

Utah State University

DigitalCommons@USU

Library Faculty & Staff Presentations

Libraries

11-4-2011

If You Buy It, Will They Read It?

Kevin Brewer

Utah State University

Betty Rozum

Utah State University

Jennifer Duncan

Utah State University

Follow this and additional works at: https://digitalcommons.usu.edu/lib_present

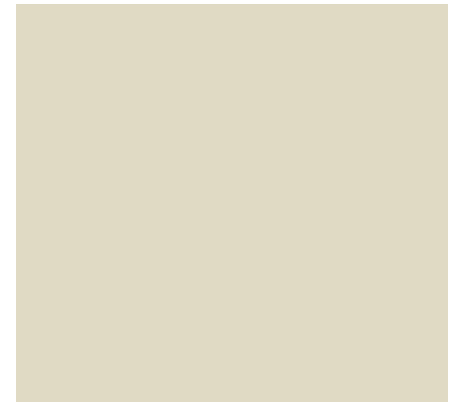
 Part of the [Library and Information Science Commons](#)

Recommended Citation

Brewer, K., Rozum, B., & Duncan, J. (2011, November 4). If You Buy It, Will They Read It? Presented at the Charleston Conference, Charleston, SC.

This Presentation is brought to you for free and open access by the Libraries at DigitalCommons@USU. It has been accepted for inclusion in Library Faculty & Staff Presentations by an authorized administrator of DigitalCommons@USU. For more information, please contact digitalcommons@usu.edu.





If You Buy It Will They Read It?

Kevin Brewer, Head of Acquisitions

Betty Rozum, Associate Dean for Technical Services

Jennifer Duncan, Head of Collections



USU at a Glance: Locations



- Main campus in Logan, UT with an **FTE of 13,833**
- Regional Campuses in:
 - Uintah Basin (FTE: 555)
 - Tooele/Wasatch (FTE: 1,250)
 - Brigham City (FTE: 3,572)
 - Moab (FTE: 147)
 - Price (FTE: 1,117)
 - Blanding (FTE: 406)
 - Education Centers in 29 Counties
 - **TOTAL Regional FTE: 7,047**
(33%)

USU at a Glance: Teaching

Logan

- 162 undergraduate majors
- 138 graduate degrees, across virtually every discipline
- 41 doctoral degrees
- 824 faculty members

Regional Campuses

- 26 undergraduate majors
- 24 graduate degrees offered, primarily in education and human services
- 1 doctoral degree
- 56 faculty members

USU at a Glance: Research Activity

FY 2011

- College of the Arts (\$39K)
- College of Education (\$40.2 M)
- College of Natural Resources (\$9.9M)
- Huntsman School of Business (\$575K)
- College of Humanities & Social Sciences (\$333K)
- College of Science (\$13M)
- College of Engineering (\$7.8M)
- College of Agriculture (\$18.6M)
- Regional Campuses (\$2.9M)*



USU at a Glance: Libraries

Logan



Price



Blanding



USU at a Glance: Libraries

- Merrill-Cazier Library, Logan
 - 2.02 M volumes held
 - \$4.68M materials budget
 - Budgeted about \$720K on monographs for FY12
 - 21 subject librarians
 - On-site storage with room for almost 1M additional volumes

- USU-Eastern, Price
 - 62,000 volumes held
 - Budgeted about \$8,800 on monographs for FY12
 - 1 professional librarian
 - Space issues

- USU-Eastern, Blanding
 - 29,600 volumes held
 - Budgeted about \$6,600 on monographs for FY12
 - 2 Classified staff
 - Space issues



USU at a Glance: E-Book Collection

- Approximately 400,000 electronic books licensed across all USU Sites:
 - ebrary Academic Complete
 - Individually purchased titles from e-book vendors (e.g. ebrary, NetLibrary, MyILibrary)
 - Purchased publisher subject collections (Springer, Elsevier, IEEE, Morgan Claypool, Oxford Scholarship Online)
 - Aggregated subscription collections such as AccessEngineering, EngNetBase, Safari Tech Books, ACLS Humanities E-Books
 - Historical collections such as ECCO, EEBO, and the Readex Shaw-Shoemaker and Evans Collections
 - Reference works from Gale, Oxford, Sage, Wiley, etc.



