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Researchers, Instructors, & Staff Scholarship

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2-13-2019

## Determining Success of DDA and EBA with Assessment

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# Determining Success of DDA and EBA with Assessment

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LIZ BERNAL AND STEPHANIE CHURCH  
CASE WESTERN RESERVE UNIVERSITY  
FEBRUARY 13, 2019

# Who we are

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LIZ BERNAL

Library Assessment Officer



STEPHANIE CHURCH

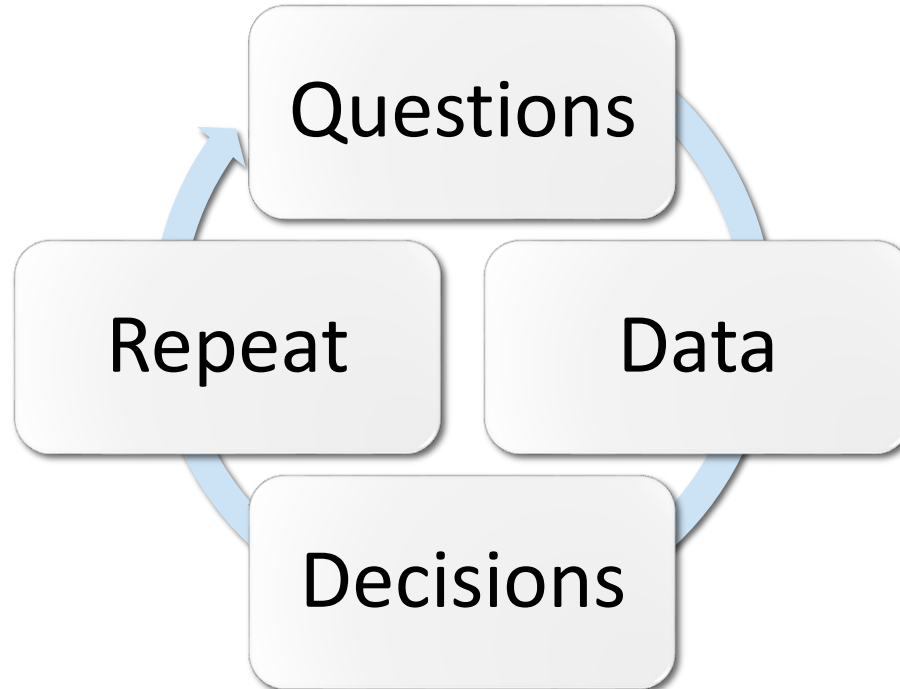
Librarian, Acquisitions and Metadata Service





# Culture of Assessment

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# User-Based Initiatives Defined

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## DEMAND DRIVEN ACQUISITIONS (DDA)

- Librarian mediated content
- Library contributes to deposit account
- Users select purchases
- Purchases debited against deposit account
- DDA runs for as long as the library can fund initiative

# User-Based Initiatives Defined

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## **EVIDENCE BASED ACQUISITIONS (EBA) / EVIDENCE BASED SELECTION (EBS)**

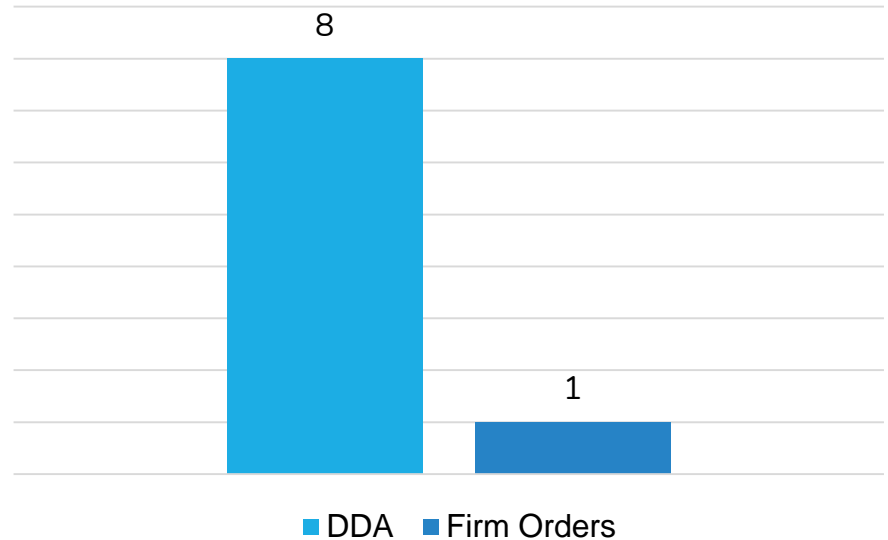
- Librarian mediated content
- Library contribution grants access for one year - guaranteed!
- Flexible
- Librarians analyze usage data and select titles

