

Expert Selection & Monographs Use: A Brief History (and a Brief Future?)

EXPLORING ACQUISITIONS

Oxford 2009



R2 Consulting LLC

Rick Lugg, Partner

R2's Focus

- Library Workflow Analysis
- Organizational Redesign
- Product Analysis & Development for the Academic Library Market
- Accelerated Strategic Planning
- Sustainable Collection Development



R2 Experience

Libraries

- Library of Congress
- Davidson College
- UC-Riverside
- UC-Santa Cruz
- University of Oxford
- University of North Carolina
- DePaul University
- University of Illinois-Chicago
- University of Colorado
- University of Michigan
- Arizona State University
- MIT Libraries
- University of Utah
- Wesleyan University
- DePaul University
- University of Texas at Dallas
- East Carolina University
- George Washington University

Vendors

- ABC-CLIO
- Blackwell Book Services
- Casalini Libri
- CAVAL Collaborative Solutions
- Common Ground Publishing
- Eastern Book Company
- Ebook Library
- Follett Library Resources
- HARRASSOWITZ
- Innovative Interfaces
- Ingram Digital Group
- OCLC
- RR Bowker
- Sage Reference
- University of California Press
- Xrefer (now Credo Reference)
- YBP Library Services



Why Look at Selection?

- Space
- Costs
- New alternatives



Today's Specials

- Expert Selection Then: How Well Did It Work?
- The Evolution of Selection, 1976-2006
- Expert Selection Now: How Well Does It Work?
- Changing Users, Changing Collections
- User-Initiated Selection: Three Models
- Three Recommendations



EXPERT SELECTION THEN: HOW WELL DID IT WORK?



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The Kent Study

- Kent, Allen. *Use of Library Materials: The University of Pittsburgh Study*. Books in library and information science, v. 26. New York: M. Dekker, 1979.



The Kent Study

- Hillman Library, University of Pittsburgh
- Chapter II: “*Circulation and In-House Use of Books*”: Stephen Bulick, William N. Sabor, and Roger Flynn
- Focused on the 36,892 monographs acquired in Calendar Year 1969
- Followed their circulation history through CY 1975 (6-year period)



Kent Study Findings

- 14,697 (39.8%) had never circulated during the first 6 years
- 22,1772 (60.2%) circulated 1 or more times



Kent Study Findings

- If a book did not circulate within the first 2 years of ownership, its chances of ever being borrowed were reduced to 1 in 4.
- If a book did not circulate within the first 6 years of ownership, its chances of ever being borrowed were reduced to 1 in 50.



Kent Study Findings

- If a minimum of *2 uses* were established as a criterion for a cost-effective acquisitions program:
- 54.2% of the titles purchased in 1969 would not have been ordered.



Kent Study Findings

- If a minimum of 3 *uses* were established as a criterion for a cost-effective acquisitions program:
- 62.5% of the titles purchased in 1969 would not have been ordered.



1969-1975

- Print-based collections
- Approval plans and blanket orders largely undeveloped
- OCLC and union catalogs in their very early stages
- Growth in higher education funding
- Many new academic libraries built



Kent Study: Comments

- In 1969, most selection was done title-by-title, by faculty or expert selectors.
- Electronic content barely existed
- Resource sharing was difficult and rare
- Study was criticized for not counting in-house use
- Still... a best-case scenario for expert selection



Expert Selection: 1975

- 37.5% effective if 3-use minimum
- 45.8% effective if 2-use minimum



THE EVOLUTION OF EXPERT SELECTION, 1976-2006



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Expert Selection: 1975-1995

- Common goal: increase collection size
 - ARL Rankings
 - Accreditation
- Materials budgets massively expanded
- Resource sharing: OCLC, union catalogs, ILL
- Collection Management emerges as specialty
- Emergence of vendors, approval plans, standing orders, blanket plans

