



# Everything but the Goalposts

Changing the Parameters for Patron-driven Acquisition at the University of Hertfordshire

Jackie Harrison

[j.harrison@herts.ac.uk](mailto:j.harrison@herts.ac.uk)

# Patron-driven Acquisitions (PDA) at the University of Hertfordshire

## Our Goal

“Timely access to relevant information”

Giving students access to what they want to read  
when they want to read it

# Patron-driven Acquisitions (PDA) at the University of Hertfordshire

## Setting the scene

### The University of Hertfordshire

- Mainly undergraduate
- c. 28,000 fte students

### Library

- “Lean” staffing
- Innovative
  - Shelf ready books from early 1990s
  - Unrestricted, unmediated ILLs
  - Self service, self-help
  - Electronic journals from mid 90s
  - Ebooks introduced in 2005
  - PDA from 2007/8

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## PDA from 2007/8

- Supplier's complete set of marc records loaded into Voyager
  - Short Term Loan triggered after 5 minute free view, gives 24 hours access
  - STL cost is a % of purchase price. Auto-purchase on 3<sup>rd</sup> STL
  - Largely unmediated
- 
- User searched Voyager and clicked on the link
  - Athens authentication
  - Not aware that title may be unpurchased

No publicity – No buy-in – Just more choice

# Patron-driven Acquisitions (PDA) at the University of Hertfordshire From 2010

- The Library service became Information Hertfordshire
- Access
  - 24/7 opening
  - Unlimited unmediated Interlibrary loans for all UH members
  - PDA continued

But ... NSS results started to fall

- Self service / Self help
  - Self-issue **only**
  - No physical helpdesks
  - No reservations
  - Unlimited renewals
  - No Discovery system

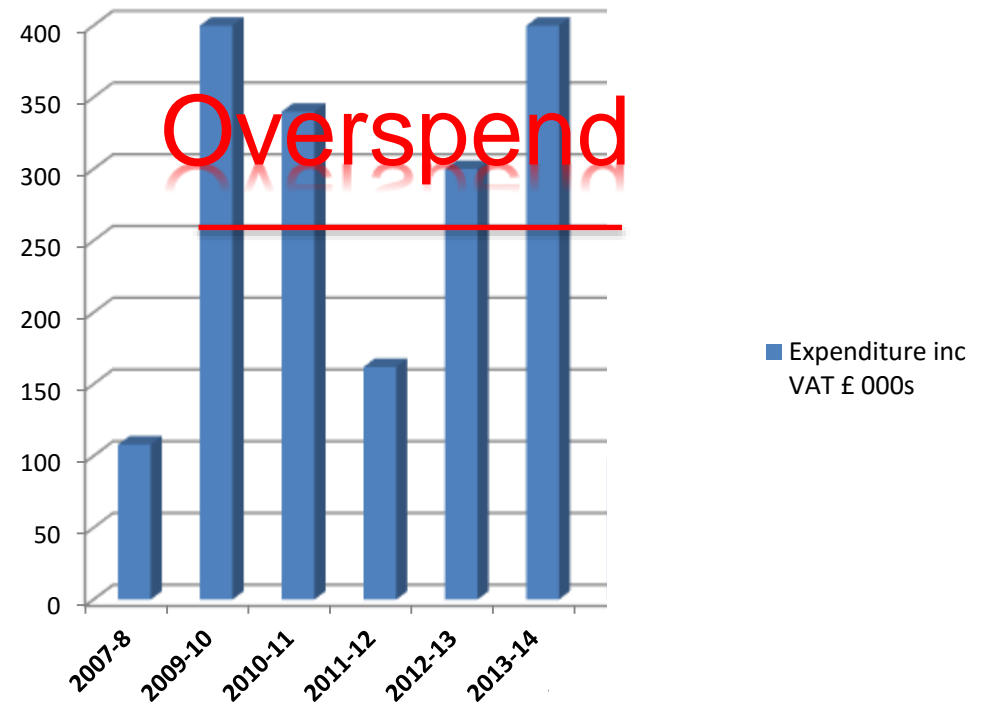
... and PDA costs were rising ...

