Data-Driven Collection Development: The Approval Plan in Today's Academic Library

May 2, 2019

GOBI® Library Solutions from EBSCO
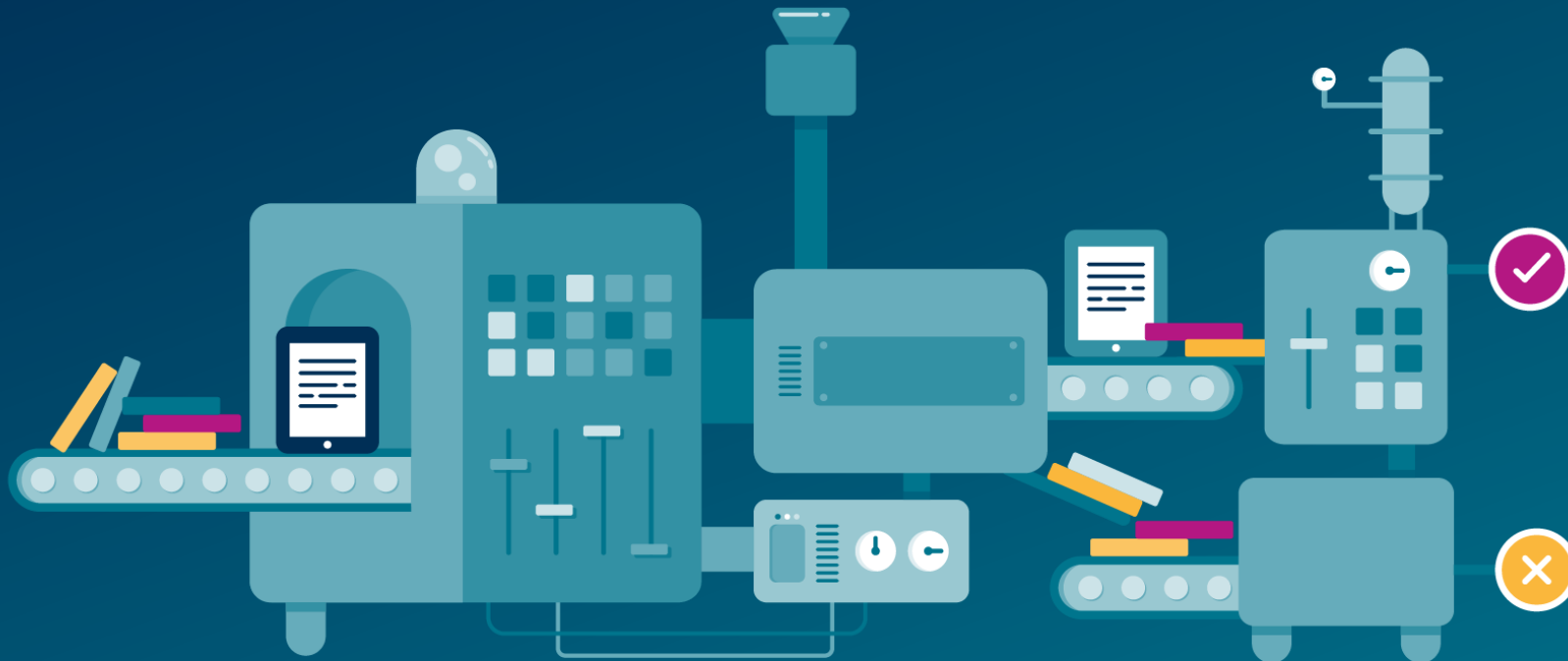
Presenters and Introductions