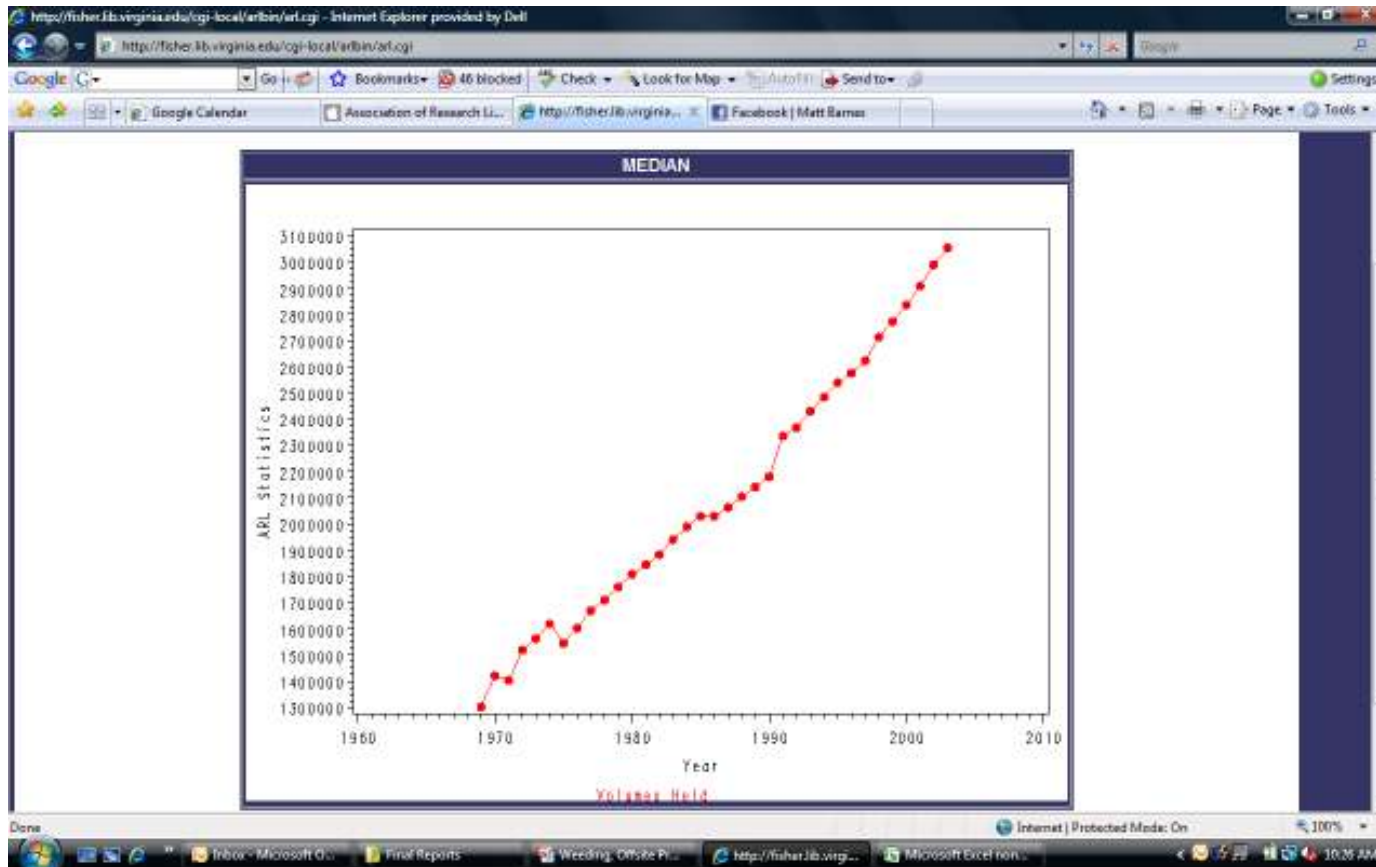


Expert Selection: 1996-2006

- Steady increases in shelf-ready services (non-returnability)
- Rise of vendor systems & electronic selection workflows
- Better information on consortial holdings
- Collection analysis software
- Shifting responsibilities; diminishing importance of print



