

Building an In-Demand Collection

Mike Hawkins, Sno-Isle Libraries



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?





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2017- 2019 Strategic Priorities

We will concentrate on:

- Increasing kindergarten readiness in language and literacy
- Building civic engagement to address community issues
- Strengthening our economy by supporting entrepreneurs and small business owners

Core Services

In keeping with our values and purpose, we:

- Sustain a diverse collection of materials in various formats
- Lend library materials
- Connect readers with books
- Provide access to computers and connectivity
- Deliver expert information and research assistance
- Present programs addressing community needs and interests
- Maintain safe, welcoming spaces

Values

We believe in:

- Each individual's right to free and equal access to information and ideas
- The worth and appreciation of diverse points of view
- The value of individuals, community, and culture
- The importance of innovation in meeting evolving customer needs and expectations
- Accountability for the public's resources

Purpose

We foster a literate and informed citizenry by:

- Providing equal access to the library and its resources for all
- Championing early literacy
- Supporting lifelong learning
- Providing space to think, meet, work, and create
- Convening people for public discourse

Our mission is to be a community doorway to reading, resources, and lifelong learning, and a center for people, ideas, and culture.



Core Service: Sustain a diverse collection of materials in various formats



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Hello!

Mike Hawkins

- Electronic Resources Librarian
- Co-Developer of Demand-Driven Acquisition with OverDrive
- *New York Times* Crossword Constructor



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Photo Credit: [DanielJPHadley](#)

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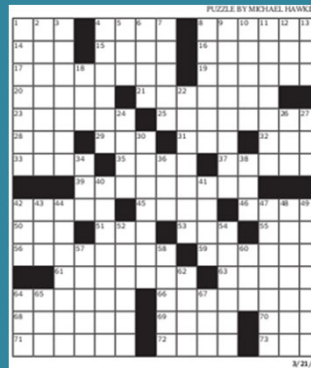
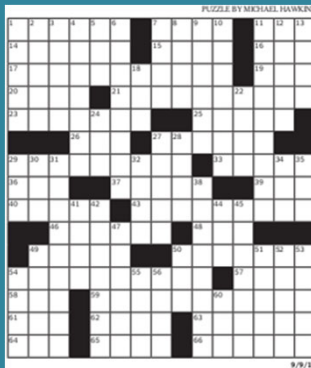
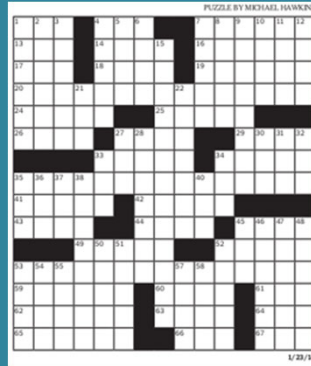
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25th Anniversary

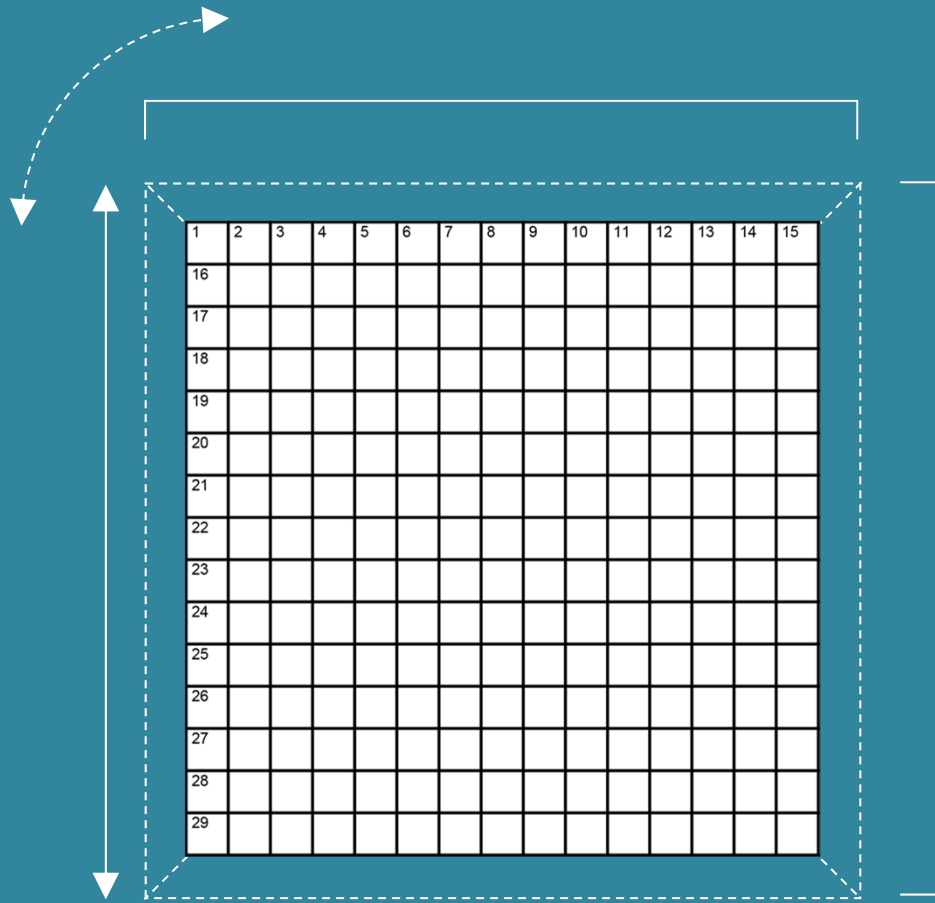
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Credit: [The New York Times](http://www.nytimes.com)



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DEMAND-DRIVEN ACQUISITION (DDA)



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**DEMAND-DRIVEN
ACQUISITION (DDA) =
Crowdsourced decisions**



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Driving Factors



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Driving Factors

Collection Experiments

- No holds on popular eBooks
- Print Biography books preloaded in catalog



Driving Factors

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Transition Year

- Dropped secondary ebook vendor on Jan 1



Driving Factors

Collection Experiments

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Transition Year

- Dropped secondary ebook vendor on Jan 1

Strategic Funds

- Large portion of budget dedicated to Electronic Resources project(s)



What we **thought** our customers
wanted:



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What we **thought** our customers wanted:

- Shorter hold queues



What we **thought** our customers wanted:

- Shorter hold queues
- Higher checkout and hold limits



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What we **thought** our customers wanted:

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



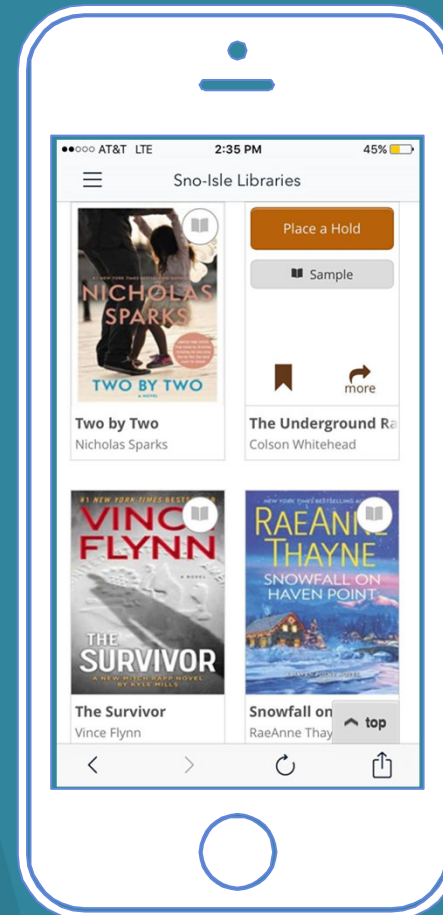


Survey: What do our customers want?



96%

Always or sometimes
place a hold.



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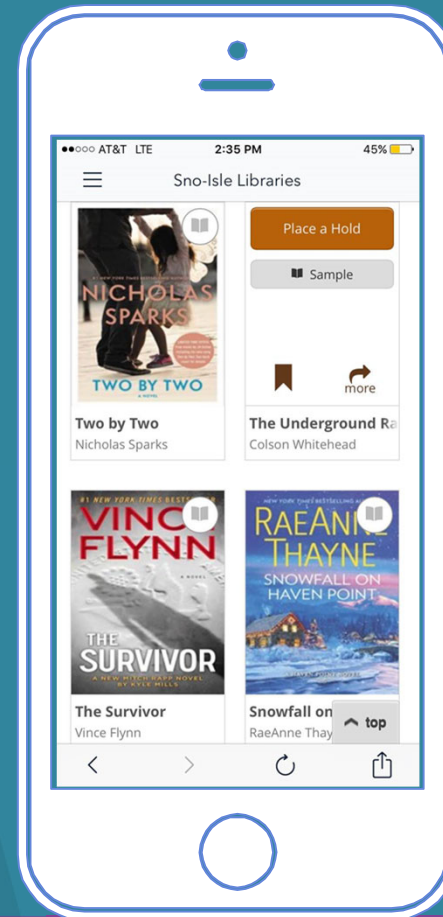
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96%

Always or sometimes
place a hold.