USU Selectors' Attitudes Firm Orders

- Library Collection Policies
 - Format
 - No mandate for either format
 - Encouraged to buy appropriate format for the subject, students, faculty and teaching requirements
 - Selectors
 - 21 selectors
 - 53 distinct subject areas
 - Compiled data on 14

USU Selectors' Attitudes Firm Orders

Selectors'

- Familiarity, preservation, feel, readability, availability
- Choose e – For distance ed. & regional campuses
- If faculty preferred e
- If content “suitable” for e-book

Faculty

- 4 selectors consulted faculty and 2 often buy e, 2 no ebooks
- “Twist arms” to get faculty to buy ebooks. Reluctant at best
- Dist. Ed., faculty preferred e
- Faculty in music and art preferred print

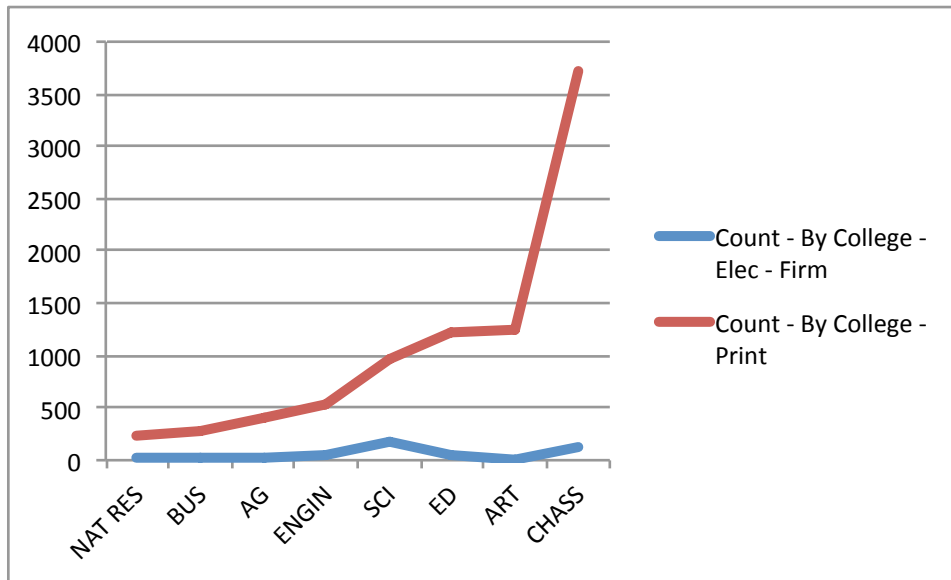
Data Gathering, FY 2009 - 2011



- Two Systems – Sirsi/Dynix Horizon and Symphony
- Funds assigned by academic departments
- Each title assigned to a fund (chem, hist, teal)
 - Reports were run for each FY
 - Data included title & cost
 - Exported to spreadsheet for manipulation
- Circulation data recorded for each print title
- COUNTER Book Report 1 (Title requests by month & title)
- Print and e-book data merged onto one master spreadsheet

USU Selectors' Attitudes Firm Orders

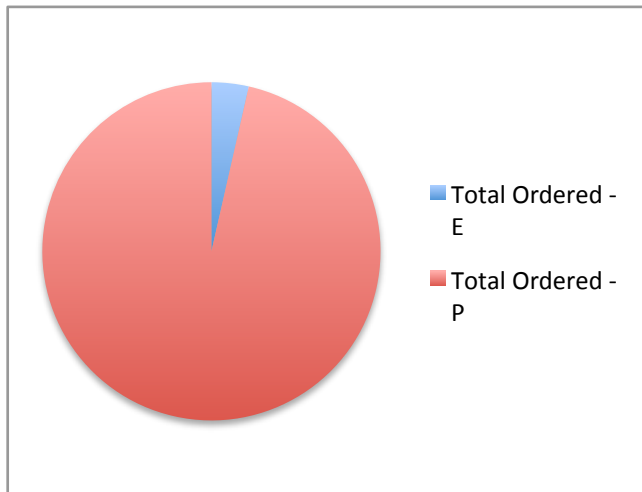
Count of Print & Ebooks Ordered
FY 2009 - 2011



COLLEGE	Count - By College - Elec - Firm	Count - By College - Print
NAT RES	24	234
BUS	33	270
AG	12	398
ENGIN	50	541
SCI	180	961
ED	50	1233
ART	5	1252
CHASS	116	3722

USU Selectors' Attitudes Firm Orders

- Ordering Patterns
 - Selector “orders e for distance ed.”



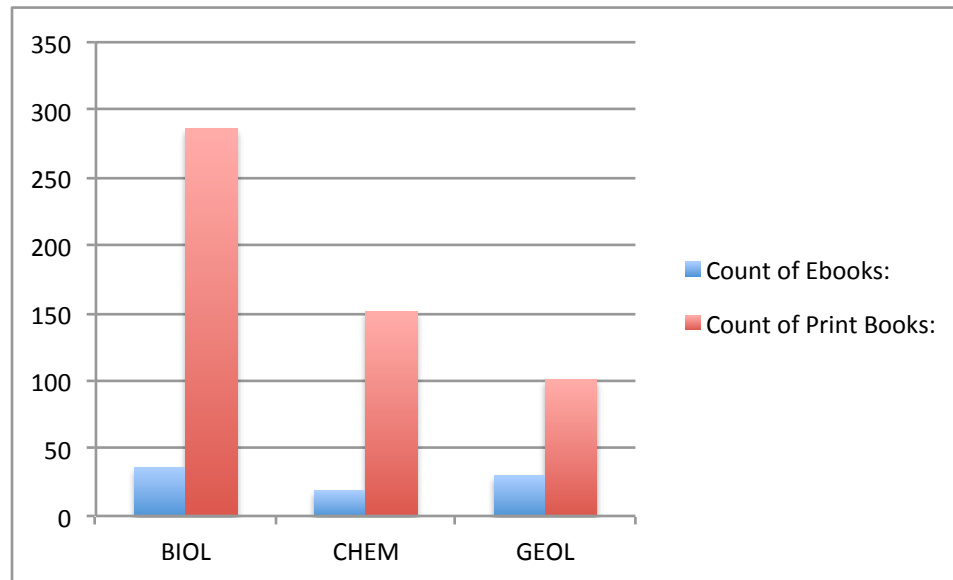
Fiscal Year	Count E Ordered	Count Print Ordered
2009	0	92
2010	5	59
2011	2	39