Panelists

Christine Fischer

Head of Technical Services

University Libraries, UNC Greensboro

Simona G. Tabacaru

Collection Development Librarian

Texas A&M University Libraries

Moderator

Ashley Fast, MLIS

Director of Collection Development and

Workflow Solutions, Central US

GOBI® Library Solutions from EBSCO

Agenda

University Libraries, UNC Greensboro

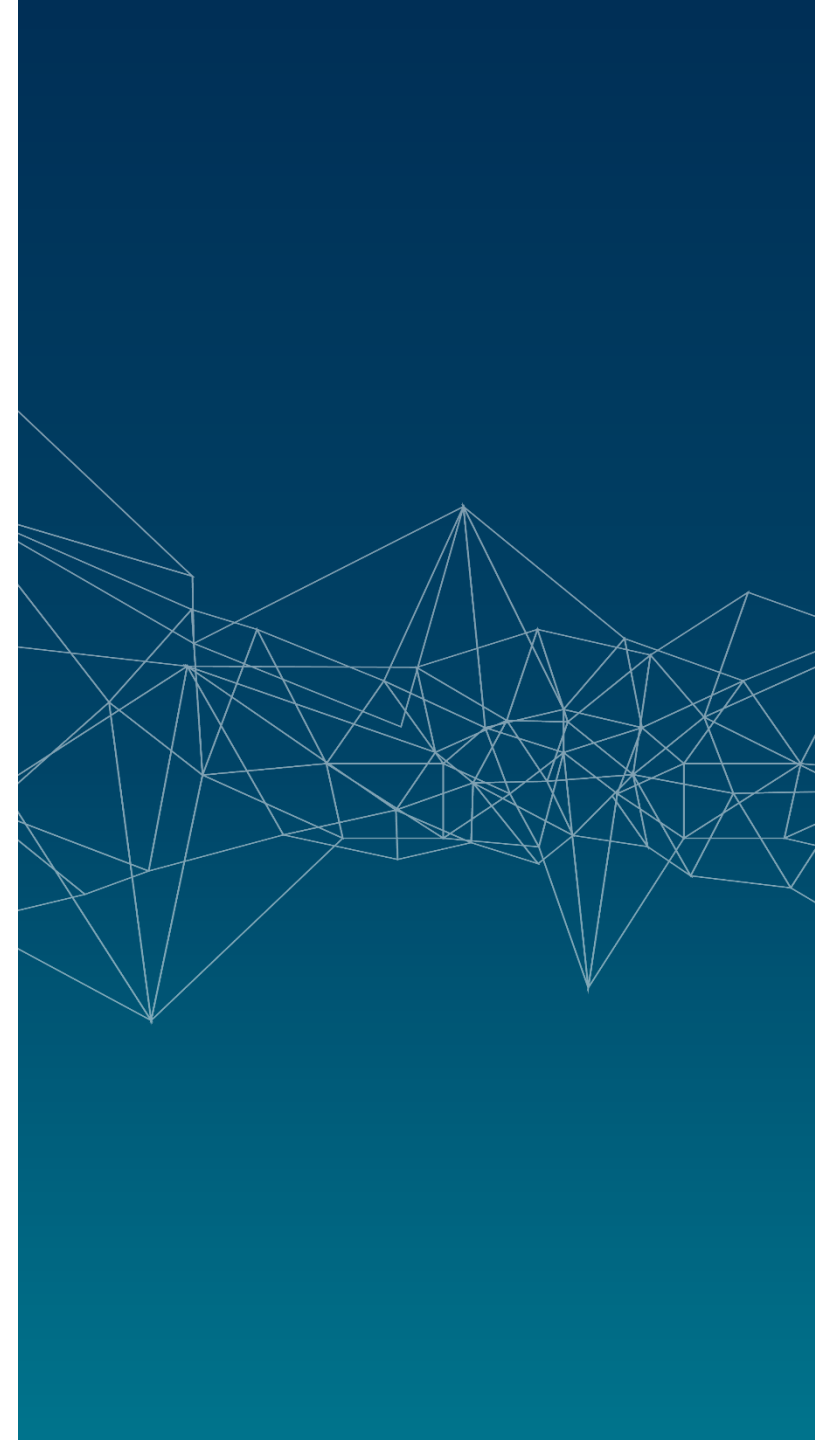- Overview of Library

- Library Collection Development Approach

Texas A&M University Libraries

- Overview of Library

- Library Collection Development Approach

Q&A with Panelists

Key Takeaways

Questions

University Libraries, UNC Greensboro

Our Libraries

- One of 17 institutions in the University of North Carolina System
- Fall 2018 campus enrollment: 20,106
- Walter Clinton Jackson Library and the Harold Schiffman Music Library
  - 95 faculty and staff

Our Collection

- 1,009,531 print titles
- 1,214,155 e-book titles
- 286,905 digital/electronic media titles
- $3.7M collections budget