72%

Will wait as long as
it takes

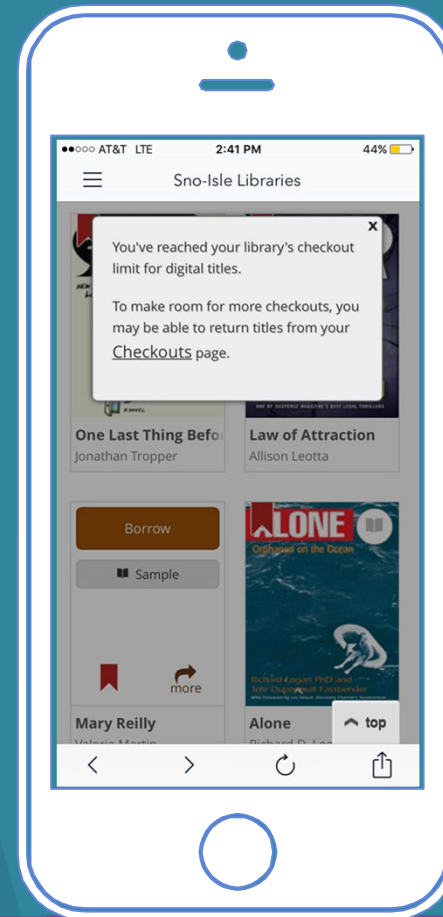


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92%

Checkout limit is
high enough



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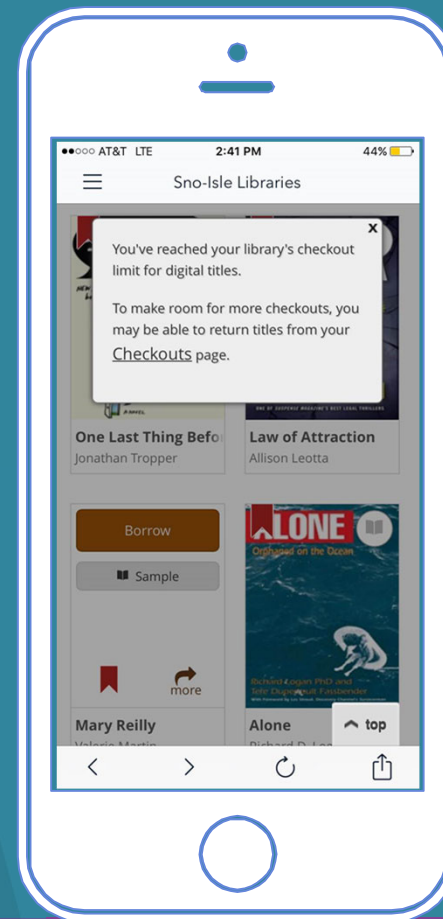
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92%

Checkout limit is
high enough

87%

Hold limit is
high enough

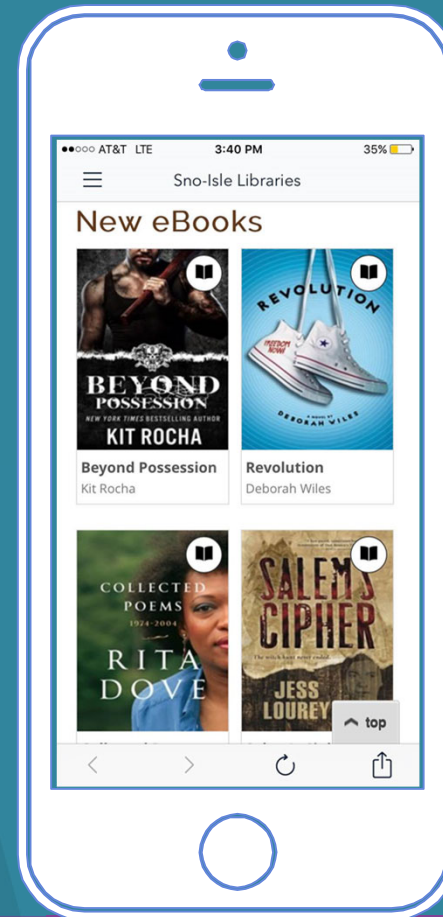


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80%

Wanted a larger
collection

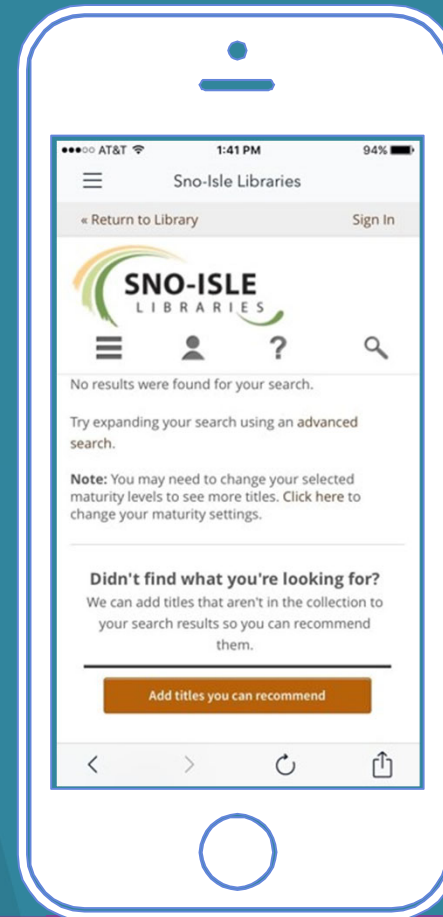


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13%

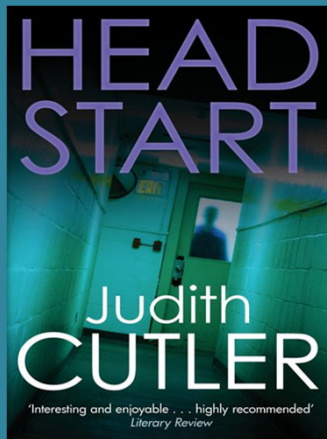
Use the request
process



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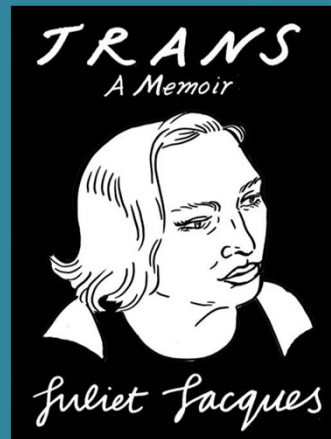
Four Different eBook Users:



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Four Different eBook Users:



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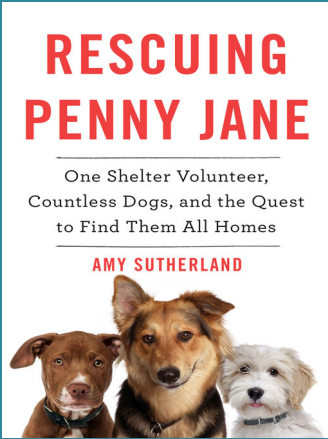
Four Different eBook Users:



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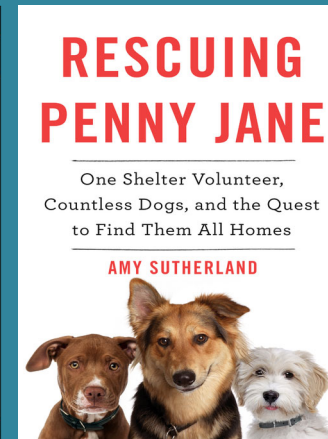
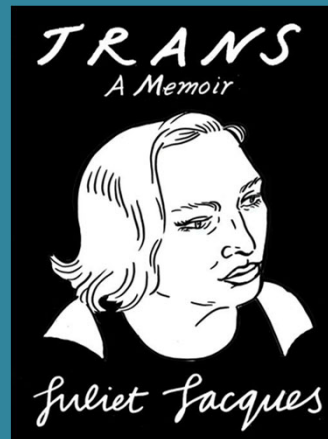
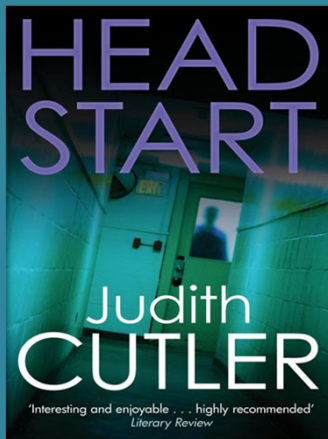
Four Different eBook Users:



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Four Different eBook Users:

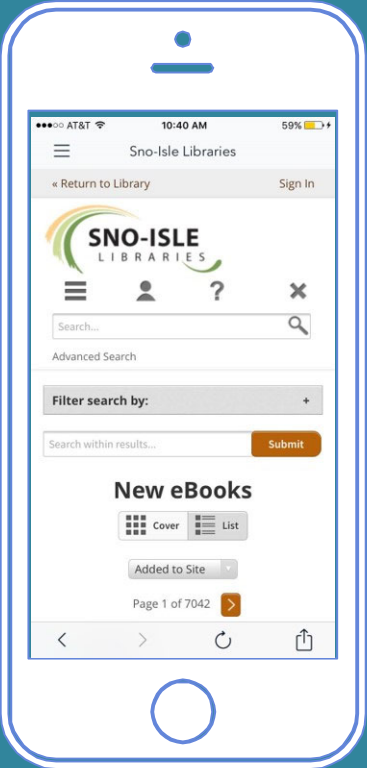


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The Old Way

 Rescuing Penny Jane

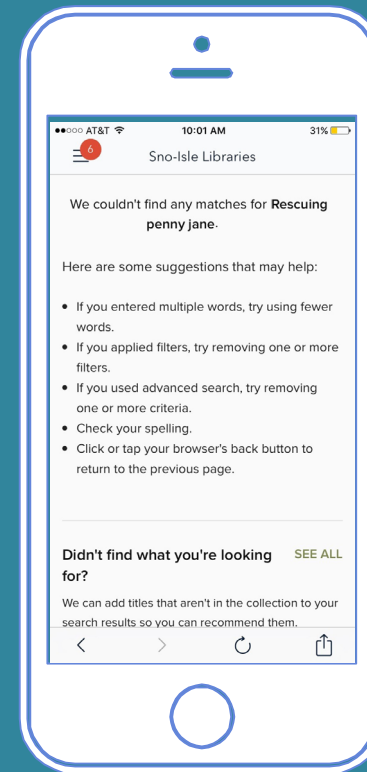


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The Old Way

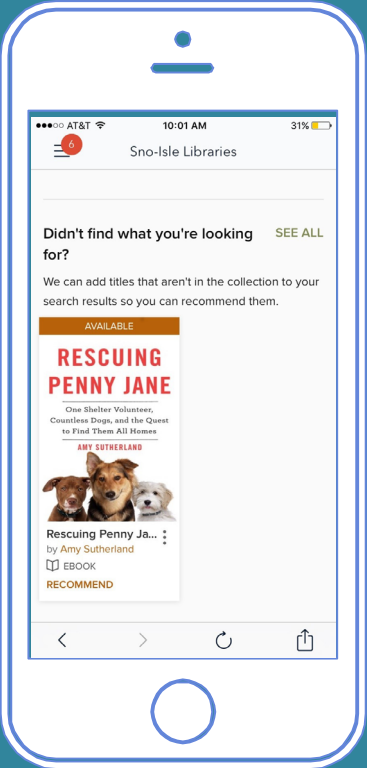
WE COULDN'T FIND ANY
MATCHES



The Old Way

Didn't find what you're looking for?

RECOMMEND



The Old Way

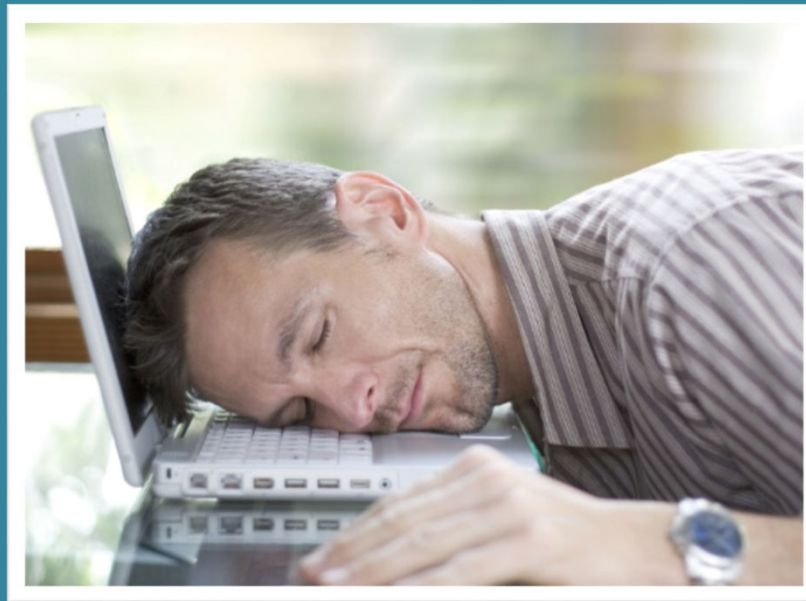


Photo Credit: [SEMANA TGI](#)



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The Old Way

From: Sno-Isle Libraries [mailto:donotreply@overdrive.com]
Sent: Tuesday, March 20th, 2016 1:15 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 *Rescuing Penny Jane* by Amy Sutherland|at your recommendation.

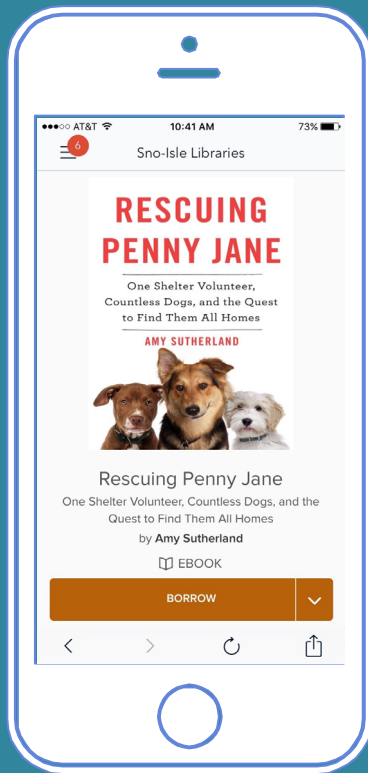
Please visit <http://overdrive-audio-books.sno-isle.org/ContentDetails.htm?ID=7C7C848B-8348-4D4F-9B13-ACC9297D1D87> for more information about this title.

Thank you,
Sno-Isle Libraries



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The Old Way



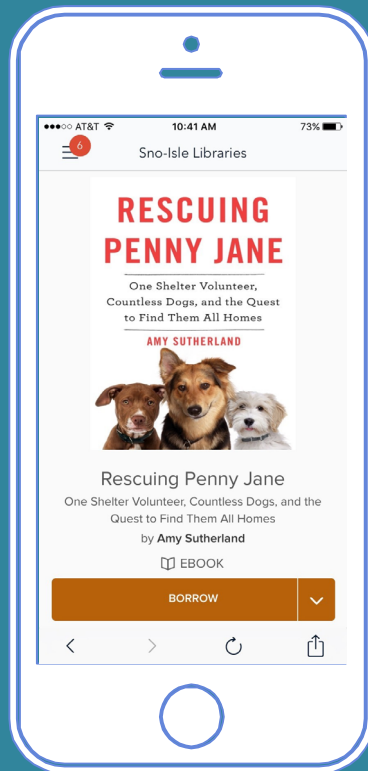
Yes, we could find a match.



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The Old Way

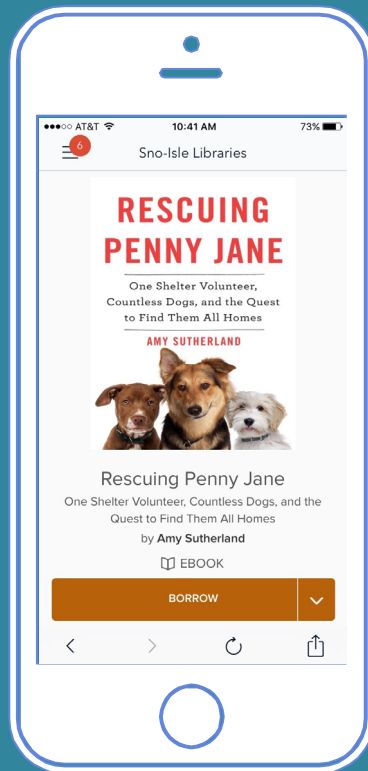


Yes, we could find a match.

- 85% of requests are approved



The Old Way

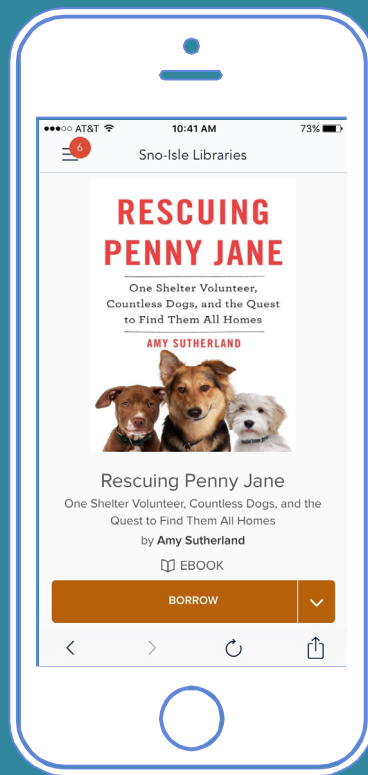


Yes, we could find a match.