Total Ordered - Ebooks	Total Ordered - Print	Percent Ebooks
7	190	4%

USU Selectors' Attitudes Firm Orders

■ Ordering Patterns

Count of Ebooks & Print Books Ordered FY 2009 - 2011



College of Education Print Books

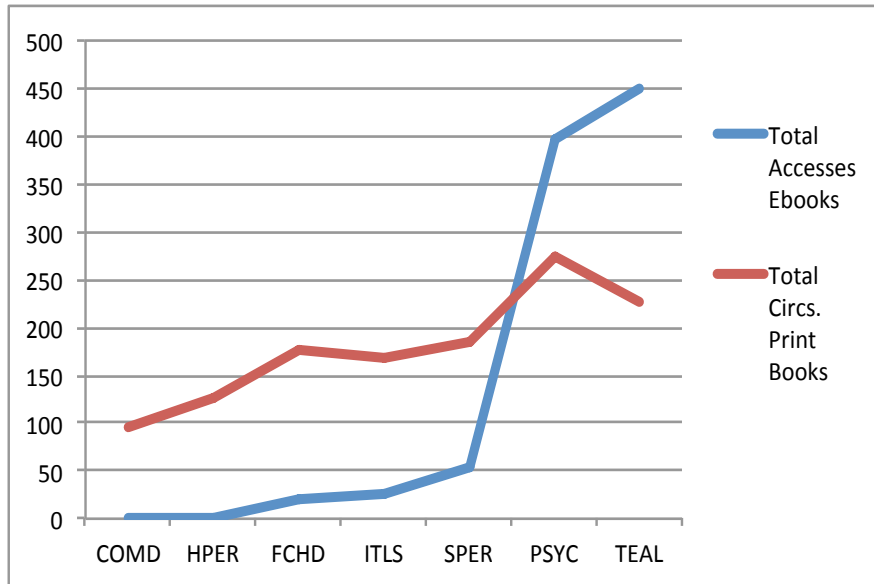
Print Firm - FY 2009-11	Total Spend	Count of Print Books:	Circulation Totals:	Cost Per Use	Percent Not Used	Cost - Not Used Titles
FCHD	\$ 10,697.42	190	176	\$ 60.78	63%	\$ 7,496.61
ITLS	\$ 5,730.65	83	167	\$ 34.32	41%	\$ 2,296.50
PSYC	\$ 14,288.99	286	275	\$ 51.96	68%	\$ 9,620.58
SPER	\$ 7,478.98	156	184	\$ 40.65	70%	\$ 5,678.81
TEAL	\$ 12,028.28	285	228	\$ 52.76	67%	\$ 7,782.04
COMD	\$ 8,093.42	117	95	\$ 85.19	68%	\$ 5,575.24
HPER	\$ 5,139.74	116	127	\$ 40.47	71%	\$ 3,692.22
Totals:	\$ 63,457.48	1233	1252	Total Cost of Not Used:		\$ 42,142.00

College of Education E-Books

Ebooks Firm - FY 2009-11	Total Spend	Count of Ebooks:	Circulation Totals:	Cost Per Use	Percent Not Used	Cost - Not Used Titles
FCHD	\$ 799.85	7	20	\$ 39.99	71%	\$ 674.85
ITLS	\$ 894.18	7	26	\$ 34.39	14%	\$ 85.25
PSYC	\$ 2,211.81	18	396	\$ 5.59	6%	\$ 187.43
SPER	\$ 1,039.95	8	53	\$ 19.62	50%	\$ 429.95
TEAL	\$ 1,099.44	10	450	\$ 2.44	0%	\$ -
COMD	\$ -	0	0	\$ -	0%	\$ -
HPER	\$ -	0	0	\$ -	0%	\$ -
Totals:	\$ 6,045.23	50	945	Total Cost of Not Used:		\$ 1,377.48

College of Education

■ Print Checkouts vs. E-Access



Fund	Total Accesses Ebooks	Total Circs. Print Books
COMD	0	95
HPER	0	127
FCHD	20	176
ITLS	26	167
SPER	53	184
PSYC	396	275
TEAL	450	228

