

EVALUATING EVIDENCE-BASED ACQUISITION

AT MAYNOOTH UNIVERSITY LIBRARY

Evidence-Based Acquisition (EBA) is a 'user-driven' acquisition model which is being piloted from February to August 2018. The project realises the Library's plan to introduce "new acquisition, budget and service models for the provision of collections which will benefit our user communities" (Maynooth University (MU) Library Strategic Plan 2016-2018 Action 3.3)

RESEARCH



EBA Literature Review
Identified case studies
SWOT analysis



Review of current
eBook usage at MU
Library



Scoping report compiled
recommending MU
subject focus

METHODOLOGY



MU Library Working
group established to
oversee the project



EBA publishers chosen
based on mandatory and
desirable criteria



Publisher selected
Over 30K titles
6 month access period
Upfront fee

CHALLENGES



Marketing without
creating artificial usage
statistics



Ensuring fair usage



Discoverability via full-text
not always available

IMPACT



Purchase decision based
on usage



More relevant library
collection



Enhanced library profile
within MU

Introduction

This poster outlines the processes involved in implementing Evidence-Based Acquisition (EBA) at Maynooth University (MU) Library. EBA is a licensing model that differs from the Patron-Driven Acquisition (PDA) model in that the library makes the final purchase decision based on usage. The Framework for the Supply of Library Goods does not cover EBA so it presented an opportunity to research products from a variety of suppliers. EBA provides access to a pre-agreed collection and added titles during the access period (typically 6-12 months). The library then reviews usage data to determine which titles to retain in perpetuity.

MU Library chose to undertake a 6-month pilot – February to August 2018. The outcome of this pilot will influence collection development, acquisition, resource description, outreach, information services, e-resource collections, inter-library loans, information literacy and academic engagement. The EBA model is relatively recent to Ireland, which could create further opportunities.

How does EBA work?

1. Vendor chosen on meeting select criteria
2. The library pays an upfront fee
3. The library selects the material and MARC records are uploaded into the LMS and discovery system
4. Users can then access all the material or selected collections from a publisher for a limited period of time, usually called “access period”
5. The library receives usage statistics from the vendor/publisher and can either:
 - ✓ Renew the access period
 - ✓ Purchase the eBooks based on the usage data
 - ✓ Opt-out of contract and not purchase, however, the fee is non-refundable



* COUNTER Book Report 2 (BR2) usage statistics, i.e. chapter views and downloads

10 THINGS

YOU NEED TO KNOW

ABOUT EBA

1. WHAT DOES EBA STAND FOR?

Evidence-based Acquisition or EBA is a licensing pricing model that combines aspects of subscription and Patron-driven Acquisition (PDA), but eliminates automatic selection. EBA provides access to an entire collection and added titles during an access period (6/12 months generally). Near the end of the access period, the library reviews use data to determine which titles to retain in-perpetuity.

2. WHY SHOULD YOU BE INTERESTED?

EBA represents a user-centred acquisition design and it is expected that this or similar design will be prevalent in the future. EBA provides a strong usage data, which will allow your institution to prove that only the material that is being used is being purchased.

3. WHY IS IT EXCITING?

Users can access a wide pool of new resources ranging between few thousand up to 45,000. EBA allows information professionals to learn about user demand, understand gaps in collections and supply the library with hard data to support decisions.

4. UPFRONT FEE

The upfront fee paid by the library to access and purchase eBooks is non-refundable. This ranges between several thousands EUR for a small subject collections up to tens of thousand for all-in EBA models.

5. ACCESS POOL & ACCESS PERIOD

These are the terms used to describe the collection of resources available in the EBA model and the period when users can freely access the said resources.

6. NO REFUNDS

The upfront fee as seen by publishers is a way to ensure there will be a purchase decision made. Although the library may have the option not to purchase, no portion of the fee will be refunded.

7. MODEL VARIATIONS

The EBA models vary from publisher to publisher, so it is essential to liaise with publishers to understand the different models offered, their similarities and differences.

8. LACK OF LITERATURE

As EBA models are a new development there is not sufficient experience shared in the literature. This could be both perceived as a risk factor as well as an opportunity.

9. COLLABORATIVE EXPERIENCE

Although it might seem that EBA will only involve the Acquisitions team, a collaborative institutional approach is necessary. Throughout the process, EBA will influence most of the processes in the library, from academic engagement, promotion & outreach, staff awareness, systems requirements, electronic resources management to user services. Cross-sectional approach is essential.

10. THE THREAT OF LOW USAGE

One of the highest risks in EBA models is a sufficient return of investment. Some case studies show that a lack of outreach can create low usage in EBA and eventually cause the project to fail. It is essential for the succession of the project to ensure EBA awareness amongst library staff, academics and students.



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