- Multiple steps
- 1 week or more



The New Way?



Yes, we could find a match.

- 1 step
- Instant



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Assessed the Situation

Broken System

Only 13% used it.



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Prior Project

Didn't meet needs of customers.



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To be creative.

Funds

set aside for creative project.



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Survey Info

We knew the needs of our users.



2016 PLA
CONFERENCE
DENVER
APRIL 2016



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2016 **PLA**
CONFERENCE
DENVER
APRIL 2016

Three months

2016 **ALA**
CONFERENCE
ORLANDO
JUNE 2016



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Demand-Driven Acquisition

Sno-Isle Libraries loaded tens of thousands of **not-yet-purchased** eBooks directly into our collection.

Customers are able to immediately borrow titles.

Goals

Eliminate
Barriers



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Goals

**Eliminate
Barriers**

**Improve
Customer
experience**



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**Increase
Customer
involvement**



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Structure

- Over 3 Dozen publishers
- Models:
 - One Copy/One User
 - 26-checkout



Structure

- No publication date limit on Fiction
- 5-year limit on Nonfiction
- 12-month limit:
 - Computer & Tech
 - Current Events
 - Study Aids
 - Travel guides

Day One



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Day One



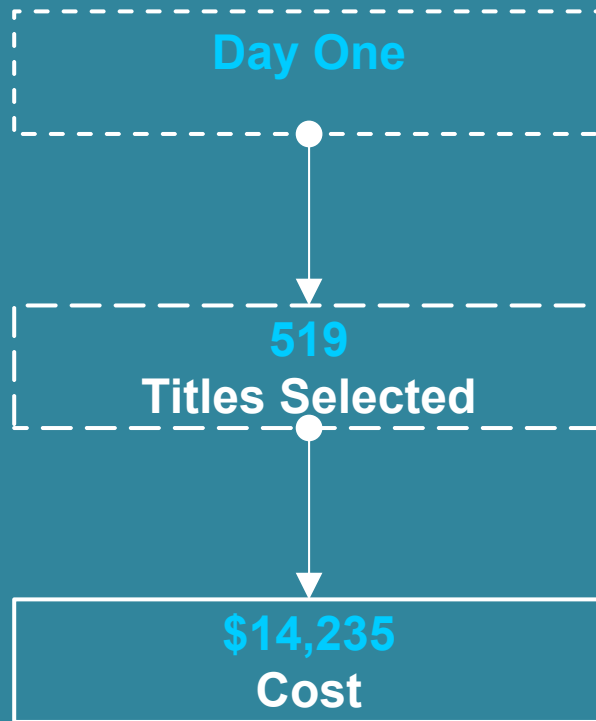
519

Titles Selected



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Day Two



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Day Two

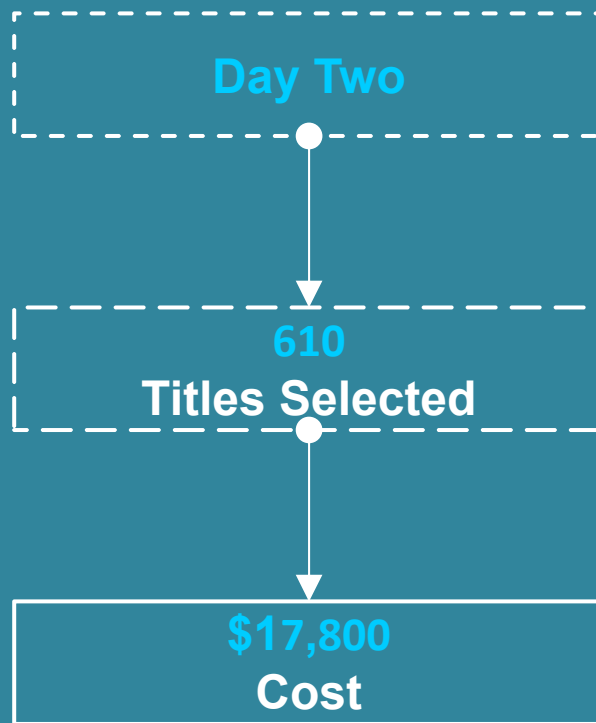
610

Titles Selected



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The First
Two Weeks



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The First
Two Weeks

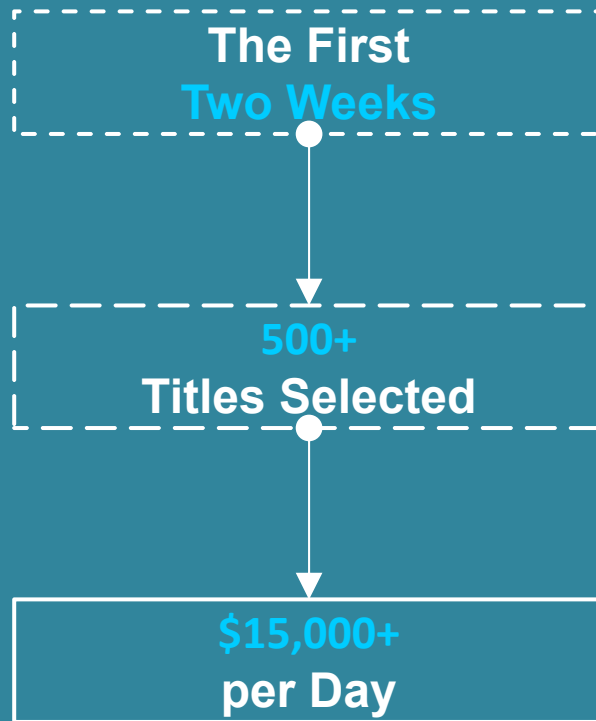


500+
Titles Selected

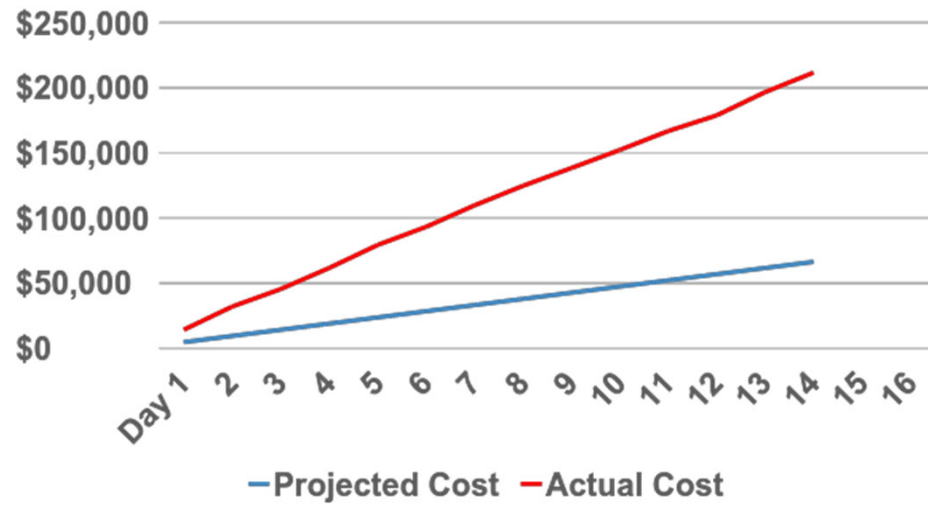


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DDA Cost: First Two Weeks



Audiobooks

31%
Of the titles

48%
Of the Cost



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Challenges along the Way

Duplicate
Content

MARC
Deletion

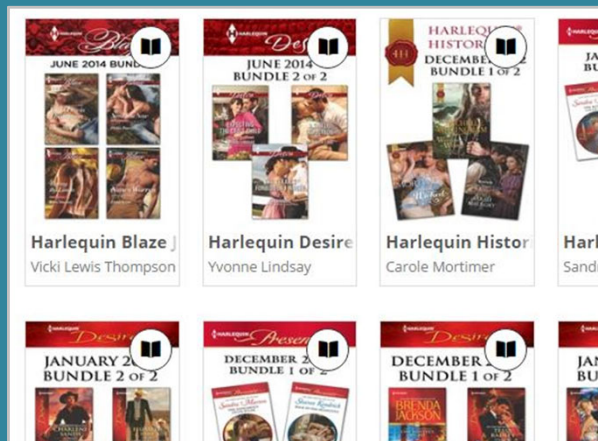
Marketing
Problem



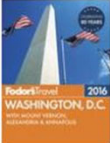
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Duplicate Titles





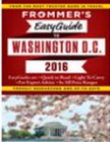
MARC Deletion in Polaris

 **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

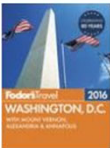
 

 **3. Frommer's *EasyGuide to Washington, D.C.* 2016**
by Ford, Elise Hartman

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 — our carefully-revised and up-to-date Easy Guide to the nation's capital features recent additions to the city's attractions that make it more compelling than ever. This carefully-revised and up-to-date Easy Guide to the nation's capital is the best of the Civil War, the assassination of Abraham Lincoln — our carefully-revised and up-to-date Easy Guide to the nation's capital features recent additions to the city's attractions that make it more compelling than ever.