# History of User-Based Initiatives at CWRU

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Average eBook Title Use



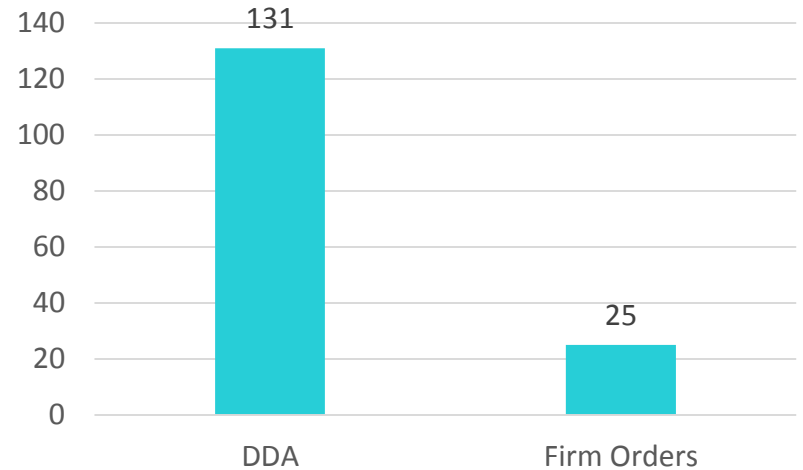


# History of User-Based Initiatives at CWRU

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Average Section Views per Title

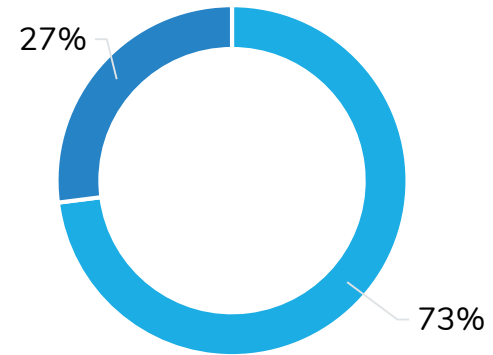


# History of User-Based Initiatives at CWRU

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Firm Order eBook Usage



■ Zero Usage ■ 1+ Use

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## 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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e-content,  
bases