College of Education

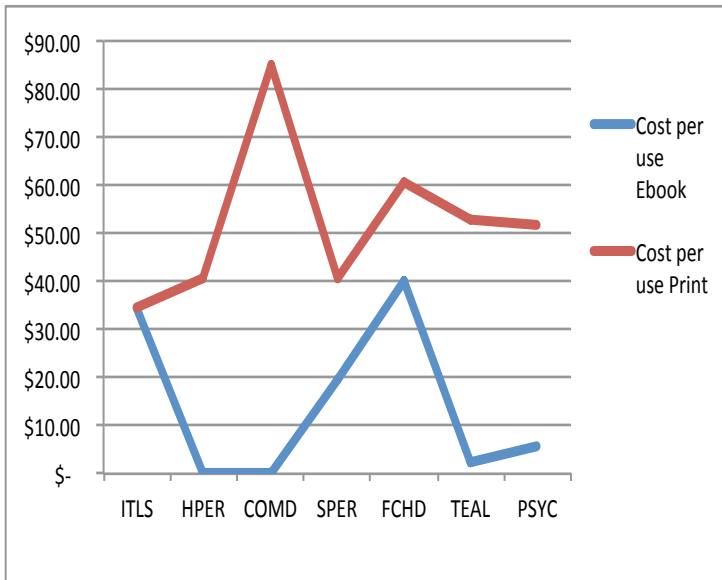
■ Costs of Use & Non-use

Fund	Cost per use Ebook	Cost per use Print	Total Cost Not Used Ebooks	Cost Not Used Print
ITLS	\$ 34.39	\$ 34.32	\$ 85.25	\$ 2,296.50
HPER	\$ -	\$ 40.47	\$ -	\$ 3,692.22
COMD	\$ -	\$ 85.19	\$ -	\$ 5,575.24
SPER	\$ 19.62	\$ 40.65	\$ 429.95	\$ 5,678.81
FCHD	\$ 39.99	\$ 60.78	\$ 674.85	\$ 7,496.61
TEAL	\$ 2.44	\$ 52.76	\$ -	\$ 7,782.04
PSYC	\$ 5.59	\$ 51.96	\$ 187.43	\$ 9,620.58
Averages:	\$ 14.58	\$ 52.30	\$ 196.78	\$ 6,020.29
Sums:	\$ 102.03	\$ 366.12	\$ 1,377.48	\$42,142.00