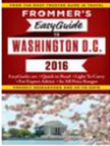
MARC Deletion

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Publisher, Date: [S.1.] : FrommerMedia, 2015.
by Ford, Elise Hartman

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

Identify:

DDA titles no longer available

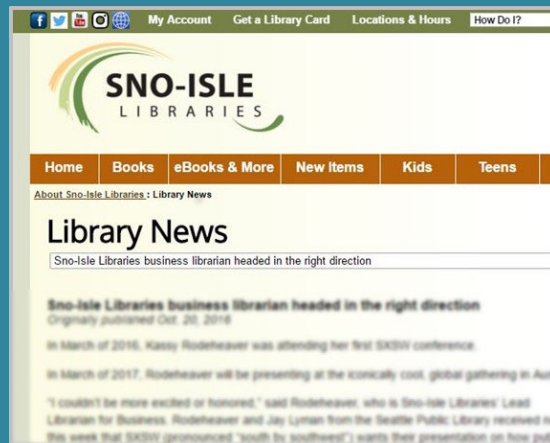
Expired metered content

Other weeded titles



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Marketing Problem



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Goals

**Eliminate
Barriers**

**Improve
Customer
experience**

**Increase
Customer
involvement**



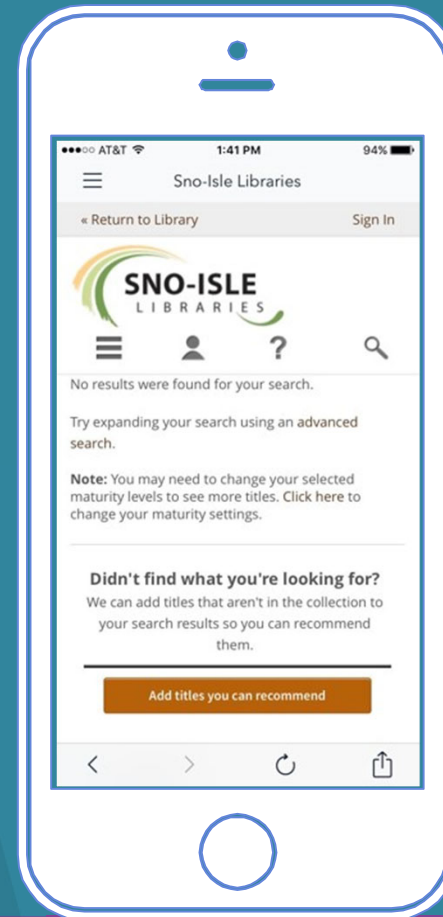
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**Eliminate
Barriers**

13%

use the request
process



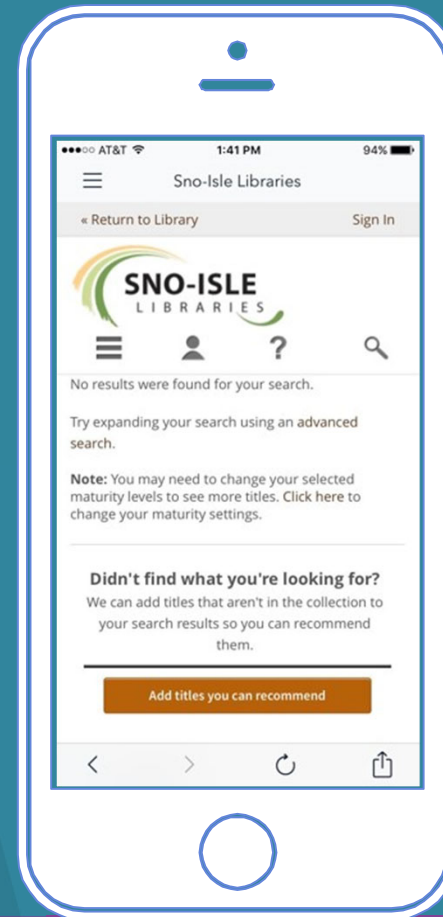
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Eliminate
Barriers

33%

have used Demand-Driven Acquisition



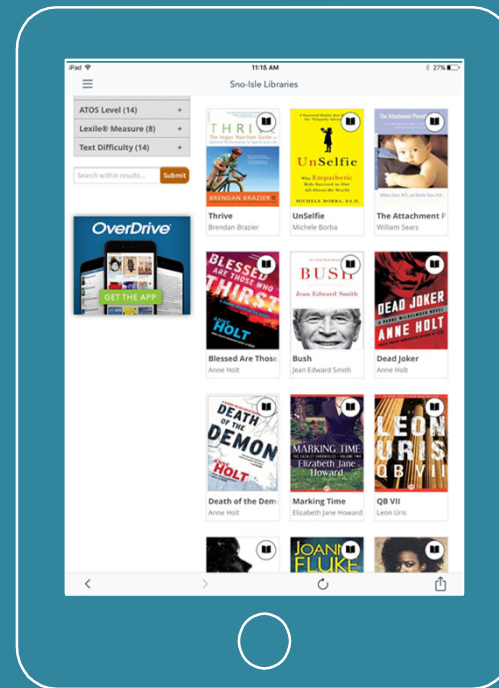
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Improve
Customer Experience

156%

more titles than before
Demand-Driven Acquisition.



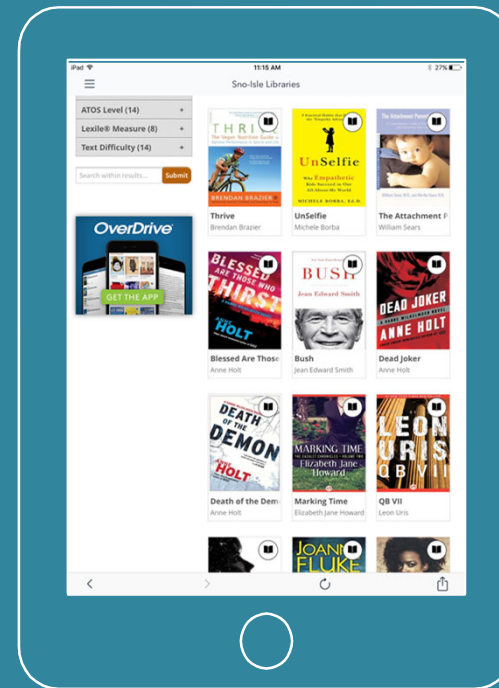
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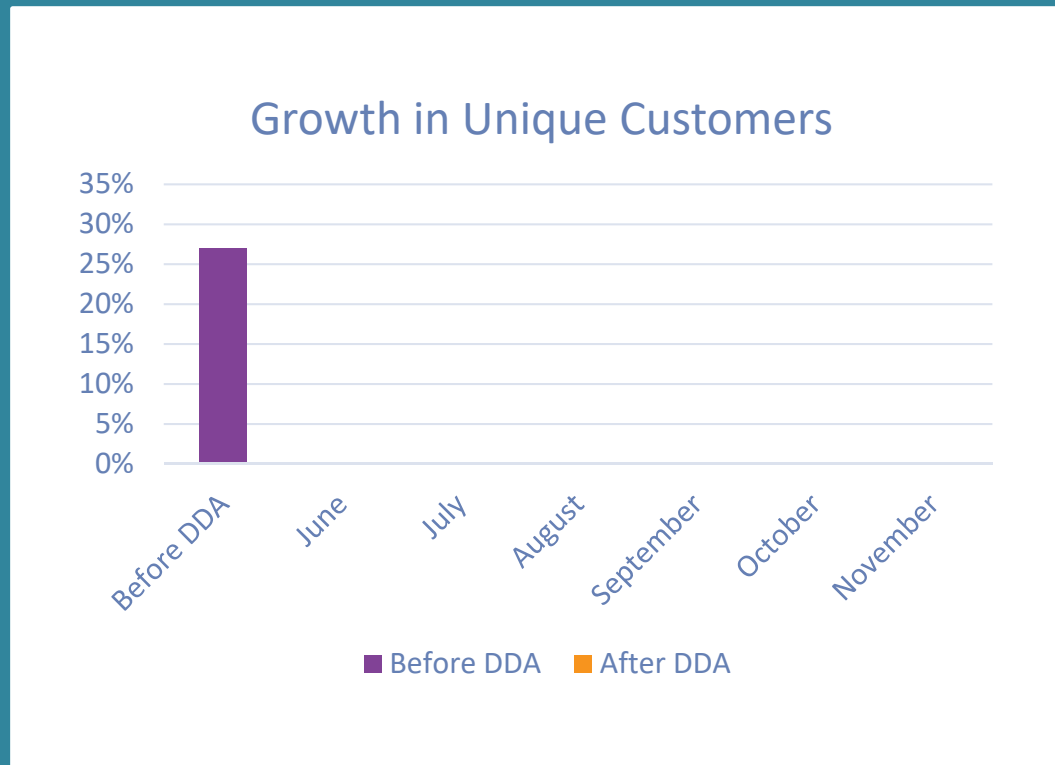
Increase
Customer Involvement

