Baich, Tina. *Charting New Waters: Partnering to Provide "On Demand" Services*. Great Lakes Resource Sharing Conference, Kalamazoo, MI, June 5, 2015.

Presentation Script

TITLE

IUPUI UNIVERSITY LIBRARY

IUPUI is an urban university with 19 schools and academic units from both Indiana University and Purdue University enrolling more than 30,000 students. IUPUI University Library provides services to the faculty, staff and students of all IUPUI schools except the law, medicine and dentistry schools, which have their own libraries. The Herron School of Art also has its own library providing access to its collection and instruction services, but services such as ILL are provided by UL and budgeting for the library runs through UL.

OLD ORG CHART

Prior to a restructuring that began in August 2014, I reported to the Associate Dean for Collections & Information Access, who, you can see, had a diverse portfolio.

NEW ORG CHART

The restructuring has created a new division of labor among the assistant and associate deans. A fourth AD for Digital Scholarship was added and Access Services moved under the Assistant Dean for Administration. This created a more focused AD for Collections with reports of Acquisitions, BAMS, RSDS, and Special Collections.

STRATEGIC DIRECTIONS

On the heels of restructuring - In January 2015, the Dean of University Library released a strategic directions document to guide the library's work in the next 3-5 years. The second of these eight strategic directions is "Create collections and document delivery options that increase the resources available and do so in more cost effective ways."

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Some of the objectives associated with this strategy are directly related to my area, but others are more tangential and as a result I have been drawn in to the development of our overall collection strategy in ways I haven't been in the past. Requires me to play a larger role in overall collection strategies than in the past.

a.   Increase the use of article purchase on demand as an alternative to subscriptions where this is the more economical alternative

b.   Continue to enhance interlibrary loan capacity and effectiveness

c.   Expand user driven purchasing of both electronic and print book purchasing

d.   Build core collections through the use of approval plans

e.   Explore cooperative collection development

f.   Reduce the space required for the print collection through the use of data driven withdrawal of material where use is minimal and reliable alternative means of providing the items exist

g.   Reduce the cost of selection, processing, and cataloging by using alternative methods where they are more cost effective

h.   Ensure that library users have remote access to collections and services through a well-designed, user focused web presence

DIRECTIONS RELATED TO PILOTS DISCUSSED TODAY

Today, I want to focus on 2 of the 8 objectives under the collections strategy and the projects underway to achieve them.

THE ARTICLES ON DEMAND PILOT

THE WHAT

IUPUI University Library piloted an Articles on Demand service using CCC's "Get It Now" service in order to provide School of Science faculty with timely access to journal titles from Elsevier, Springer, Wiley and a number of other publishers.

The service allows faculty to order and receive copies of journal articles not available in the library's print or electronic collections without library staff intervention. University Library will absorb the cost of the copies, which ranges from approximately $19 to $50.

In the pilot phase, Get It Now was available to School of Science Faculty only, which includes the departments of biology, chemistry & chemical biology, computer & information science, earth sciences, mathematical sciences, physics, and psychology as well as programs in forensic & investigative sciences and neuroscience. 217 of faculty

Provided documentation to the faculty which was distributed via the Dean.

THE HOW
Link resolver page
Once SS implemented the required changes, we had control over which titles were activated in the service. We activated the titles cancelled that were available as well as the titles from which faculty ordered during phase 1. We retain access to most of the backfile from the date of first subscription to point of cancellation, so most of the titles are only activated from 2015 forward.

THE HOW
Service page
Authentication was a crucial element for us for several reasons.
We don't serve everyone on campus.
We wanted to limit to faculty (at least initially).
Unmediating without authentication could bankrupt us.

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I worked with John Eiszner, a member of the library's Operations Team, to develop this beta page. Authentication at IU is handled through the IU ADS (Active Directory Services) Domain. While the university has some already established ADS groups, there wasn't one for SoS faculty. John had to create a custom ADS group that he has to manage manually.

THE HOW
Order page

TIME TO BUY
The results of the pilot
Sept. 2, 2014 – Feb. 28, 2015:
- 99 successful purchases
- 55 unique users
- $29.38 average cost per article
- 2 hours 17 mins average delivery time

Less use than expected, but cancellations didn't go into effect until January 1.

THE SURVEY
Partly because I received such little feedback, I created a survey for the 54 people who had purchased articles through the service. I sent survey on 4/13 followed by a reminder on 4/21. 17 people completed the survey for a response rate of 31%.

survey is also an education piece (i.e. ave. cost / article)

Though the response rate was only 31%, I managed to get a fairly representative group with all departments & programs represented.

THE SURVEY

Reaction to the service was largely positive, but it looks like my bit of education may have hit home. There were some that didn't think the article they purchased was worth the cost. Yet two of three who felt that way, strongly agreed that they would have requested the article through ILL had the service not been available.

DIRECTIONS RELATED TO PILOTS DISCUSSED TODAY

Just to remind you of the other objective under discussion today. Before talking about the second pilot project, I want to briefly describe the building blocks we already have in place related to this objective.

BUILDING BLOCKS – PURCHASE ON DEMAND

ILL Purchase on Demand
Started 2005
Purchased 1776 items as of 4/28/15
Have expanded criteria over the years to include publications published since 2000 (in 2012) and ebooks, though not many people have taken us up on the ebooks.

BUILDINGS BLOCKS – eDDA

Managed by Acquisitions, UL's ebook Demand Driven Acquisitions program was implemented in September 2012. There have been 1,878 STLs as of 5/13/15 and 330 purchases (includes 251 purchased without any STLs and 79 titles purchased on 4th STL). These transactions relate to 1,664 unique titles. The average cost per transaction is $31.81.

BOOKS ON DEMAND PILOT

Now I'm working with the Acquisitions Librarian on what I'm calling the Books on Demand Pilot. The goal of this pilot is to give users the opportunity to request purchase of books through the catalog in either

print or electronic format. This pilot is still in the relatively early stages of development, but I'd like to share our direction with you.

THE HOW
Mockup of how we hope the catalog records will look. The Request Purchase button will carry OpenURL information from the catalog to a request form with an intermediary authentication step.

THE HOW
We chose not to process these purchase requests through ILL and existing PoD procedures because it adds an extra step that would delay delivery and rapid delivery is one of our primary goals.

THE HOW
Mockup of the request form
So instead, the information will pass to an online form that looks something like this. When the user submits the request, it will go directly to acquisitions staff for processing.
WORK IN PROGRESS
As I said, this pilot is a work in progress.
OpenURL implementation
Deciding on criteria for record selection
Determining workflows

CHARTING A COURSE TO SUCCESS
Finding the right collaborators – play to each other's strengths
Having advocates
Creating a project plan & workflow plan
Keeping constituents informed

AVOIDING THE STORM
Be prepared for technical setbacks

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Develop good relationships with collaborators
Be present for faculty negotiations
Be patient

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QUESTIONS