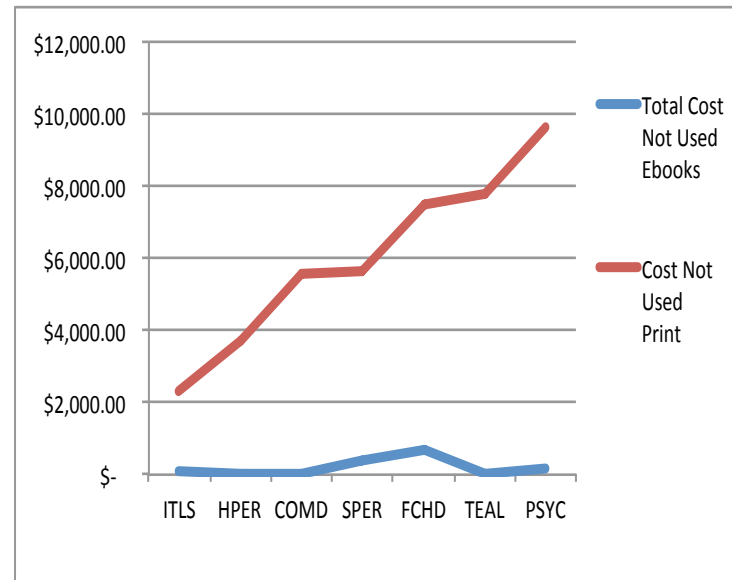
College of Education



Cost of Use



Cost Non-use



College of Science Print Books

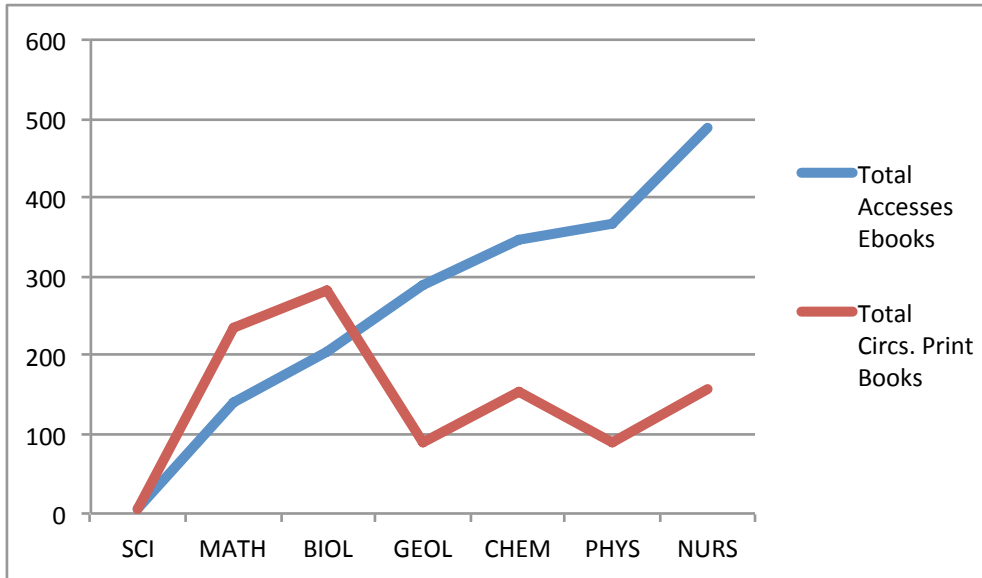
Print Firm - FY 2009-11	Total Spend	Count of Print Books:	Circulation Totals:	Cost Per Use	Percent Not Used	Cost - Not Used Titles
BIOL	\$ 27,316.48	286	281	\$ 97.21	62%	\$ 18,369.11
CHEM	\$ 22,693.09	151	153	\$ 148.32	65%	\$ 16,607.58
GEOL	\$ 9,204.39	101	89	\$ 103.42	67%	\$ 6,335.35
MATH	\$ 11,976.70	168	236	\$ 50.75	60%	\$ 7,320.79
PHYS	\$ 6,383.45	102	90	\$ 70.93	73%	\$ 4,921.56
NURS	\$ 5,937.16	134	159	\$ 37.34	52%	\$ 3,756.82
SCI	\$ 1,278.12	19	4	\$ 319.53	89%	\$ 1,152.47
Totals:	\$ 84,789.39	961	1012	Total Cost of Not Used:		\$ 58,463.68

College of Science E-books

Ebooks Firm FY 2009-11	Total Spend	Count of Ebooks:	Circulation Totals:	Cost Per Use	Percent Not Used	Cost - Not Used Titles
BIOL	\$ 4,879.53	36	205	\$ 23.80	28%	\$ 1,406.95
CHEM	\$ 2,962.10	19	347	\$ 8.54	11%	\$ 518.95
GEOL	\$ 3,644.98	30	289	\$ 12.61	10%	\$ 249.45
MATH	\$ 896.10	10	140	\$ 6.40	40%	\$ 387.95
PHYS	\$ 4,147.54	39	368	\$ 11.27	18%	\$ 918.04
NURS	\$ 2,475.89	43	490	\$ 5.05	7%	\$ 204.95
SCI	\$ 517.00	3	6	\$ 86.17	0%	\$ -
Totals:	\$19,523.14	180	1845	Total Cost of Not Used:		\$ 3,686.29

College of Science

Print Checkouts vs. E-Access



Fund	Total Accesses Ebooks	Total Circs. Print Books
SCI	6	4
MATH	140	236
BIOL	205	281
GEOL	289	89
CHEM	347	153
PHYS	368	90
NURS	490	159