Texas A&M University Libraries

Our Libraries

- Member of the American Research Libraries (ARL)
- Other memberships: GWLA, CRL, TexShare
- Flagship library for the Texas A&M System Libraries

Our Collection

- Overarching CD policy and 73+ subject specific CD policies
- 5.6 M volumes; 1.7 M e-books
- $16.3 M collection budget
  - Over $14 M for continuing resources (serials, databases)
  - ~ $2.3 M for one-time purchases (monographs, media, streaming videos, datasets, other formats)
    - FY 2018: ~ $1.3M spent on GOBI Approval Plan +~ $0.3M spent on DDA

About the Texas A&M University Libraries

Sterling C. Evans Library & Annex

Policy Sciences & Economics Library

Cushing Memorial Library & Archives

Medical Sciences Library

Policy Sciences & Economics Library

West Campus Library

Texas A&M University Libraries

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What is the history of the approval plan in your library?

University Libraries, UNC Greensboro

- **1989** – Started with a university press plan, books and slips

- **Early 1990s** – Added trade publisher plan

- **2014** – DDA program activated (starting with EBL)

  - Ended our Coutts MyiLibrary PDA plan in 2013 to move DDA activity to our primary vendor GOBI Library Solutions (formerly YBP Library Services)

  - Began with first-use triggering a short term loan (STL); second use was purchase

  - Changed to purchase on first-use starting January 2017

- Continuous active use of GOBI notifications for faculty

- FY2018 Approvals $32,579 / DDA $37,303

What is the history of the approval plan in your library?

Texas A&M University Libraries:

- **1971** – first approval plan with Baker & Taylor
- **1976** – migrated to Blackwell
- **2006** – migrated from Blackwell to GOBI Library Solutions
    - GOBI Library Solutions = primary approval plan vendor
    - GOBI Library Solutions = primary book vendor for firm orders
- **2010** – migrated to an electronic-preferred approval plan – GOBI Library Solutions
    - 56 subject areas - electronic preferred format
    - 10 subject areas – print preferred (mostly the Humanities disciplines)
    - 7 subject areas – mix of print + e-books
- **2012** – DDA program was implemented, with ebrary as e-book aggregator

Approval Profiles

GOBI's enhanced metadata, library preferences, and the available formats and purchase options combine to determine the outcome for the library.

Approval Data:

- Publisher/Imprint
- Library Holdings
- Library of Congress Classification
- Content Level

- Interdisciplinary Topics
- Faculty Affiliation
- Awards
- Formats
- Pricing

Approval Outcomes:

- Purchase Plans (P or E)
- Slip Notifications
- Demand-Driven Acquisition

Approval Profiles

Types of Approval Profiles	What is the role of the Approval Profile?
• ePreferred • Print • eOnly	• Underpin programs such as DDA • Flexible and customizable to fit the needs of small to large research libraries

What are the top benefits that your approval plan has brought to your library?

UNC GREENSBORO — University Libraries

TEXAS A&M UNIVERSITY Libraries

- Title-by-title selection is not sustainable
- Acquire profiled titles automatically
- Benefit to faculty
- Library Liaisons can focus on instruction, consultations, and work with faculty
- Supplement DDA plan with print to fulfill profile

- Time and cost savings
- Streamlined workflows
- Flexibility in monographic acquisition – manage duplication between print and e-formats
- Ease in assessing different acquisition models

How does your approval plan support the acquisition of digital resources? DDA?

TEXAS A&M UNIVERSITY Libraries

- ePreferred (FY 2011-FY 2018)

AP purchases:	FO purchases:
26,365 – E-Books (22%)	7,282 – E-Books (24%)
91,461 – Print (78%)	23,265 – Print (76%)

- Publisher-direct platforms
  - January 2017: updated publishers suppliers grid
  - FY 2018: **5,652** Approval Plan + Firm Order e-books
    - **2,119** e-books or **37.5%** are on publisher-direct platforms

- DDA pool (FY 2012 - FY 2018)
  - **11,586** e-books purchased with DDA

UNC GREENSBORO University Libraries

- DDA pool
  - Current DDA pool in knowledge base is 7,799 titles
    - FY 2014 – to date FY2019
      - **890** e-books purchased via DDA

- Past twelve months

  1,132 – Approval Plan

  345 – DDA purchases

  2,566 – Firm Order

- Publisher-direct platforms

What specific aspects/data points of your approval plan have been the most helpful?