42%

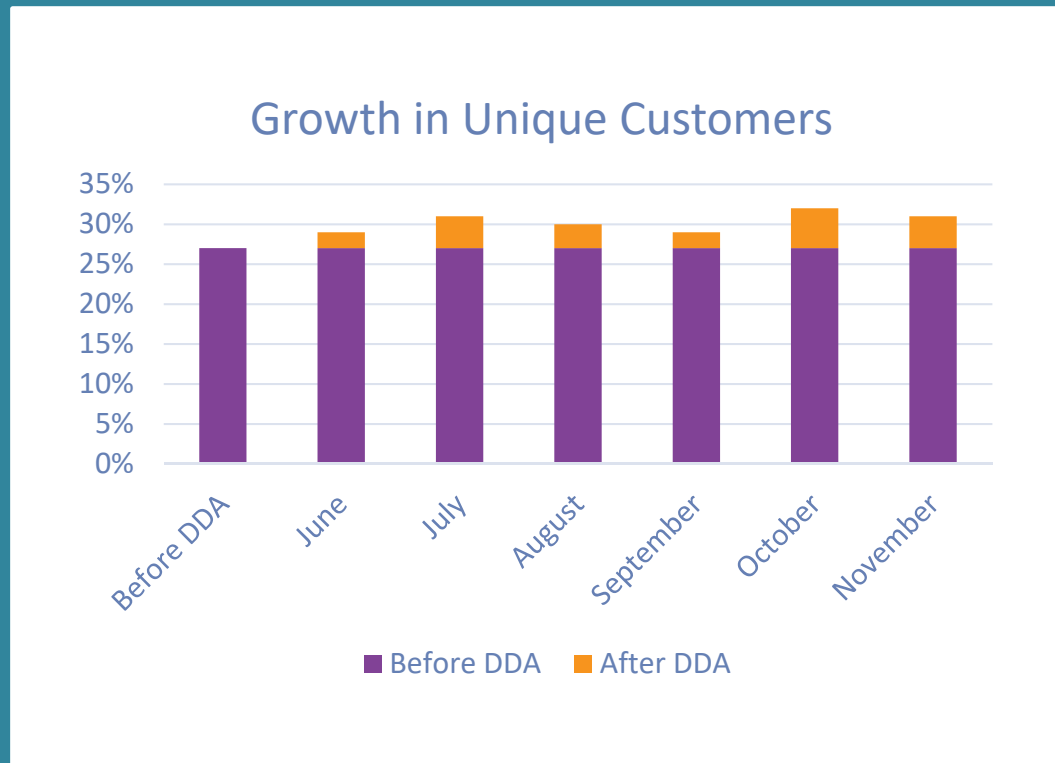
Larger permanent collection.