ARL Volumes Held, 1969-2006



Collection Developments

- An “expansive” view of collections
- Collection Analysis tools
 - OCLC: 26 million items held by 10+ libraries
 - UC: 93% redundancy in Gov Docs
- Coordinated selection of eBooks/pBooks
- A-V, media collections
- “Hidden” Special Collections and Archives
- Digital Libraries/Institutional Repositories
- Print Journal Cancellations
- Mass digitization of historical print (Google, OCA)



Expert Selection: 2006-

- Bibliographer model has nearly vanished
- Selection competes for priority with instruction, liaison work and other duties
- More selection time devoted to e-resources, media, and non-print sources
- Space issues drive increases in collection analysis, de-selection
- Consortial-aware selection
- Last-copy responsibilities



Consortial-Aware Selection

The screenshot shows the Blackwell Collection Manager interface. The search term is 'educational psychology' and the results are sorted by Title. The first result is 'A will to learn : being a student in the age of uncertainty' by Barnett, Ronald. The activity panel for this item is circled in red, showing 1 Order, 1 Book, 1 Request, 3 Forms, and 5 Exports. The second result is 'Academic competitions for gifted students : a resource book for teachers and parents' by Tallent-Runnels, Mary K. The activity panel for this item shows 1 Order, 1 Book, and 1 Request.

BLACKWELL Help | Contact Us | Sign Ou
COLLECTION MANAGER

Home | Collection Development | Acquisitions | Series | Resources | Help Center

Advanced Search | Browse | Personal Profiler | educational psychology | All | Search

Links | Actions | Refine

Your Current Refinements

Search Term
educational psychology

Audience
Graduate/Research

Refine Your Search

Search within results Go

App Treatment
Blackwell Subject
Content Level
Format
Geog Characteristic
Language
LC Class
List Price GBP
List Price USD
Nature of Work
NLM Class
Original Language
Printing History
Publication Status
Publication Year
Publisher

Search Results Editions: Mark | Clear Pages: 1 2 3 4 5
278 works. Display: all editions in brief view sorted by: Title

A will to learn : being a student in the age of uncertainty LB32326.3
By Barnett, Ronald.

2007 Open University Press

ISBN 033522380X
Paperback 199 p.
USD 68.95

Other Resources Library Note

Activity

1 Order
Groups
1 Book 1 Request
3 Forms 5 Exports
Peers
2 Books 6 Request
3 Forms 1 Export

Matching Editions

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2007 Paperback	USD 68.95	In stock	IP	
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	2007 Paperback	GBP 25.99	In stock	IP	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2007 Hardback	GBP 65.00	In stock	IP	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2007 Hardback	USD 147.95	In stock	IP	

Other Edition

Academic competitions for gifted students : a resource book for teachers and parents LB3068
By Tallent-Runnels, Mary K.

1995 [distributor] SAGE Publications Ltd. Corwin Press Inc

Activity

1 Order
Groups
1 Book 1 Request

EXPERT SELECTION NOW: HOW WELL DOES IT WORK?



R2's Informal Circulation Survey

For circulating monographs in your collection with an imprint date of 2006 or earlier:

- what percentage has never circulated?
- what percentage has circulated once?



Never Circulated

	High	Low	Average	Samples
ARL	64%	53%	56%	6
Non-ARL	48%	20%	33%	6
Four Year	73%	40%	53%	6



Circulated Once

	High	Low	Average	Samples
ARL	17%	13%	15%	6
Non-ARL	20%	12%	16%	6
Four Year	20%	11%	18%	6



Expert Selection: 2006

- If a minimum of *2 uses* were established as the criterion for cost-effective acquisition, 71% of these titles would never have been bought.
- Expert Selection: 29% effective



How else could we do this?

- The universal collection?
- Let users choose?
- Improved discovery?
- Just-in-time delivery?