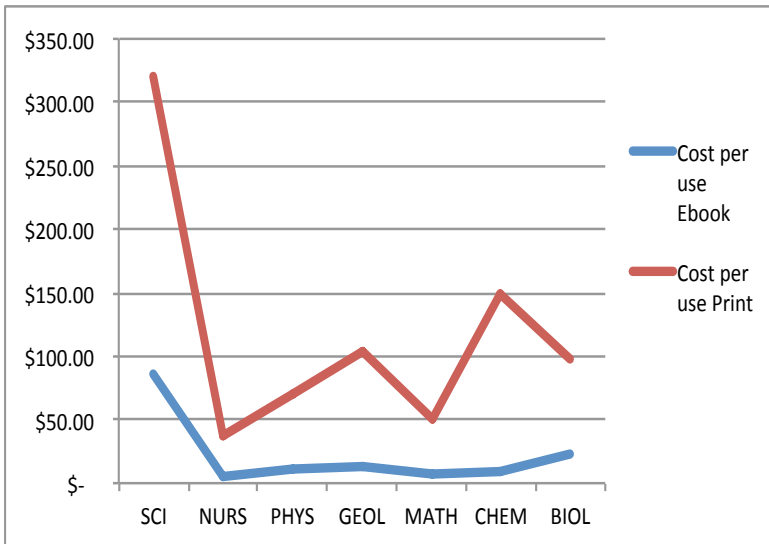
College of Science

■ Costs of Use and Non-Use

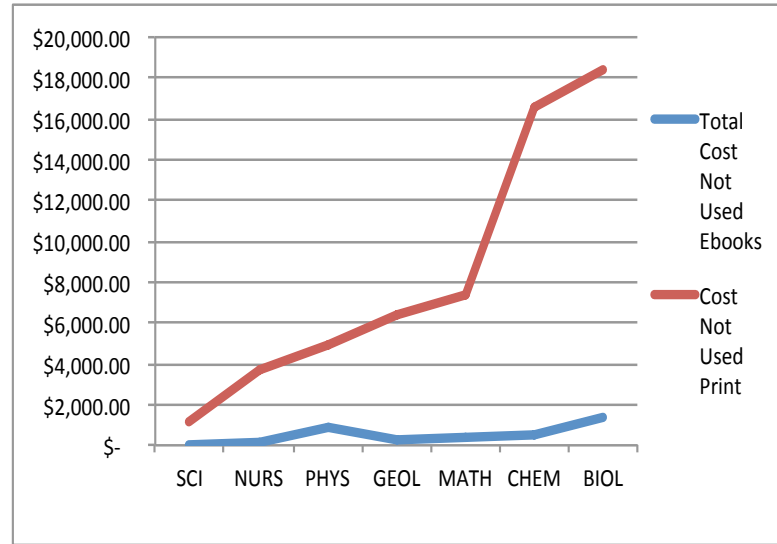
Fund	Cost per use Ebook	Cost per use Print	Total Cost Not Used Ebooks	Cost Not Used Print
SCI	\$ 86.17	\$ 319.53	\$ -	\$ 1,152.47
NURS	\$ 5.05	\$ 37.34	\$ 204.95	\$ 3,756.82
PHYS	\$ 11.27	\$ 70.93	\$ 918.04	\$ 4,921.56
GEOL	\$ 12.61	\$ 103.42	\$ 249.45	\$ 6,335.35
MATH	\$ 6.40	\$ 50.75	\$ 387.95	\$ 7,320.79
CHEM	\$ 8.54	\$ 148.32	\$ 518.95	\$16,607.58
BIOL	\$ 23.80	\$ 97.21	\$ 1,406.95	\$18,369.11
Averages:	\$ 21.98	\$ 118.21	\$ 526.61	\$ 8,351.95
Sums:	\$ 153.84	\$ 827.50	\$ 3,686.29	\$58,463.68

College of Science

Cost of Use



Cost of Non-Use



Humanities Print Books

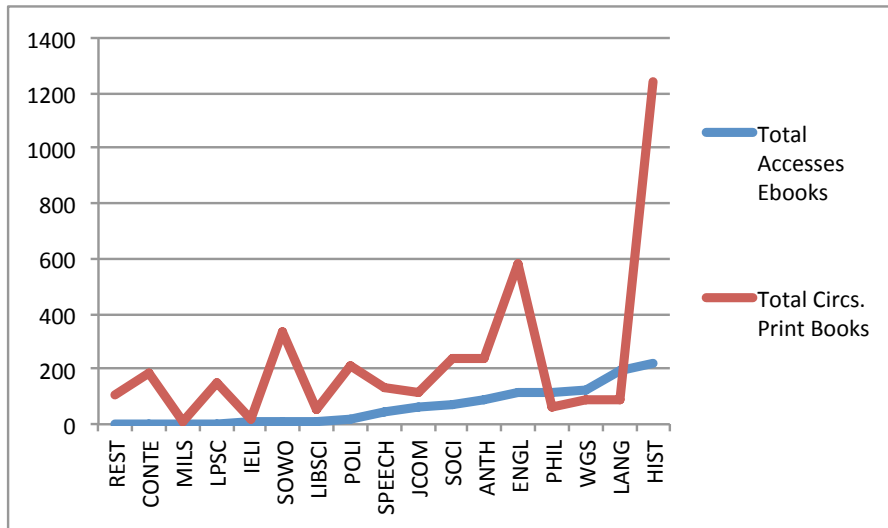
Print Firm - FY 2009-11	Total Spend	Count of Print Books:	Circulation Totals:	Cost Per Use	Percent Not Used	Cost - Not Used Titles
ENGL	\$ 32,727.18	736	585	\$ 55.94	69%	\$ 22,816.33
HIST	\$ 41,064.33	1118	1245	\$ 32.98	61%	\$ 25,537.57
POLI	\$ 13,576.93	277	213	\$ 63.74	72%	\$ 10,496.22
REST	\$ 2,613.89	82	107	\$ 24.43	56%	\$ 1,425.55
SOCI	\$ 11,440.02	245	237	\$ 48.27	62%	\$ 7,660.14
ANTH	\$ 11,973.68	269	241	\$ 49.68	75%	\$ 9,175.25
SOWO	\$ 2,089.38	43	334	\$ 6.26	81%	\$ 1,809.31
JCOM	\$ 7,410.64	173	111	\$ 66.76	75%	\$ 5,635.27
LANG	\$ 5,932.47	139	93	\$ 63.79	75%	\$ 4,324.93
IELI	\$ 1,384.65	33	19	\$ 72.88	70%	\$ 917.09
CONTEMP	\$ 4,609.66	214	189	\$ 24.39	59%	\$ 2,679.29
LIBSCI	\$ 2,560.48	49	57	\$ 44.92	43%	\$ 1,322.64
PHIL	\$ 2,828.09	68	61	\$ 46.36	76%	\$ 2,400.53
SPEECH	\$ 3,304.51	43	135	\$ 24.48	67%	\$ 2,140.84
MILS	\$ 311.29	7	8	\$ 38.91	57%	\$ 185.76
WGS	\$ 2,824.95	84	92	\$ 30.71	60%	\$ 1,838.36
LPSC	\$ 8,433.68	142	154	\$ 54.76	64%	\$ 5,278.30
Totals:	\$155,085.83	3722	3881	Total Cost of Not Used:		\$ 105,643.38