# Patron-driven Acquisitions (PDA) at the University of Hertfordshire

## Evolution of the service - Expenditure

- 2006/7 : Before PDA started £470 spent on ebooks
- 2007/8 : PDA trial. Expenditure £100k then withdrawn
- 2009/10 : PDA with two suppliers, EBL and Dawsonera. Dawsonera rental costs very high
- 2010/11 : PDA with two suppliers but Dawsonera autopurchase only
- 2011/12 – 2013/14 : EBL only. Costs rising year-on-year
- Subject funds subsidising PDA overspend

Expenditure (including VAT)



# Patron-driven Acquisitions (PDA) at the University of Hertfordshire

## Evidence for change

- Granular statistics from EBL
  - Annual, monthly, between dates
  - By date purchased / published
  - By owned or rental
  - By free browse / STL / owned loan
  - By purchase model
- Excel analysis
  - Use COUNTIF / SUMIF / Pivot tables
- Reports on
  - Usage subsequent to purchase
  - Comparative usage of PDA purchases vs library initiated purchases
  - Comparative costs of purchase on 3<sup>rd</sup>, 5<sup>th</sup> or 10<sup>th</sup> STL

**Publication Date**

From:  To:

**Usage Date**

From:  To:

**Purchase Type**

Show All  Autopurchase  STL  Ebook (firm orders)

**Access Model (at time of use)**

Show All  1-user  3-user  Non-Linear  Unlimited  DDA (not owned)

**Use Type**

Show All  Non-Linear Loan  Non-Mediated STL  Mediated STL  Free Viewing

**Trigger Events**

Show All  View Time  Copy  Print  Chapter Download  Book Download

**Filters**

Visible titles only  Reader use only  Loan trigger sessions only

# Patron-driven Acquisitions (PDA) at the University of Hertfordshire

## Evidence for change

- Analysis showed:
  - Long tail of unused purchased ebooks
  - PDA titles more likely to be used than library initiated ebook purchases
  - Older titles and old editions autopurchased in error
  - Comparative costs of autopurchase on 3<sup>rd</sup>, 5<sup>th</sup> and 10<sup>th</sup> STL from EBL



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## Reasons not to ...

- Ownership seen as a positive
  - Usage is “free”
  - “Rent” paid is money wasted
- SCONUL statistical return
  - PDA purchases specified until 2012-2013
  - Perception that VFM depends on titles purchased

# Patron-driven Acquisitions (PDA) at the University of Hertfordshire

## From 2014 -

- New Chief Information Officer (University Librarian)
- Change of culture :
  - Information Hertfordshire becomes Library and Computing Services
  - The Student Experience is the key driver
  - Appointment of a “Systems Librarian”
  - Emphasis on co-operative project working
    - Move from Voyager to open-source LMS - Koha
    - Introduction of Discovery layer - Summon

# Patron-driven Acquisitions (PDA) at the University of Hertfordshire Changes in 2014

Staff are trusted to advise on their area of expertise

- Potential savings on PDA expenditure

Clear strategy - “Access over ownership”

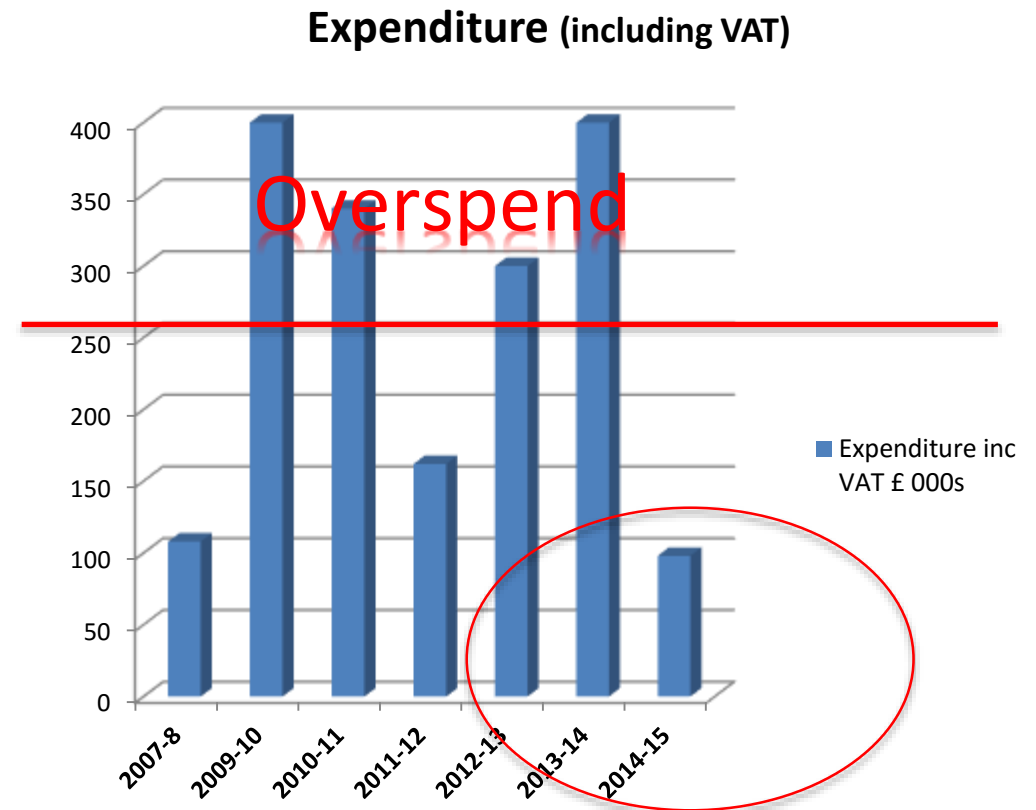
PDA realigned

- Autopurchase profile changed from 3<sup>rd</sup> STL to 10<sup>th</sup> STL
- No pre-2010 publications included (rolling 5 year collection)
- EBL narrower “Academic” profile used
- Owned titles more discoverable via Summon