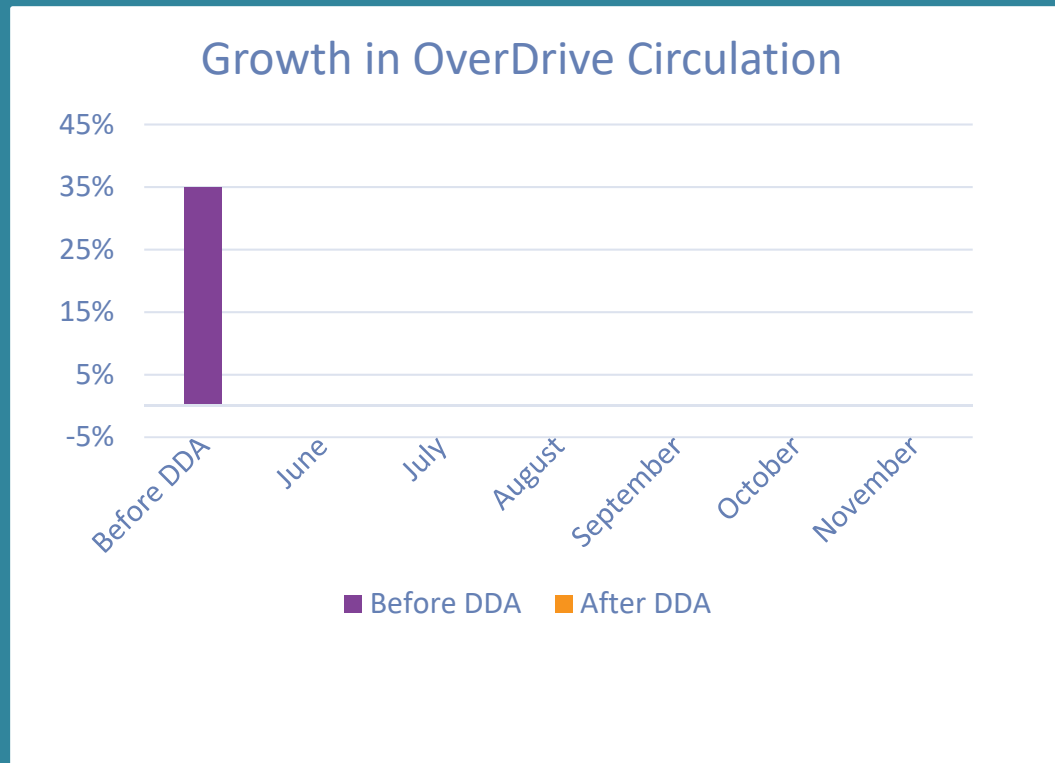
Increase Customer Involvement



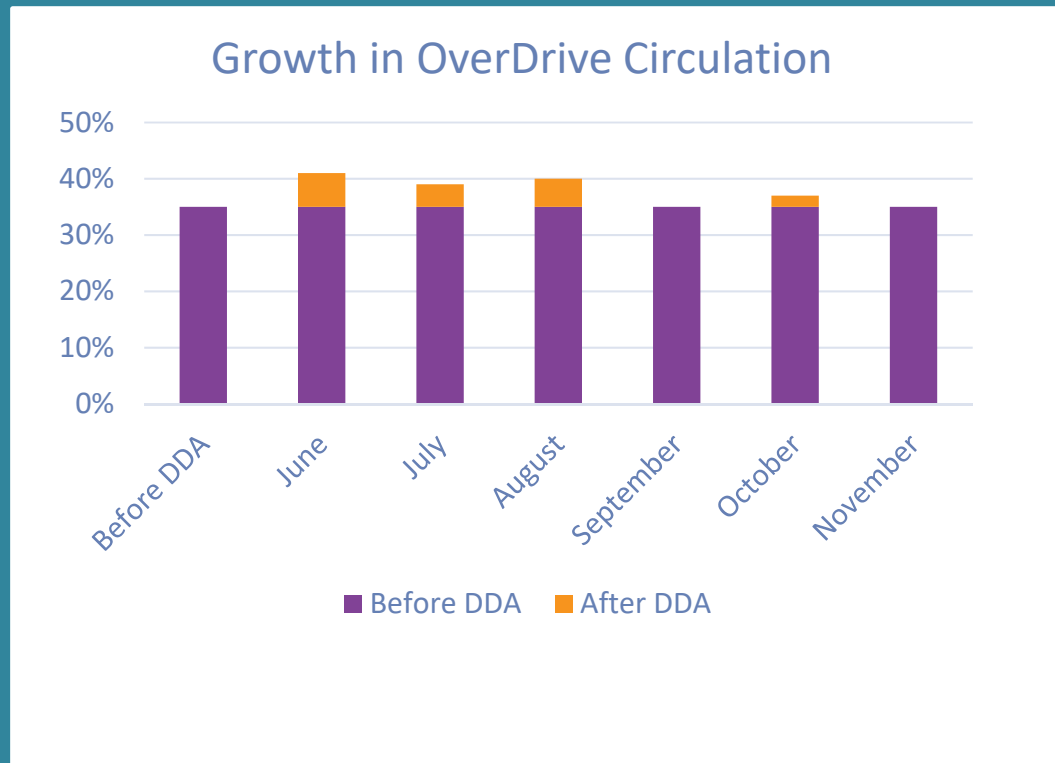
Increase Customer Involvement



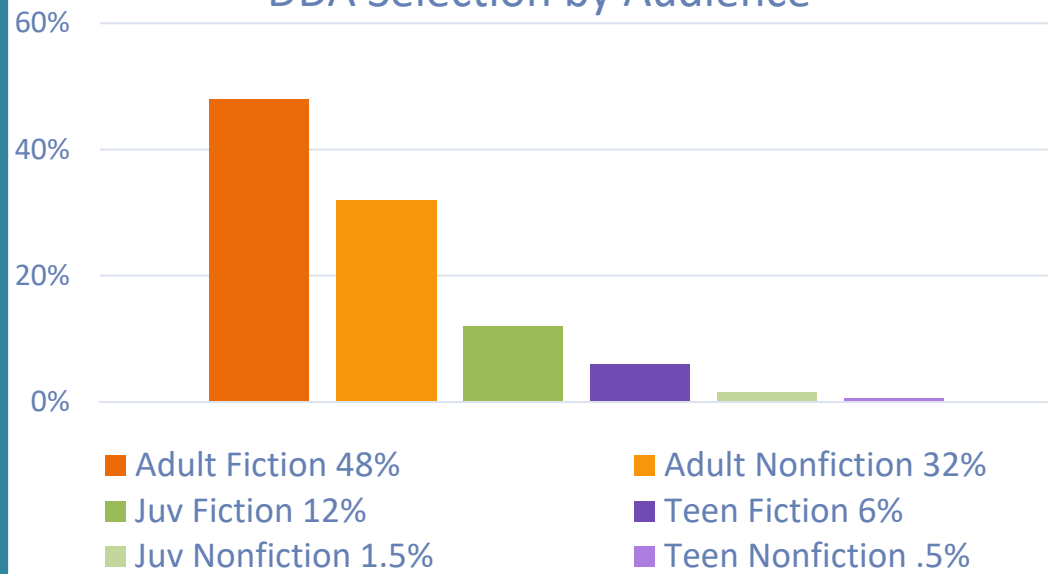
Increase Customer Involvement



Increase Customer Involvement



DDA Selection by Audience



Turnover Rate

	Ebooks	Audiobooks
Overall	3.7	7.3
2016	4.2	8.8
Other Years	< 2	5.4





Where
are we now?

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2017

In 2017, we incorporated a version of Demand-Driven Acquisition as **part of our regular budget.**



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2017 Structure

- Include the top performing publishers
- Models:
 - One Copy/One User
 - 26-checkout



2017 Structure

- Publication date between December 1, 2016 and December 31, 2017
- Includes prepub titles



Also Under Consideration

- DDA could be used to measure demand for expired metered content

2017 Stats

Items

36 / day

Cost

\$1,400 / day



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Turnover for February

Ebooks

2.19

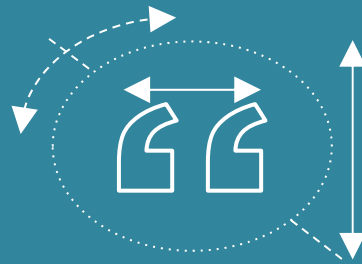
Audiobooks

2.89



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“We’re faced with problems every day in life, and most of them don’t have clear-cut solutions, so we just muddle through the best we can and move on to the next thing. But with a crossword, we’re challenging ourselves to create order out of chaos.”

**-Will Shortz
Crossword Editor
The New York Times**



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**WHAT CAN
DEMAND-DRIVEN ACQUISITION
DO FOR YOU?**



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That's up to **You!**

Get Customer Input

- Survey your customers to find out what they really want.



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That's up to You!

Get Customer Input

- Survey your customers to find out what they really want.

Assess your situation

- Are you doing something already that could be used in a new way?
- How much of your budget could you use?
- Have clear goals to measure success



That's up to You!

Get Customer Input

- Survey your customers to find out what they really want.

Assess your situation

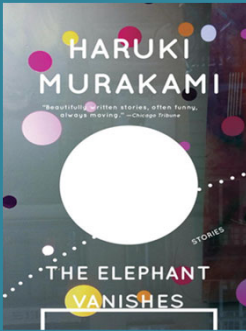
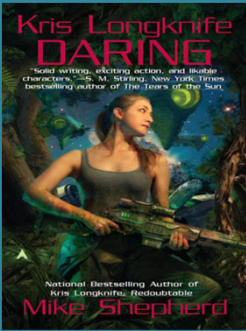
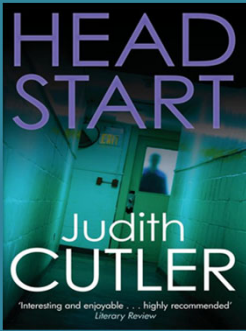
- Are you doing something already that could be used in a new way?
- How much of your budget could you use?
- Have clear goals to measure success

Be Flexible

- Be prepared for the unexpected
- Tweak as necessary while remaining true to your goals



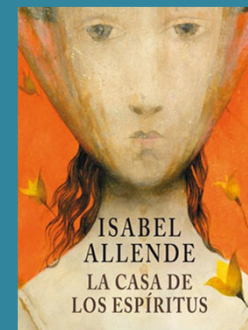
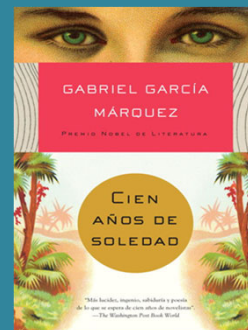
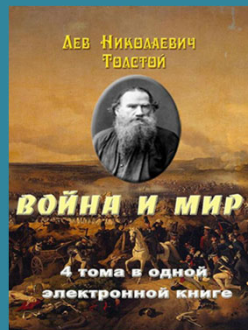
That's up to You!



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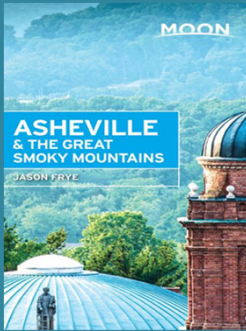
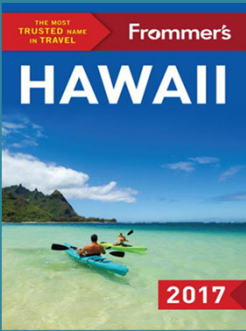
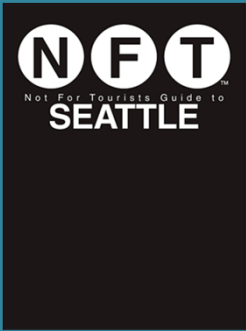
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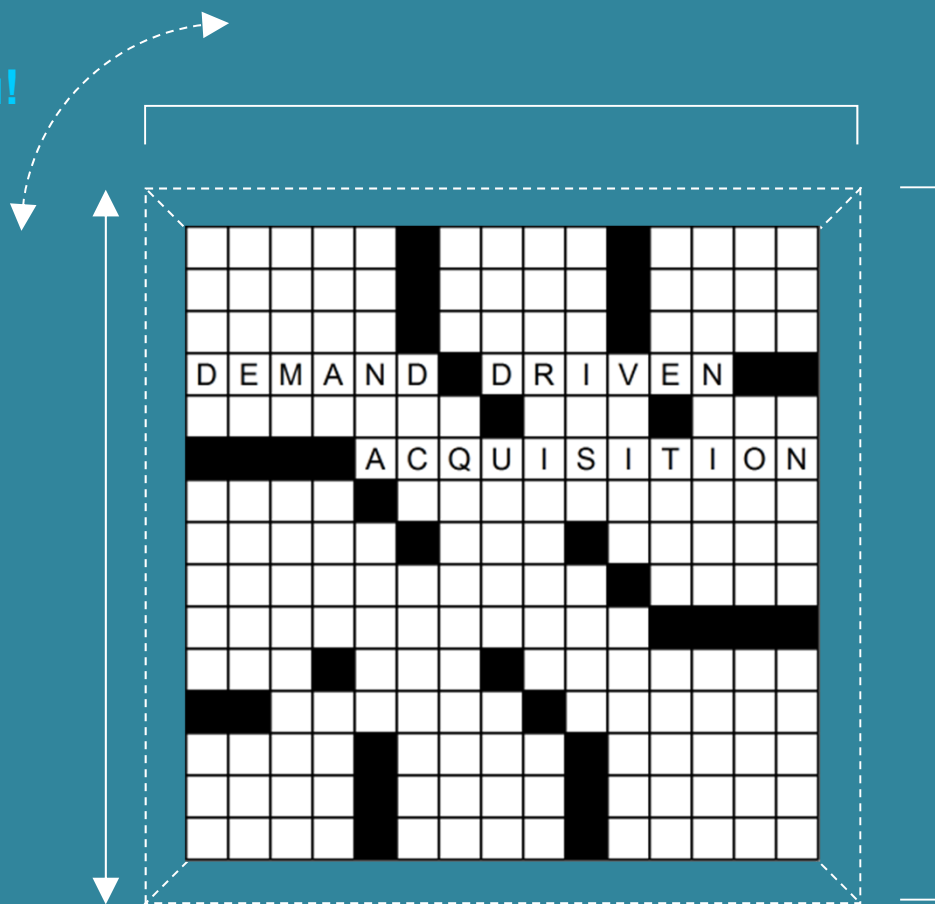
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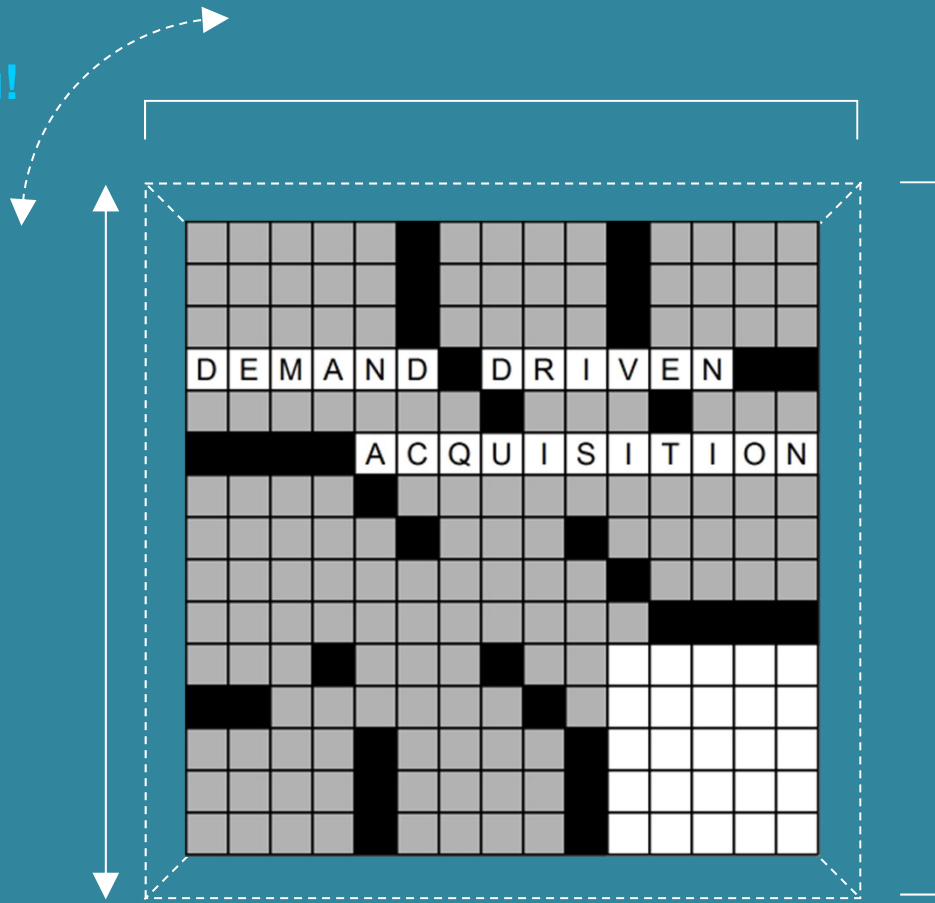