Humanities E-Books

Ebooks Firm FY 2009-11	Total Spend	Count of Ebooks:	Circulation Totals:	Cost Per Use	Percent Not Used	Cost - Not Used Titles
ENGL	\$ 698.46	9	112	\$ 6.24	22%	\$ 184.90
HIST	\$ 3,100.96	25	217	\$ 14.29	28%	\$ 1,577.31
POLI	\$ 292.95	3	15	\$ 19.53	33%	\$ 49.95
REST	\$ -	0	0	\$ -	0%	\$ -
SOCI	\$ 1,866.90	18	73	\$ 25.57	0%	\$ -
ANTH	\$ 891.91	14	91	\$ 9.80	7%	\$ 27.96
SOWO	\$ 290.00	4	12	\$ 24.17	25%	\$ 55.00
JCOM	\$ 960.58	11	60	\$ 16.01	45%	\$ 495.68
LANG	\$ 1,450.81	11	192	\$ 7.56	36%	\$ 558.81
IELI	\$ 150.00	1	11	\$ 13.64	0%	\$ -
CONTEMP	\$ -	0	0	\$ -	0%	\$ -
LIBSCI	\$ 115.95	2	14	\$ 8.28	0%	\$ -
PHIL	\$ 517.44	5	117	\$ 4.42	0%	\$ -
SPEECH	\$ 39.95	6	46	\$ 0.87	0%	\$ -
MILS	\$ -	0	0	\$ -	0%	\$ -
WGS	\$ 450.07	6	128	\$ 3.52	17%	\$ 23.17
LPSC	\$ 39.95	1	1	\$ 39.95	0%	\$ -
Totals:	\$ 10,865.93	116	1089	Total Cost of Not Used:		\$ 2,972.78

Humanities

■ Print Checkouts vs. E-Access



Fund	Total Accesses Ebooks	Total Circs. Print Books
REST	0	107
CONTEMP	0	189
MILS	0	8
LPSC	1	154
IELI	11	19
SOWO	12	334
LIBSCI	14	57
POLI	15	213
SPEECH	46	135
JCOM	60	111
SOCI	73	237
ANTH	91	241
ENGL	112	585
PHIL	117	61
WGS	128	92
LANG	192	93
HIST	217	1245