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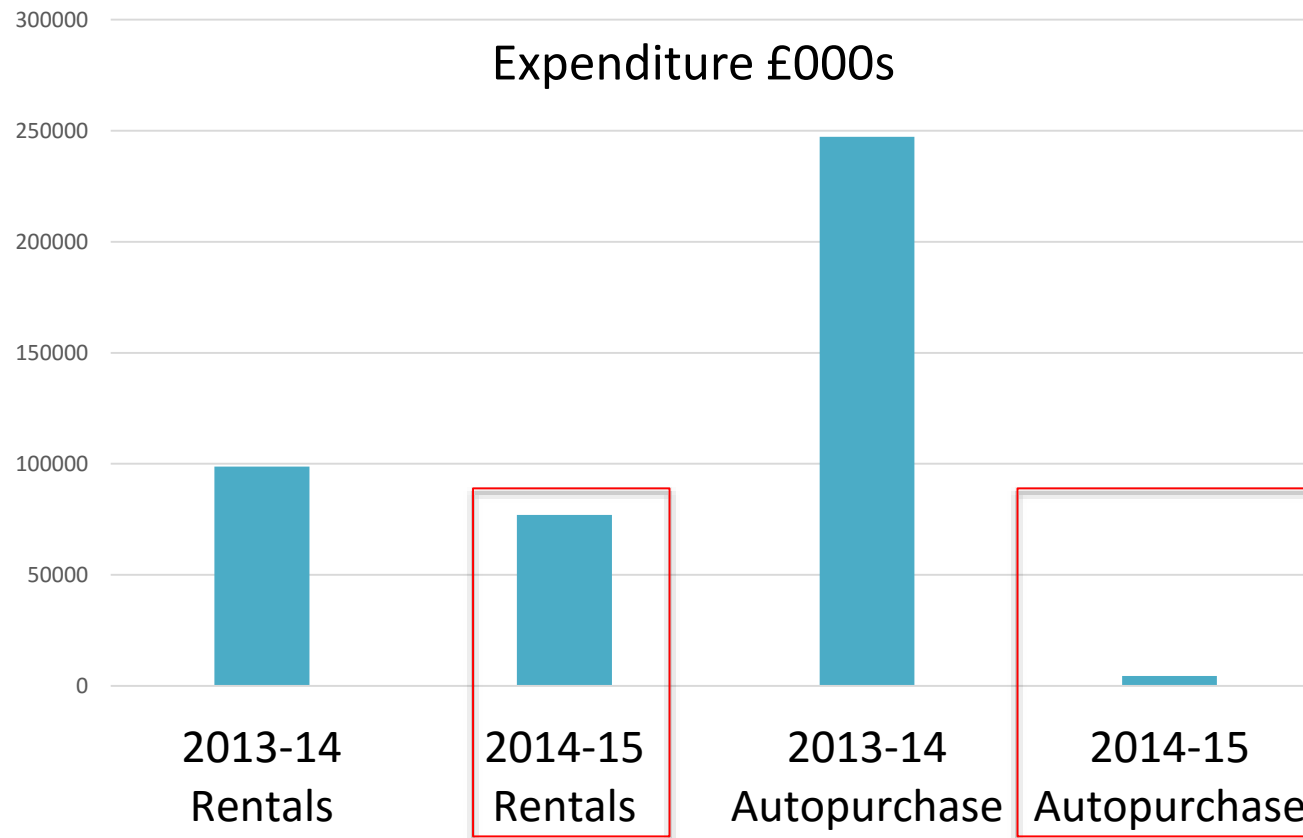
## Changes in 2014/2015 - Expenditure

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- 2011/12 – 2013/14 : EBL only. Costs rising year-on-year
- 2014/15 : Model changed. Budget was £250k - our first underspend!



# Patron-driven Acquisitions (PDA) at the University of Hertfordshire

## Changes in 2014/2015



# Patron-driven Acquisitions (PDA) at the University of Hertfordshire

## A win-win result

- Management happy – costs cut
- Subject librarians happy – more money to spend
- Team happy – we're being listened to
- Students don't notice any difference