Book Forecast

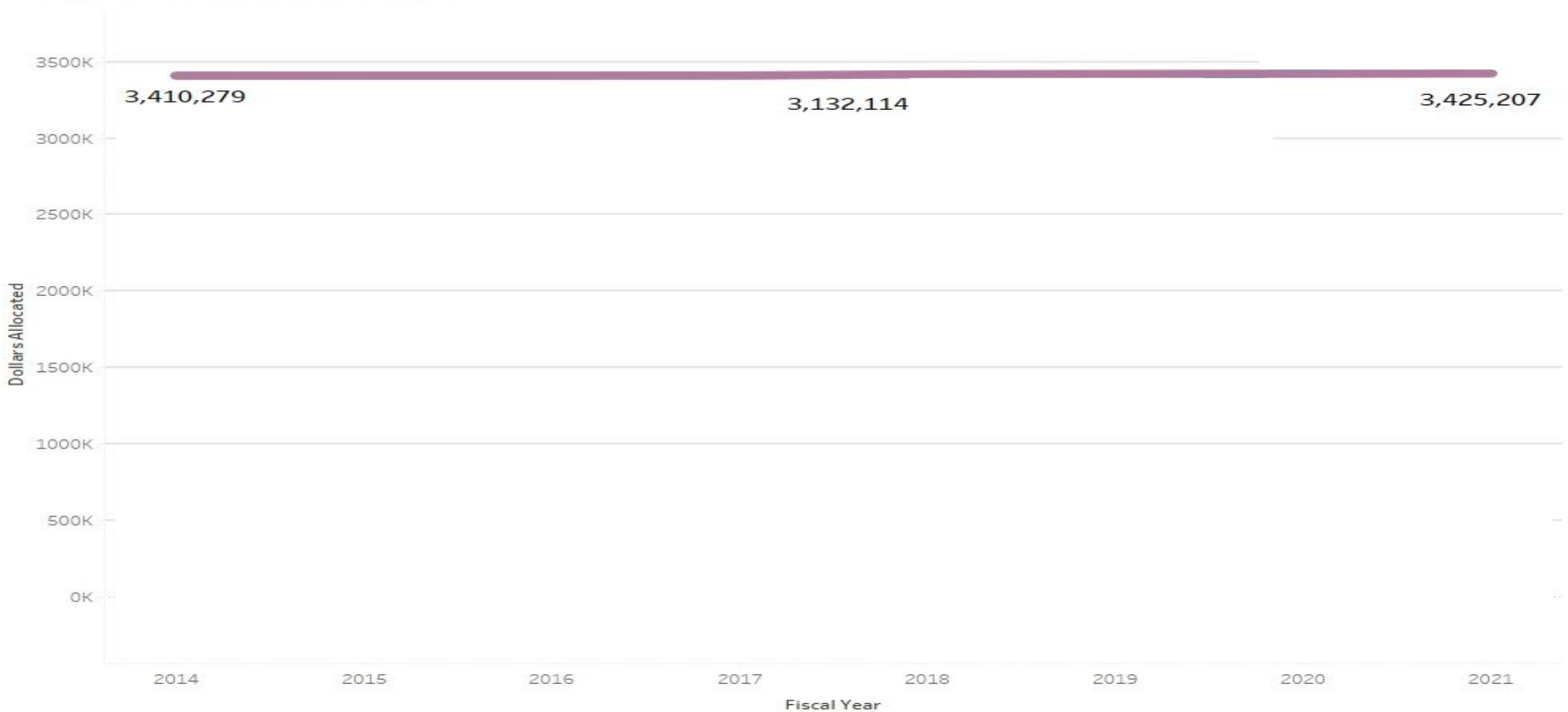
Books

Budget

Journals

Journal Forecast

## Budget Allocation and Forecast



# User-Driven Purchasing Models

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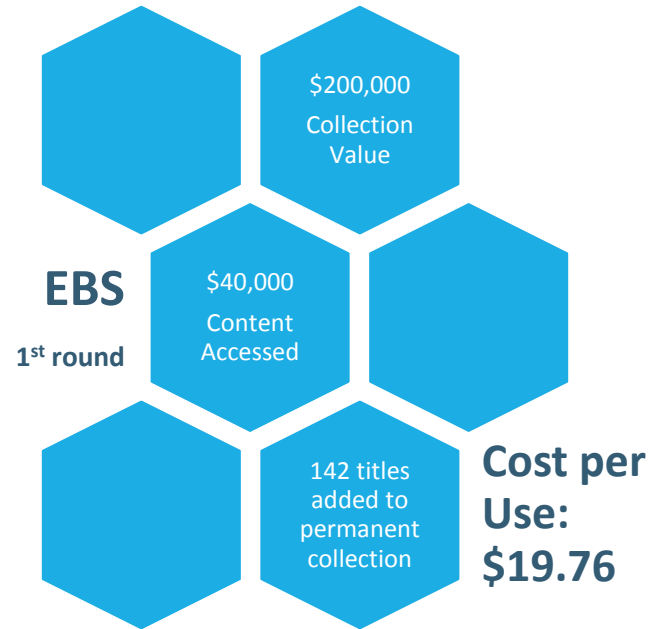




