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Creating a Richer Patron-Driven Acquisitions Experience for Your Users: How the University of Arizona Forced Three PDA Programs to Play Nicely Together

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Abstract

Patron-driven acquisitions (PDA) has been an integral part of developing the collection at the University of Arizona Libraries (UAL). The Libraries currently has three PDA programs using two different vendors. The print PDA program from Ingram's Coultts is the most complicated, involving several steps, including working with patron data to make sure the customer who placed the order is informed when the book is ready for checkout. The electronic PDA program from Ingram's Coultts includes two files based on two different profiles. One is the standard UAL profile, but the other is a consortium profile that picks up local, fictional, and children's titles. Currently, all Ingram's Coultts e-books are on the MyiLibrary platform. The electronic PDA program from Yankee Book Peddler (YBP) is new, having started it in 2013. We are receiving e-books on both the ebrary and EBL platforms. In order to cut down on duplication, we send holdings updates monthly to each vendor. One possible future enhancement to our PDA program is the inclusion of print on demand. UAL purchased an on-demand book maker in 2013, and we are investigating how we can integrate this new service into our PDA program.

Why Three PDA Programs?

The University of Arizona Libraries (UAL) has embraced the changes occurring within library acquisitions and have been involved in using the customer as a way to develop library collections. In 2011, we implemented two patron-driven acquisitions (PDA) programs, one print and one electronic, with the company Ingram's Coultts. In 2013, we added a third electronic PDA program with Yankee Book Peddler (YBP). Our three PDA programs now account for a significant portion of our acquisitions purchases.

When developing the profile that we use for all three programs, we worked with selectors, faculty, and our existing approval plans to create a comprehensive profile to serve the needs of our vast array of customers.

Because we have such a wide range of disciplines and academic levels, as is typical of a large research university, and because we rely so heavily on PDA for our collection development needs, for us it made sense to have three PDA programs. We need a print program so we could continue to receive physical materials that our customers request. We also need to have as comprehensive as possible a collection of library catalog selection records for our customers to

discover. Though there are similarities between the two vendors that we work with, we added YBP because they offer different publishers and e-book platforms that Ingram's Coultts did not, and vice versa. We want to provide as large a selection as we can based on our profile.

Our Technical Services Workflow

When UAL started with the one vendor, Ingram's Coultts, the acquisitions workflow, though complicated, was less complex than it is now. Figure 1, which is the poster that I presented at Charleston, shows the current workflow of all three programs.