UNC GREENSBORO University Libraries

- LC Class

- Publishers

- Price ceiling

- Notification slips/GobiAlerts

- Easily integrates with DDA plan

- Accommodates special requests such as National Book Award winners

TEXAS A&M UNIVERSITY Libraries

- Understanding the hierarchy that influences the approval profile:
  - o Series
  - o Publishers
  - o Non-subject parameters (e.g. price limits, geographic limits, content level)
  - o LC Call #
- Notification slips
- Ability to choose e-book suppliers and type of access
- Control expenses – see output of publishers ahead of time

How do you see the future of the approval plan at your library?

TEXAS A&M UNIVERSITY Libraries

- Effective tool for building core collections
- Subject librarians spend more time on liaison activities, support of teaching and learning
- Assessment and tweaking of the approval profile - ongoing
- Provide support for new access and acquisition models
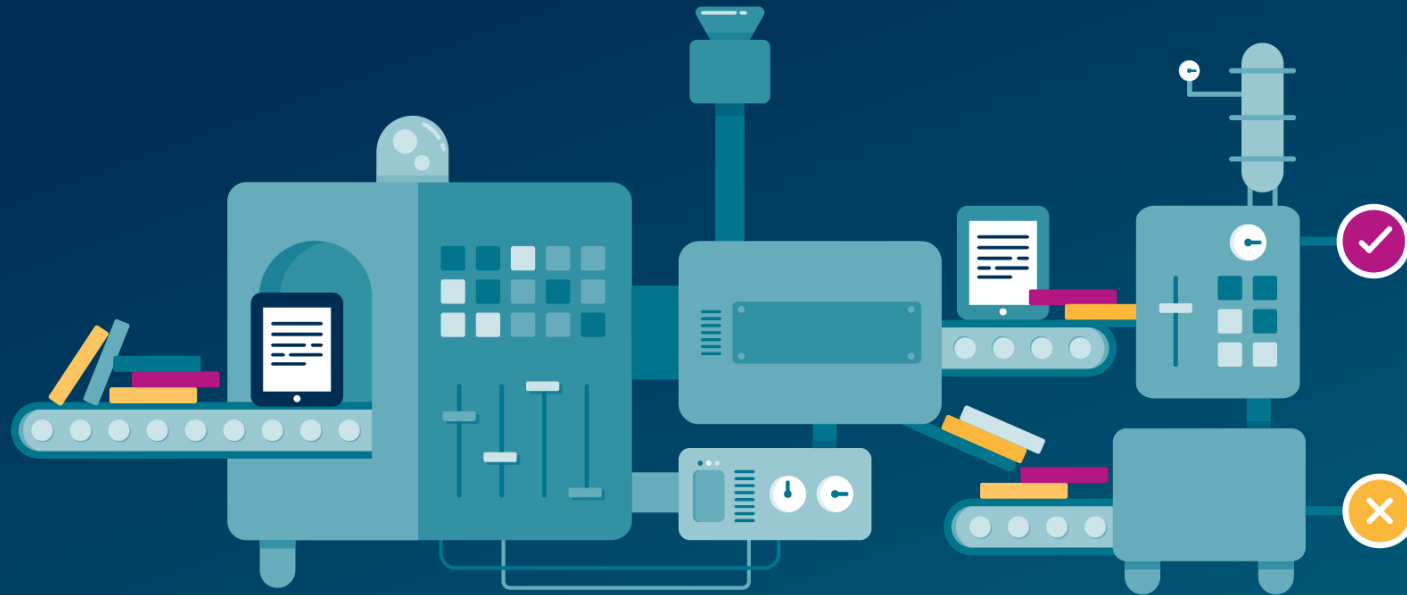
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- New departments or grad programs – evaluate approval plan profile
- Make sure faculty have the titles they need
- Reports on library/approval activity useful for assessment

Key Takeaways

- Approval plans **support not just print book acquisitions**, but e-book acquisitions, notifications of newly published books, DDA pools and more.

- Approval plans are **dynamic and evolve** as new technologies are introduced.

  - DDA

  - eCollections, Evidence-Based Acquisition (EBA)

- Approval plans are **more important than ever** in today's complex acquisition environment.

Questions?

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