Photo Credit: [DanielJPHadley](#)

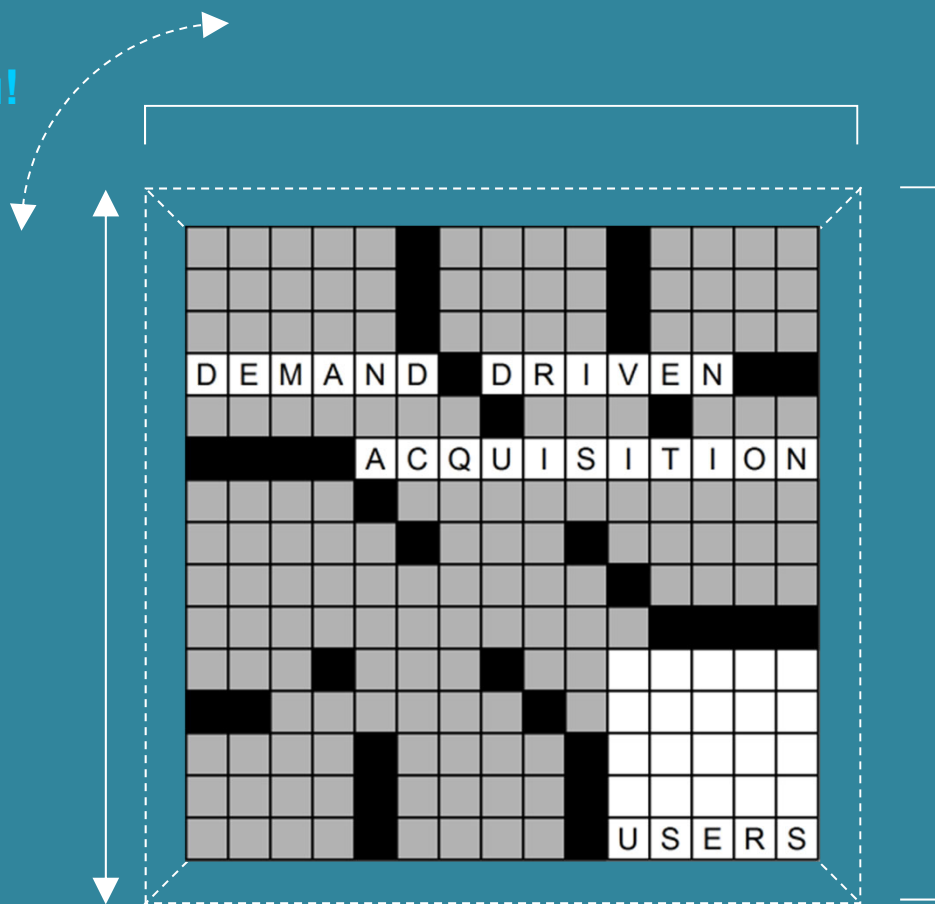
That's up to **You!**



That's up to **You!**



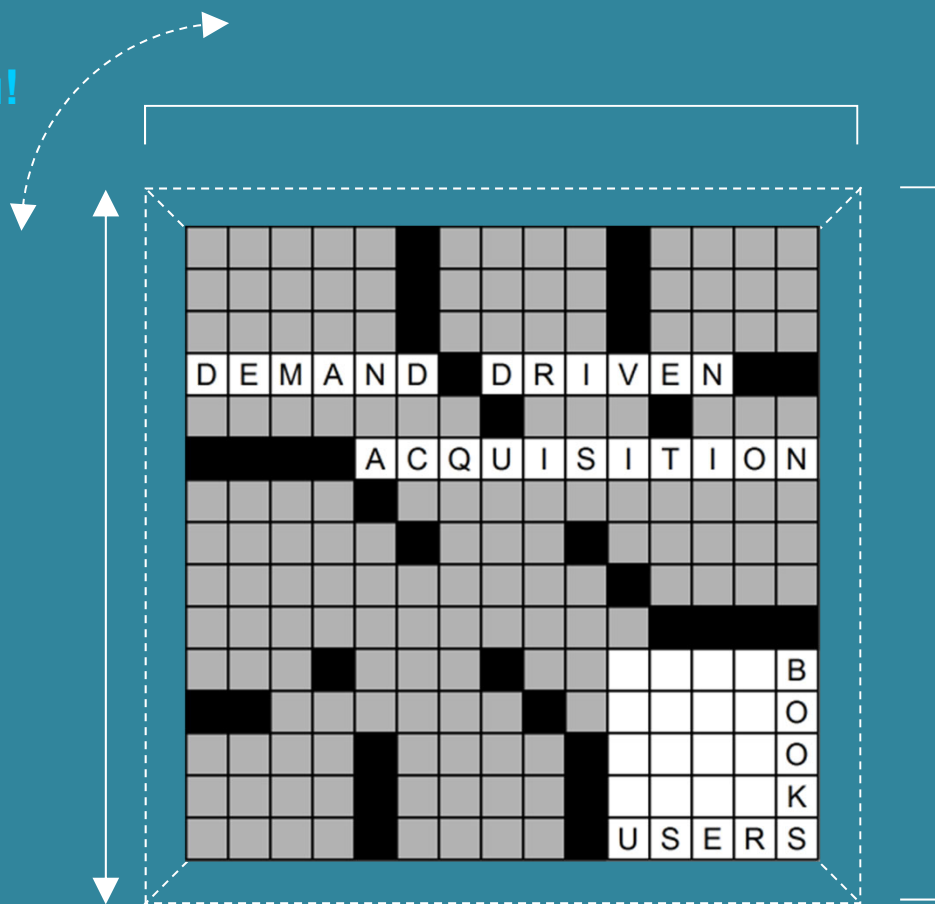
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Thanks!

Questions?

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