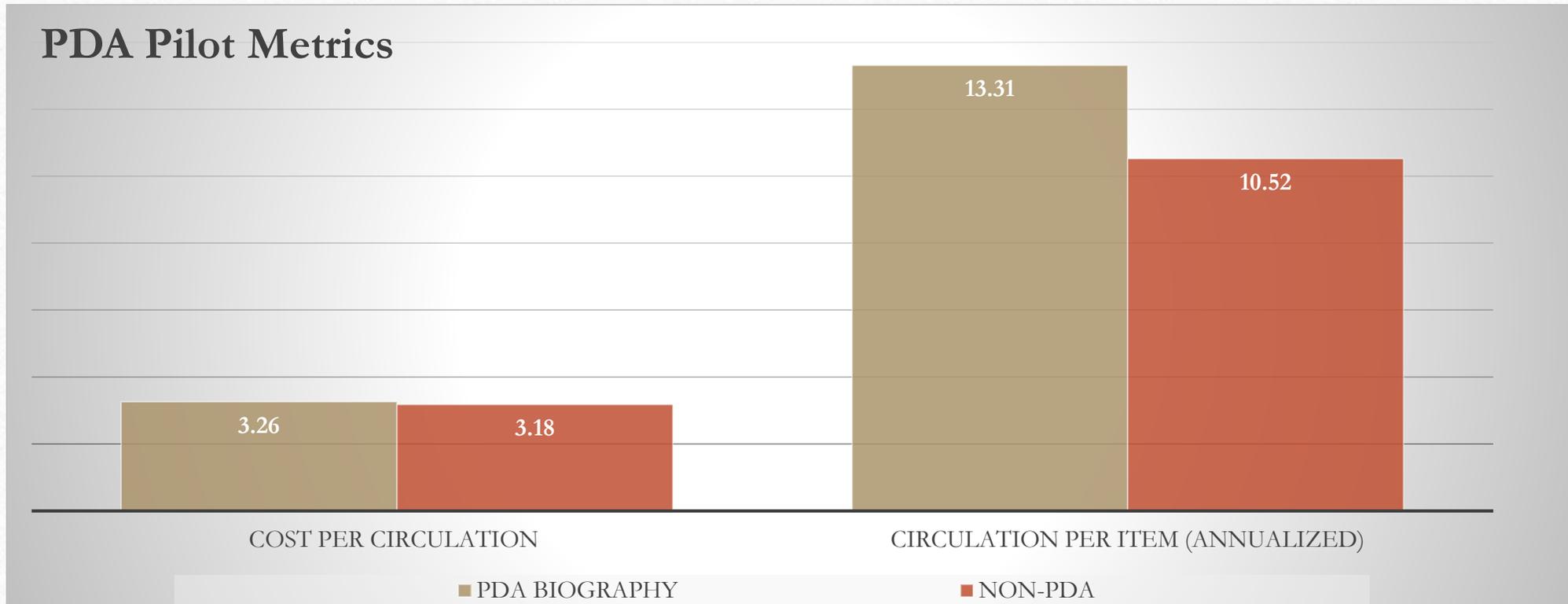
Name: SRV GP-ODD BIDS Owner: Service Center (sr) Record type: Item

Name: Biographies ordered between 6/1/2016 and 5/1/2017 as part of ODA Number of records: 342

Title	Assign...	Collec...	Materi...	Shelf...	Call N...	Vol...	Status	Barcode	Last Activity	Contro...
The stranger in the ...	Service...	Biogra...	Book	New ...	SEO K...		Trs...	39067065764254	9/14/2017	F... 3589951
Maybe I'm doing it ...	Edmon...	Biogra...	Book	New ...	SEO H...		Out	39067064599735	9/14/2017	F... 3447243
Maybe I'm doing it ...	Lynn...	Biogra...	Book	New ...	SEO H...		Out	39067064599743	9/14/2017	F... 3447244
Victoria the queen ...	Lynn...	Biogra...	Book	New ...	SEO V...		Out	39067064599400	9/14/2017	F... 3489468
A warrior of the peo...	Marys...	Biogra...	Book	New ...	SEO P...		Out	39067065957504	9/14/2017	F... 3537240
Between heaven & f...	Service...	Biogra...	Book	New ...	SEO C...		Out	39067065764098	9/14/2017	F... 3589924
The stranger in the ...	Service...	Biogra...	Book	New ...	SEO K...		Hold...	39067065764339	9/14/2017	F... 3589948
Abandon me : memoirs	Marys...	Biogra...	Book	New ...	SEO P...		Trs...	39067065764353	9/11/2017	F... 3589935
Relentless spirit : th...	Lake St...	Biogra...	Book	New ...	SEO P...		Shelf	39067064635306	9/13/2017	F... 3460756
Out of line : a life of	Monroe...	Biogra...	Book	New ...	SEO L...		Shelf	39067066246533	9/13/2017	F... 3626518
Expect great things ...	Mukite...	Biogra...	Book	New ...	SEO T...		Out	39067065831673	9/13/2017	F... 3521191
Muslim girl : a comm...	Edmon...	Biogra...	Book	New ...	SEO A...		Out	39067064991229	9/13/2017	F... 3479480
The Pope of Physics ...	Edmon...	Biogra...	Book	New ...	SEO P...		Out	39067064637576	9/13/2017	F... 3447247
Trump revealed : an...	Edmon...	Biogra...	Book	New ...	SEO T...		Out	39067064904935	9/13/2017	F... 3392634
Robert Lowell, settin...	Lynn...	Biogra...	Book	New ...	SEO L...		Out	39067065595970	9/13/2017	F... 3579416
Abandon me : memoirs	Lynn...	Biogra...	Book	New ...	SEO F...		Out	39067065764346	9/13/2017	F... 3589934