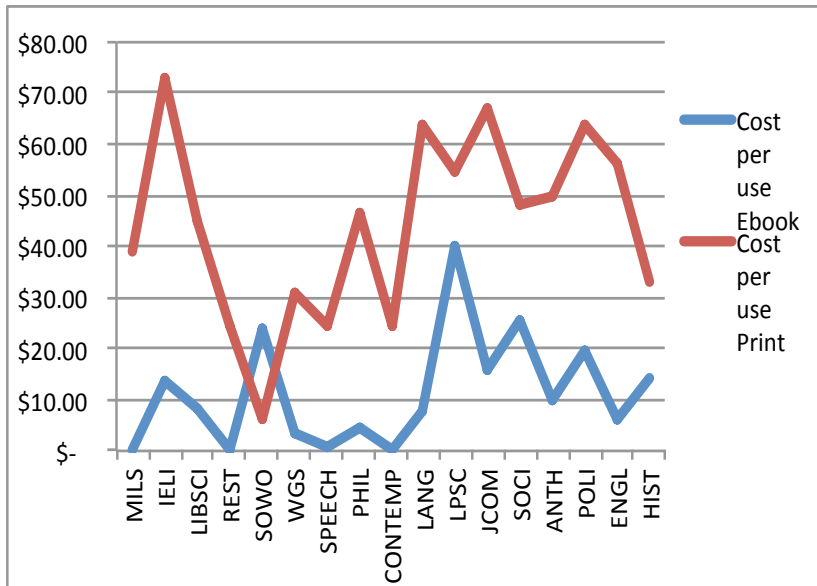
Humanities

■ Costs of Use and Non-Use

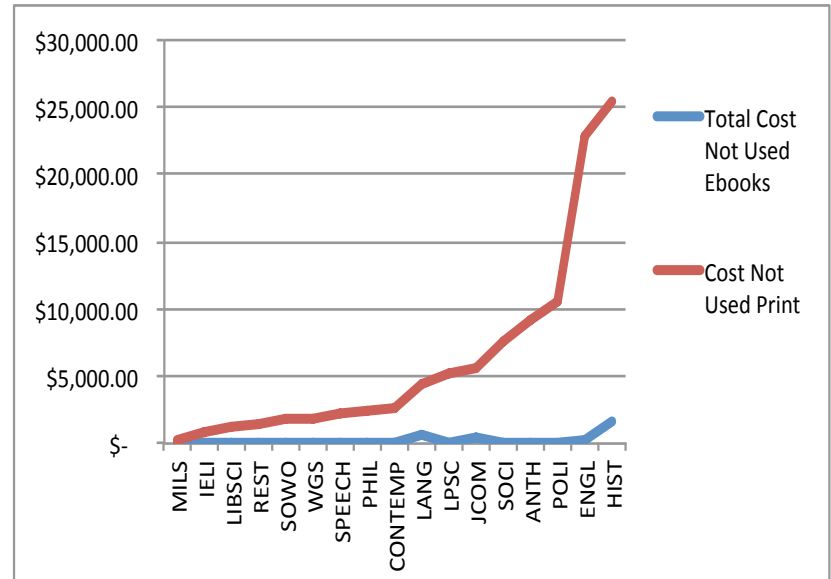
Fund	Cost per use Ebook	Cost per use Print	Total Cost Not Used Ebooks	Cost Not Used Print
MILS	\$ -	\$ 38.91	\$ -	\$ 185.76
IELI	\$ 13.64	\$ 72.88	\$ -	\$ 917.09
LIBSCI	\$ 8.28	\$ 44.92	\$ -	\$ 1,322.64
REST	\$ -	\$ 24.43	\$ -	\$ 1,425.55
SOWO	\$ 24.17	\$ 6.26	\$ 55.00	\$ 1,809.31
WGS	\$ 3.52	\$ 30.71	\$ 23.17	\$ 1,838.36
SPEECH	\$ 0.87	\$ 24.48	\$ -	\$ 2,140.84
PHIL	\$ 4.42	\$ 46.36	\$ -	\$ 2,400.53
CONTEMP	\$ -	\$ 24.39	\$ -	\$ 2,679.29
LANG	\$ 7.56	\$ 63.79	\$ 558.81	\$ 4,324.93
LPSC	\$ 39.95	\$ 54.76	\$ -	\$ 5,278.30
JCOM	\$ 16.01	\$ 66.76	\$ 495.68	\$ 5,635.27
SOCI	\$ 25.57	\$ 48.27	\$ -	\$ 7,660.14
ANTH	\$ 9.80	\$ 49.68	\$ 27.96	\$ 9,175.25
POLI	\$ 19.53	\$ 63.74	\$ 49.95	\$ 10,496.22
ENGL	\$ 6.24	\$ 55.94	\$ 184.90	\$ 22,816.33
HIST	\$ 14.29	\$ 32.98	\$ 1,577.31	\$ 25,537.57
Averages:	\$ 11.40	\$ 44.07	\$ 174.87	\$ 6,214.32
Sums:	\$ 193.84	\$ 749.27	\$ 2,972.78	\$105,643.38

Humanities

Cost of Use



Cost of Non-Use



Aggregator E-Book Use (ebrary)



	Titles Included	Titles Accessed	Pages Viewed	Sessions	Average % Book Viewed (EVER)	Avg Pages viewed /book	Avg sessions/ book	Titles > 3% Viewed	Titles >3 pages viewed	Titles Read >50%	Pages per session	Cost (titles ever accessed)
AC	54,216	4,629	167,002	9,731	7.7%	36	2.10	1701	3094	128	17.16	\$7.76
AC Hist		448	13,026	875	9.5%	24	1.95	166	275	22	14.89	\$3,478.31
AC Poli		119	3,046	249	5.3%	26	2.09	40	81	2	12.23	\$923.93
AC Rels		159	3,150	235	4.2%	20	1.48	47	99	2	13.40	\$1,234.49
AC Engl		350	13,734	748	7.3%	39	2.14	141	234	7	18.36	\$2,717.43
AC Musi		109	4,207	211	9.9%	39	1.94	47	79	4	19.94	\$846.29
AC SSWA		424	14,728	917	7.1%	35	2.16	158	295	12	16.06	\$3,291.98

Conclusions:

- Selectors are not aware of how books in their subject areas are being used
- Librarians don't know how e-books are being used
- Change collection policy to allow duplicate formats
- STEM books By-The-Drink purchasing (Short term loan, EBL)
- Need better way to track and compile data
- Better understanding how e-books are being used by subject
 - Driven by exams, end-of-semester, specific data or cover-to-cover

Next Steps:

- Follow-up with users & selectors
 - Survey how users are engaging with e-books
 - Would having e-books on portable device increase usage
 - Share data with selectors
- Where is ebook access originating? This is troubling because proxy access is all part of the same range
- Purchasing Pattern
 - Increase purchasing in areas with high e-use. For instance, Physics, Geology, Chemistry
 - Publishing delay effects preferred format purchasing