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

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Presenters and Introductions

Panelists
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Moderator
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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
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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

- ePreferred
- Print
- eOnly

What is the role of the Approval Profile?

- 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?

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

- 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?

- LC Class
- Publishers
- Price ceiling
- Notification slips/GobiAlerts
- Easily integrates with DDA plan
- Accommodates special requests such as National Book Award winners

- Understanding the hierarchy that influences the approval profile:
  - Series
  - Publishers
  - Non-subject parameters (e.g. price limits, geographic limits, content level)
  - 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

**UNC Greensboro University Libraries**

- 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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