For Help, press F1. 342 of 342 record(s) retrieved

Results – Let's Do the Numbers * **

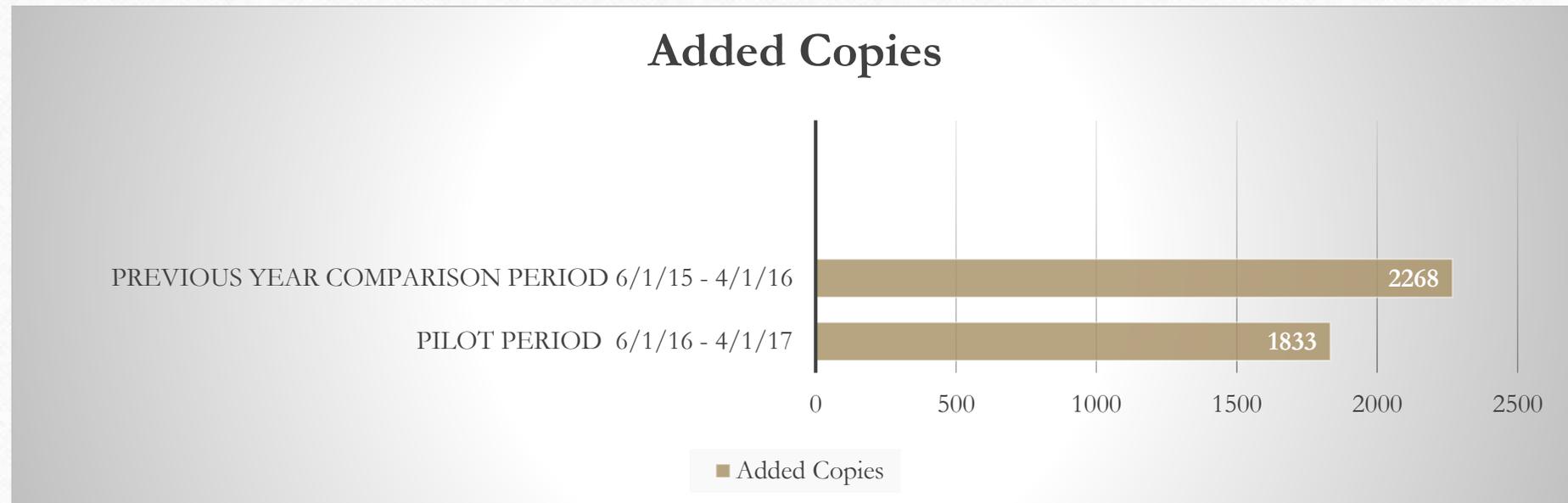


*Data are from Sept 2016 to May 2017 and represent circulation per day since owned, annualized

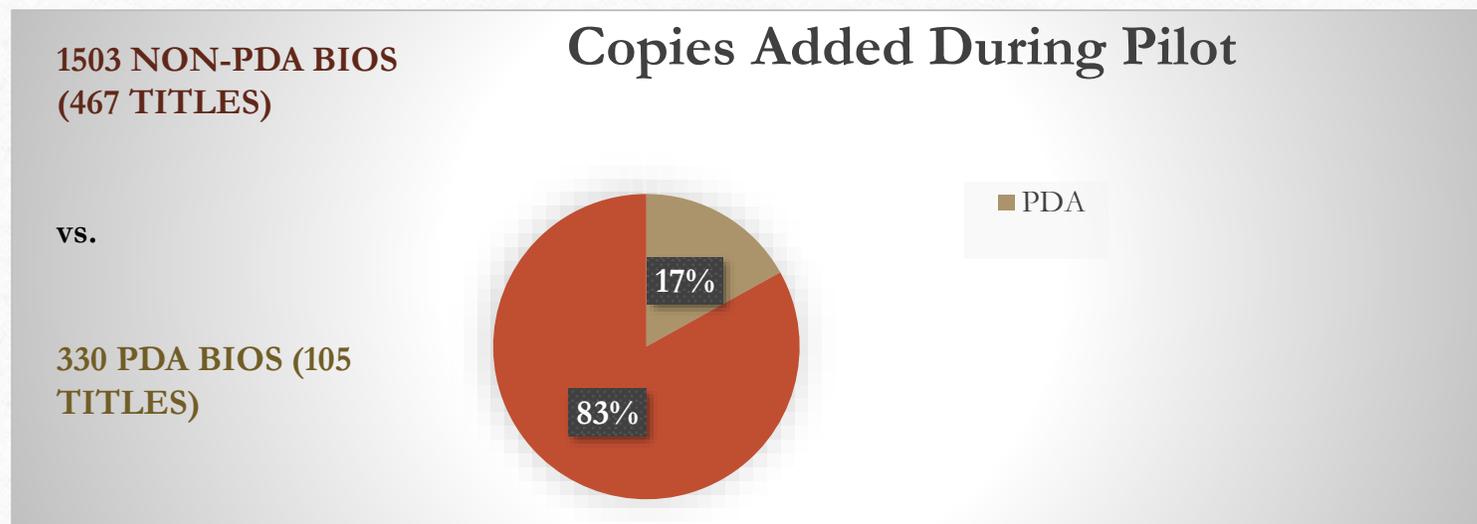
** Thank you to Grant Perrigo, Collection Maintenance Librarian, for help calculating these numbers