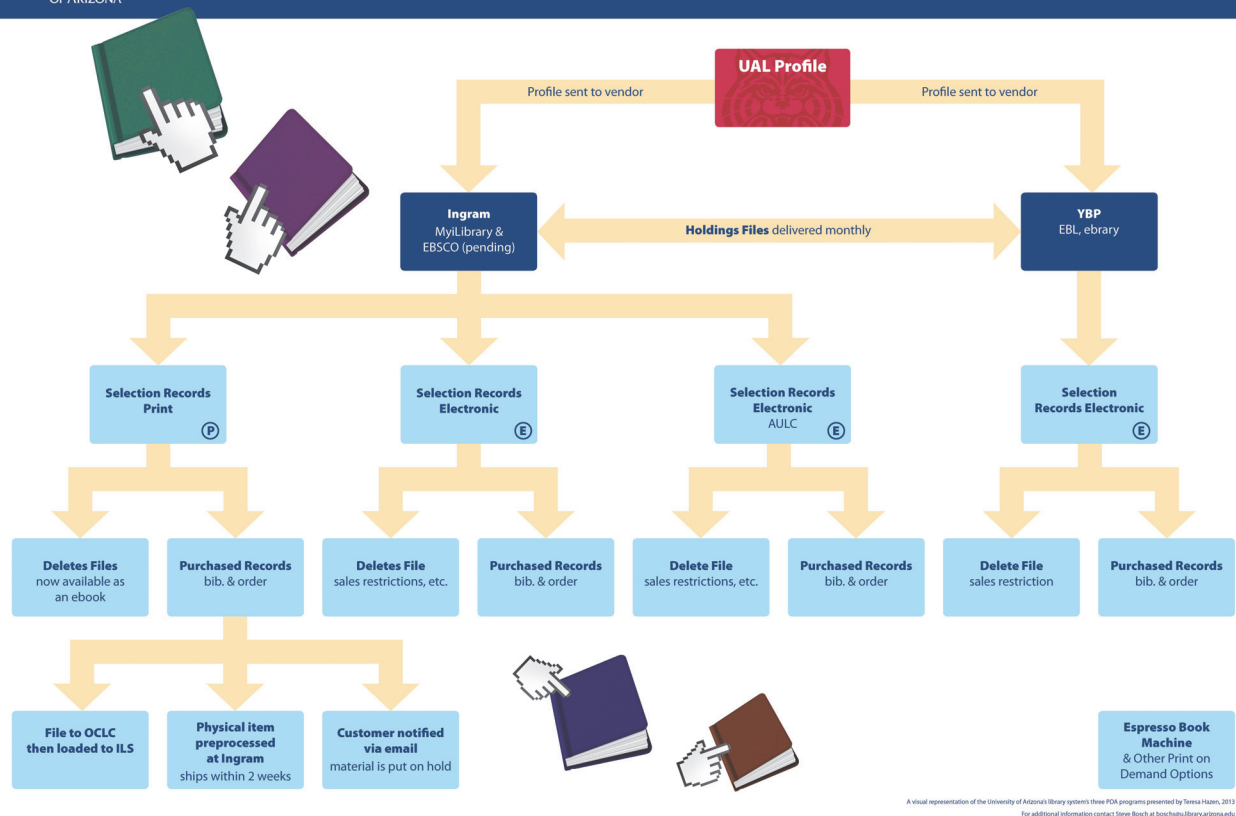
Print PDA: The Complicated Program

Starting with the print program, the initial setup included us sending Ingram's Coultts a holdings file so duplications did not occur. After the profile and holdings updating occurred on their end, UAL started to receive a weekly file of selection records. These typically contain 60–500 selection records in MARC format. The wide variance in number of records per file is mostly due to embargo issues. Our agreement with Ingram's Coultts specifies that they withhold a selection record on a print title for 90 days to allow for the electronic format to be published. After 90 days, if



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The University of Arizona brings Three PDA Programs Together to Play Nice



A visual representation of the University of Arizona's library systems three PDA programs presented by Teresa Hazen, 2013. For additional information contact Steve Bosch at bosch@pda.library.arizona.edu

Figure 1. Current Workflow of the Three PDA programs

there is no electronic book forthcoming, titles are released to us. Sometimes, we will get a big file representing a particular publisher that we have been holding out for the electronic copy.

A UAL acquisitions staff member will load the print selection records into our catalog for discovery. Currently, UAL uses WorldCat Local as our discovery layer; that means in order for titles in selection records to show up, we also have to set holdings in WorldCat. We have these print selection records coded such that they are easily identifiable as not something that will be going through interlibrary loan.

When a customer discovers a PDA print selection record, there is a link suggesting to click the link to purchase the title. This will take them to our campus authentication page for them to log in. After the successful log in, a web page displays notifying the customer that the book has been

ordered and that they will be notified when it arrives. There is no intermediary page asking if they are sure they want to order nor is there a step that routes the purchase request to a selector for mediation.

Once the title is ordered, a series of events ensues. Ingram's Coutts is alerted on their end, and the title is physically processed onsite at Ingram's Coutts according to UAL's specifications. The file of purchased MARC records is sent to OCLC to set holdings. A UAL staff member is alerted that the files are ready via e-mail so she then goes and picks them up from OCLC. Once the shipment of books is received, this same staff person is notified by Shipping, and the invoice is sent to her. She checks the invoice, loads the file of corresponding records into our integrated library system (ILS) with attached order and item records.