# Elsevier eBook Evidence-Based Selection

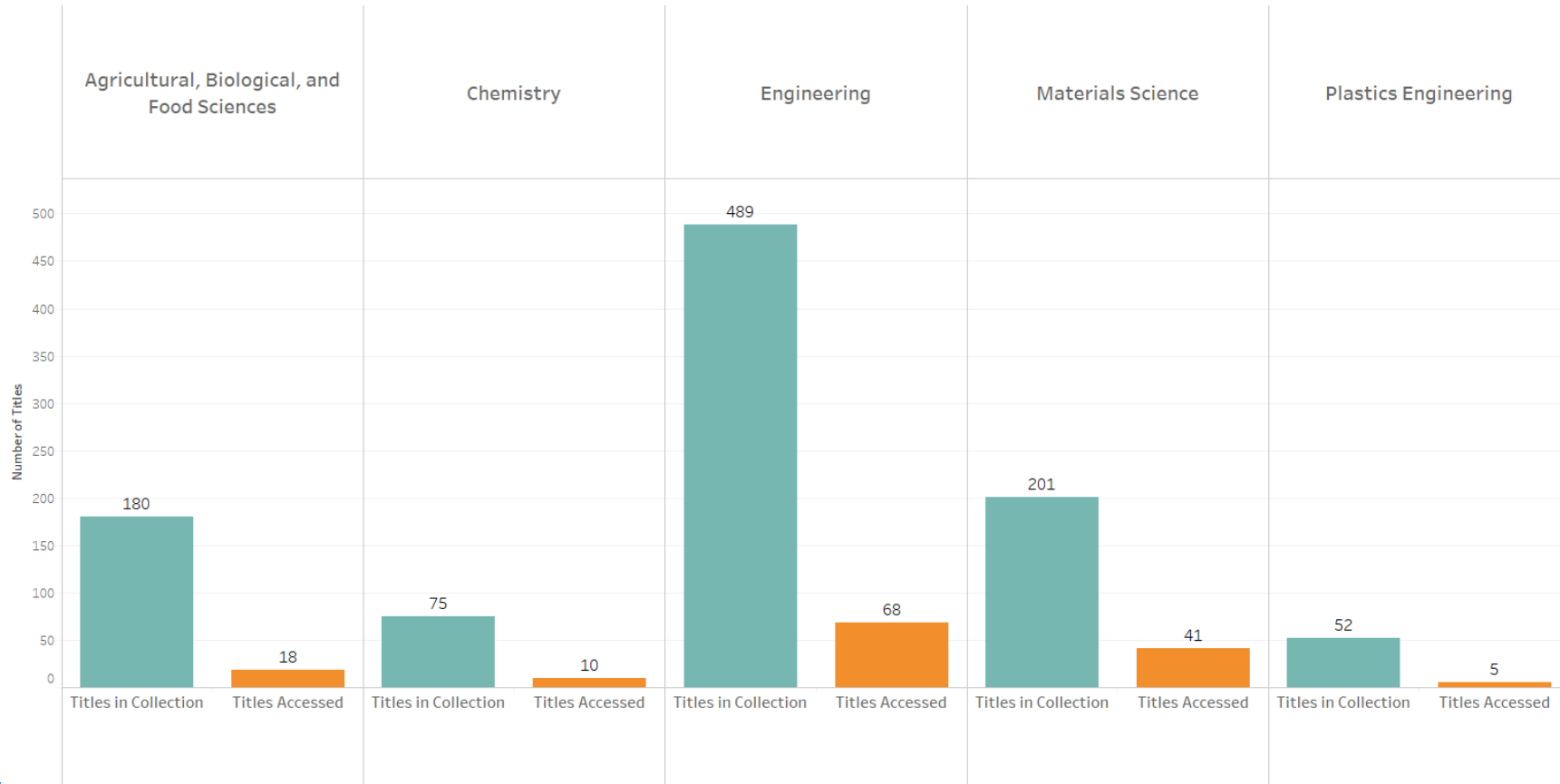


**ELSEVIER**



## Elsevier eBook EBS

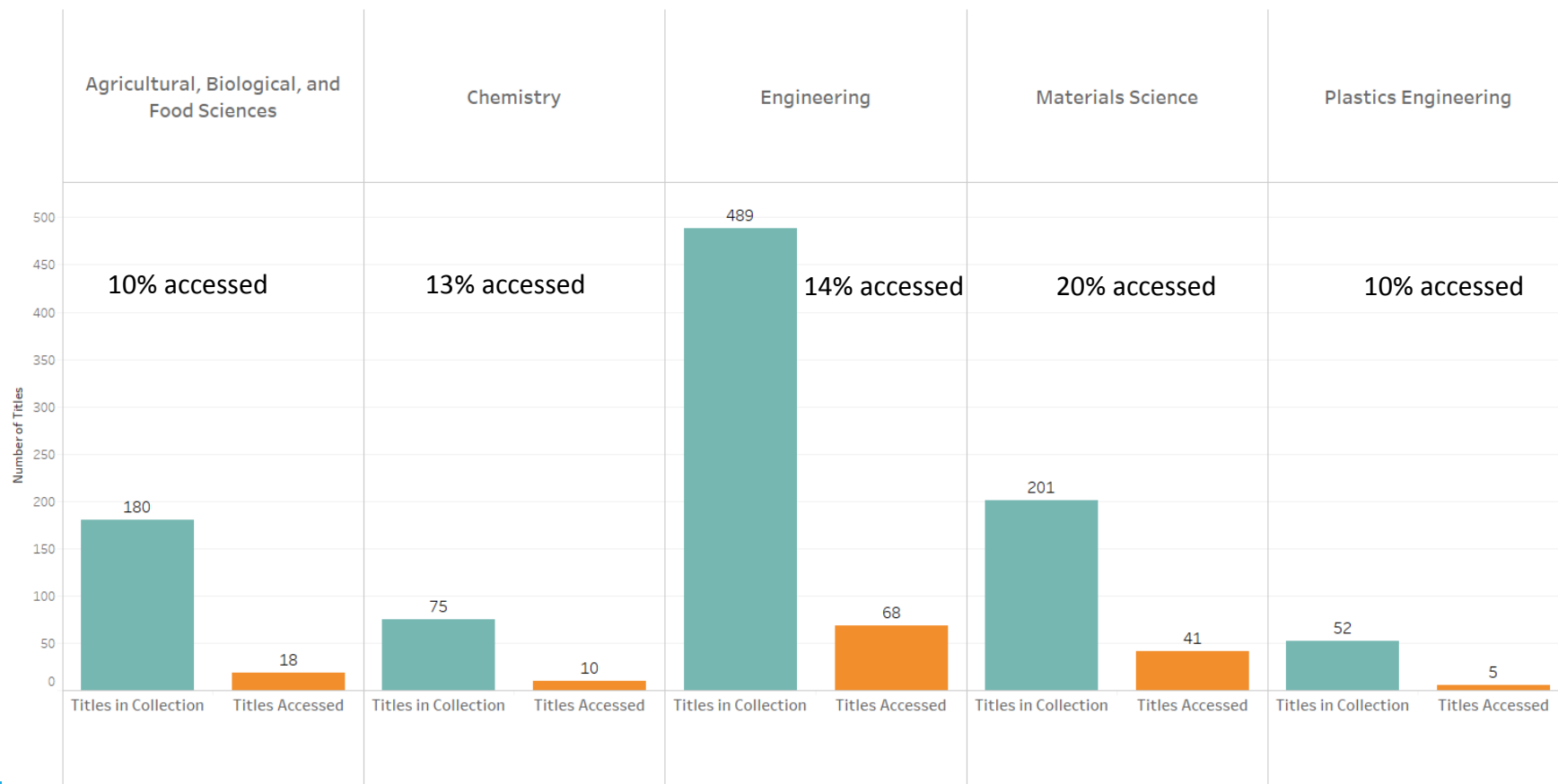
Titles in Collection vs Titles Accessed



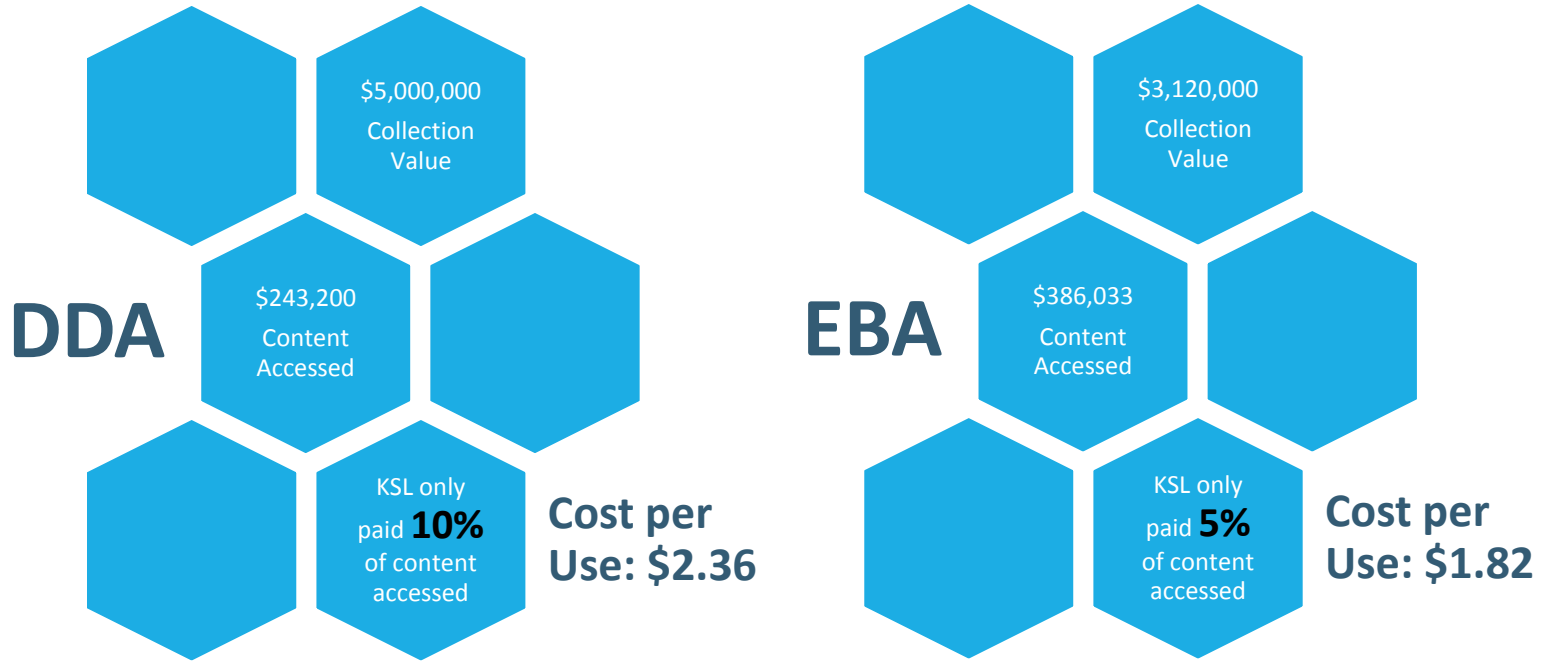


## Elsevier eBook EBS

Titles in Collection vs Titles Accessed



# JSTOR DDA and EBA

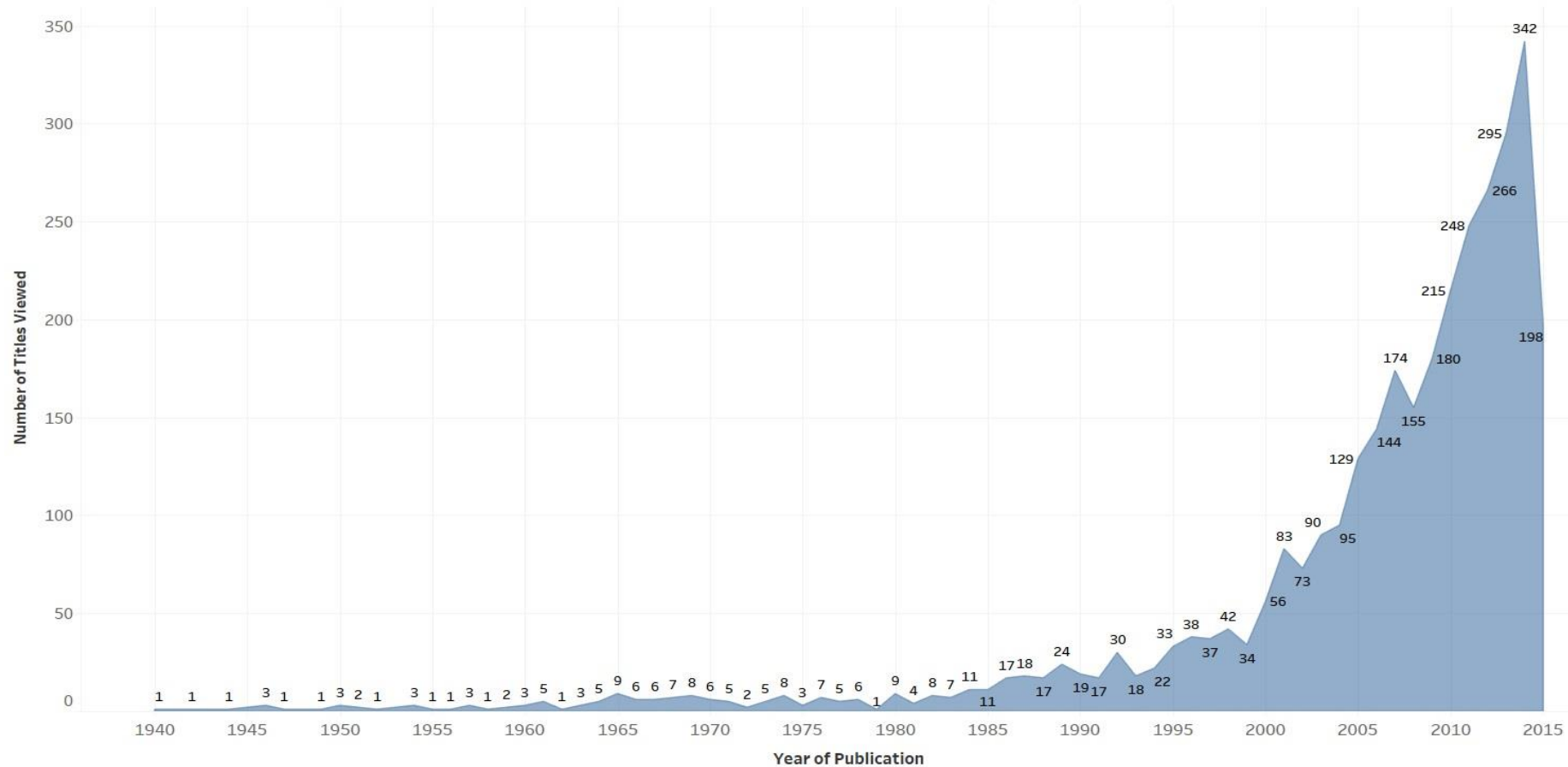


# JSTOR Evidence Based Acquisitions

Subject Popularity



## JSTOR EBA: Titles Viewed by Year of Publication



# Kanopy Streaming Video DDA

| Streaming Services |            |             |          |                     |                 |                 |             |                |                  |  |
|--------------------|------------|-------------|----------|---------------------|-----------------|-----------------|-------------|----------------|------------------|--|
| Grid view          |            |             |          |                     |                 |                 |             |                |                  |  |
|                    | Name       | Fiscal Year | 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