11/9/2017

Surprising Trend for 2016-17 Reduction in Copies



Surprising Result – PDA Supplied Only 1/5 of BIOS



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:
 - Kukla, Jon. *Patrick Henry: Champion of Liberty*. S & S, July 2017.
 - St. John Paul II, Pope. *In God's Hands: The Spiritual Diaries of Pope John Paul II*. HarperOne, March 2017.
 - Lynsey, G. *Watching Porn and Other Confessions from an Adult Entertainment Journalist*. Overlook, June 2017.

*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

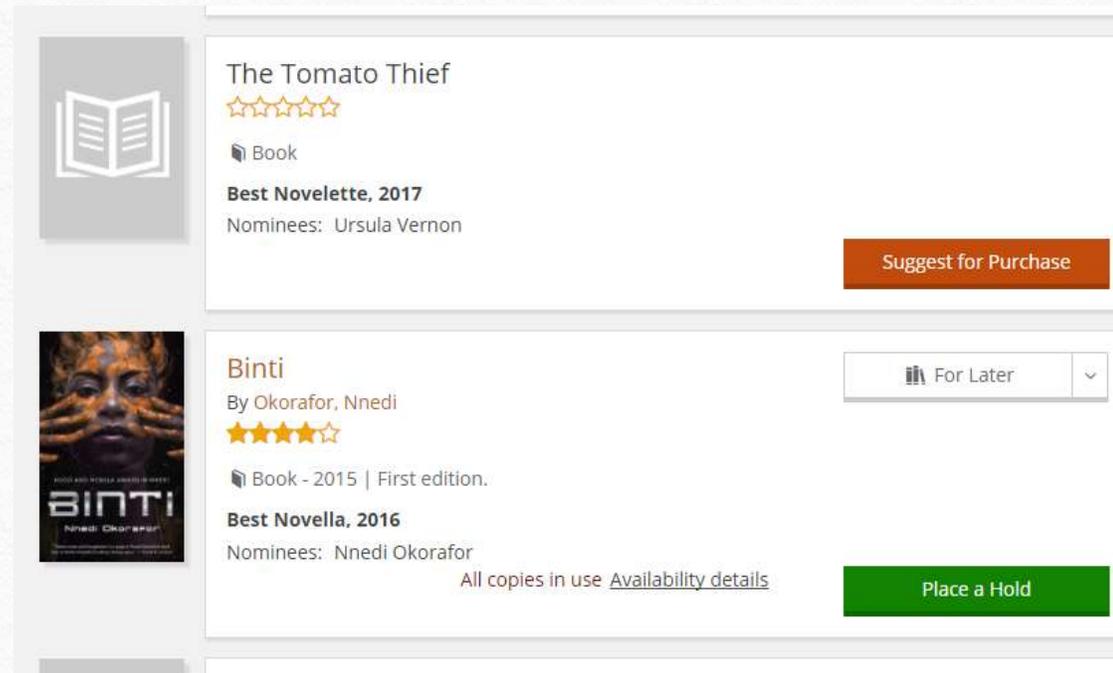
- Cost-effective in this time of budgets being stretched by multiple formats
- Universe of titles – empower our customers to weigh in

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)



The screenshot displays two book entries in a library catalog. The first entry is 'The Tomato Thief' by Ursula Vernon, a Best Novelette from 2017. It features a book icon, a 5-star rating, and a 'Suggest for Purchase' button. The second entry is 'Binti' by Nnedi Okorafor, a Best Novella from 2016. It features a book cover image, a 5-star rating, a 'For Later' button, and a 'Place a Hold' button. The 'Place a Hold' button is green and indicates that all copies are in use.

Title	Author	Award	Year	Availability	Action
The Tomato Thief	Ursula Vernon	Best Novelette	2017	Available	Suggest for Purchase
Binti	Nnedi Okorafor	Best Novella	2016	All copies in use	Place a Hold

Questions or Feedback?

Hold That Thought

Question Period After DDA Presentation

Darren Nelson

Collection Development Librarian

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360-651-7075

11/9/2017