Within a local MARC field of the bibliographic records is the customer information that was obtained from the Ingram's Coutts API when the user initially logged in to the campus network to place the order. With this information, our staff member places the material on hold for the customer, triggering an e-mail to them that the book is on the hold shelf ready for pickup. Of course, this information is stripped out of the record before it is loaded into the ILS. She lastly informs Shipping to have our library student workers shelve the materials on the library hold shelf.

Occasionally we receive delete files. These may contain titles that are out of print or otherwise unavailable. More commonly, however, the reason we get these files is that the title is now available in electronic format. Since we prefer electronic, when that format is published, Ingram's Coutts will send the electronic selection record and notify us to delete the print. Currently these were manually removing these records from our ILS, but this process has proved to be laborious. We will be starting a new process soon that involves Ingram's Coutts putting the vendor control number of the print selection record in the electronic selection record. We will then use a customized loader in our ILS to match and overlay the electronic record based on this match point. Hopefully, the new process will cut down on the manual work of deleting print selection records. The predominant reason we have not started it yet is because of the issue of WorldCat Local holdings. We will be moving to Summon as our discovery layer by the end of this academic year, so at that point, we will not need to concern ourselves with updating holdings for PDA records.

Electronic PDA: Ingram's Coutts

As the reader can see, the print PDA workflow is rather complicated and involves several steps. Fortunately the e-PDA is easier, though it has its own set of complexities and issues. We have two parts to the Ingram's Coutts e-PDA. The first is based on UAL's profile, but the second is a consortium profile from the three Arizona state universities: NAU, UA, and ASU. This profile contains more regional and borderlands

materials, including poetry, fiction, and children's literature.

We get two files weekly, one generated from UAL's profile and the other from the consortium profile. These two files are generally between 90–600, in count. These are selection records and are loaded into our ILS and holdings set to WorldCat. For all of these records, we are currently using Ingram's Coutts's MyiLibrary e-book platform. When a customer discovers one of these selection records, there is a link to click on to access the material. To the customer, it is seamless, in that they do not know (or care) if we have purchased the title or not, they just get access. After three significant uses, a purchase is triggered.

When we first set up this process, we did not receive purchased MARC records from Ingram's Coutts but rather relied on their reporting and invoicing for record keeping. We are just starting to receive purchased records via e-mail that entails a staff member to load the record, overlaying the old selection records and adjusting holdings if needed.

As with the print records, we also receive periodic delete files about once every quarter or so. These represent selection records to which we no longer have access due mostly to sales restrictions. I usually have a student go through the list (it is usually not many) and pull them together manually for batch.

Electronic PDA: YBP

Our e-PDA program with YBP is essentially the same as the Ingram's Coutts process. We receive weekly files of MARC records that we load into the ILS. In the case of YBP, we receive two files, one containing ebrary selection records and the other containing EBL selection records since these are the two e-book platforms that we have elected to use. These files are generally under 100 records each.

The same process occurs as described above. When enough uses triggers a purchase for a YBP selection record, the library receives catalog records (With Ingram's Coutts, we only started doing this very recently.) that overlay the selection record.

Duplication

A big problem with running PDA programs from two different vendors is dealing with duplication of selection records in our library catalog. UAL technical services staff actively manage our holdings and work hard to cut down on duplication as much as possible. However, a certain amount of duplication has been inevitable. Currently, our process is to send an updated holdings file monthly to each vendor. This cuts down on a significant portion of our duplicates, but as the two programs mature, we will be closely monitoring this process.

The Future: The Espresso Book Machine

UAL purchased an on-demand book maker this year that is currently being used to create paperback books for customers. We have been investigating the possibility of using it to print PDA

books on demand for customers. Issues to be worked out include amending existing agreements with vendors to include the option to print a title on demand and working out technological issues with file standards. It is an exciting area to explore, and we hope to have something ready to go in the near future. See www.library.arizona.edu/services/self-publishing for additional information.

Conclusion

UAL sees our PDA program as a success story. Our book and e-book usage statistics have increased, and our spending has decreased. We will continue to actively monitor the program and look for ways to improve workflows as we become more familiar with working with two vendors. Additionally, we are already looking towards future developments and how we can streamline the delivery of content to our customers.