# Communication

| <span>Serial Databases</span> <span>Online Serial Journals</span> <span>Online Serial Journal Packages</span> <span>Print Serial Journals</span> <span>Ebook Platforms</span> <span>Evidence-Based/DDA eBook Initiatives</span> <span>Stream</span> |                          |                              |           |                 |                                |                     |                     |
|---|--------------------------|------------------------------|-----------|-----------------|--------------------------------|---------------------|---------------------|
| <span>Grid view</span> <span>Hide fields</span> <span>Filter</span> <span>Group</span> <span>Sort</span> <span>Color</span> <span>...</span>  |                          |                              |           |                 |                                |                     |                     |
| <input type="checkbox"/>  | A Name                   | A Length of Initiative       | A Status  | \$ Cost per Use | # Total Section Requests - BR2 | \$ Content Accessed | \$ Collection Value |
| 1   | CRC EBS                  | November 2016 - October 2017 | Completed | \$33.60         | 863                            | \$863.00            | \$29,343.95         |
| 2   | EBSCO eBook Subscription | August 2016 - October 2017   | Completed | \$1.19          | 12575                          | \$12,575.00         | \$531,772.00        |
| 3   | EBSCO eBook Subscription | November 2017 - October 2018 | Active    |                 |                                |                     |                     |
| 4   | Elsevier eBooks EBS      | March 2016 - February 2017   | Completed | \$19.76         | 1999                           | \$1,999.00          | \$36,131.25         |
| 5   | Elsevier eBooks EBS      | November 2016 - October 2017 | Completed | \$13.49         | 2234                           | \$2,234.00          | \$35,653.75         |
| 6   | Elsevier eBook EBS       | March 2018 - February 2019   | Active    |                 |                                |                     |                     |
| 7   | JSTOR DDA                | January 2017 - April 2017    | Completed | \$2.36          | 10485                          | \$10,485.00         | \$243,192.45        |
| 8   | JSTOR EBA                | July 2017 - June 2018        | Completed | \$1.82          | 11562                          | \$11,562.00         | \$386,033.63        |
| 9   | JSTOR EBA                | July 2018 - June 2019        | Active    | \$10.04         | 1727                           | \$1,727.00          | \$93,562.52         |
| 10  | Mylibrary DDA            | March 2012 - June 2014       | Completed | \$0.35          | 61391                          | \$61,391.00         | \$67,177.68         |
| 11  |                          |                              |           |                 |                                |                     |                     |

# Making IMPACT



Goal 1 Research



Goal 1 Research

# The Future: Doing More AND More

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Continue user-driven initiatives

Database EBA with ProQuest



# Questions

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