CHANGING USERS, CHANGING COLLECTIONS



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Study & Research Spaces



Studying Students

The Undergraduate Research Project at the University of Rochester



edited by
Nancy Fried Foster and Susan Gibbons



Discovery is Changing

- WorldCat
- Google Book Search
- Amazon
- Wikipedia
- Blackboard
- Link resolvers



Mass Digitization of Monographs

- Google Book Search: 7 million full-text monographs
- Europeana: 2 million full-text monographs
- Internet Archive: 1.2 million full-text monographs
- eBook aggregators



Delivery of Content is Changing

- Couriers, resource sharing
- Article scanning and digitization
- Full-text databases and journals
- Web culture of self-service
- Print on demand



USER-INITIATED SELECTION: THREE APPROACHES



Ranganathan's First Law

“Books are for use.”



Stanley J. Slote, Modified

“[Selectors] are torn between [selecting]...
the books people want and the ‘good’
books”



Limitations of Listening to Users

- Users have a limited frame of reference
- Users focus on past and current experience
- Users tend to offer incremental, rather than bold, suggestions
- Users are less familiar with potential of future possibilities
- Innovation is the responsibility of staff



Is Use the Only Criterion?

- “Research libraries are the ‘in case’ in “just in case” collecting
- If use is not the criterion, then what is?
- Can patrons do a better job?



Patron-Initiated Selection

- At least one use guaranteed!
- Users may not be better than experts at selection, but the bar is not high.
- E-Book models make this more possible, but it can work for print
- Give users a fund of their own?
- Shift staff costs away from selection and toward...



Model A: InterLibrary Loan

- Convergence of ILL, Acquisitions and Collection Development
- 1996: ARL ILL transaction cost study:
 - \$27.83 total
 - \$18.35 for the borrowing library
 - \$ 9.48 for the lending library
- Idea: purchase ILL borrowing requests that meet specified criteria



ILL Study: Univ of Wisconsin (FY 2002)

- 56,000 borrowing requests; 45,934 filled from off-campus sources.
- \$3,000 allocated for pilot ILL/Acq project
- 135 items bought (representing 0.3% of “returnables”)
- 73% of these circulated 2 or more times
- 6% of purchased items circulated 2 or more times



ILL Study: Purdue University

- 50,912 borrowing requests; 29,503 filled from off-campus
- \$15,000 allocated for pilot project
- 1,943 items bought (12% of returnables)
 - 57% circulated at least once after initial loan
 - 31% of HSSE titles circulated once (no initial loan)
 - On-demand books circulated .9 times/book
 - Selected books circulated .4 times/book



Comparisons

- **Average cost per book:**
 - Wisconsin: \$36.86 (including shipping)
 - Purdue: \$37.50 (including shipping)
 - ILL: \$27.83
- **Average fulfillment time**
 - Purchase: 8 days
 - ILL: 10 days

Source: Suzanne M. Ward, Tanner Wray and Karl E. Debus-Lopez, "Collection Development Based on Patron Requests: Collaboration between Interlibrary Loan & Acquisitions", *Library Collections, Acquisitions and Technical Services* 27 (2003): 203-213



Caveats...but *still!*

- Samples are relatively small
- Selection criteria for on-demand vs. “normal” books are not identical
 - On demand: immediate short-term needs
 - Regularly purchased titles: for posterity
- Bibliographers concurred that 80-99% were appropriate for the library collection
- “a customer-centered, cost-effective, easy, and high-impact way to complement normal collection development.”



Model B: Order on Demand (Print)

- University of Vermont: Peter Spitzform, Collection Development Librarian
 - Oxford University Press
 - Wiley
 - MacMillan
- Purchase and load MARC records for all new titles in 2008; purchase no books until requested by patrons; deliver within 3 days.
- Result: \$150K-\$200K savings



University of Vermont Order on Demand Program: Get This Book!

WebVoyage Titles - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://voyager.uvm.edu/cgi-bin/Pwebrecon.cgi?SAB1=oxford&BOOL1=all+of+these&FLD1=Publication+Facts+(PUBL)&GRP1=ANI

Google Calendar WebVoyage Titles Google

University of Vermont Libraries Catalog

UVM Libraries | Dana Library | Interlibrary Loan | LRA Request | Ask a Librarian

Other Catalogs Search Patron Info Login Bookbag Hold/Recall History Help Exit

Database Name: University of Vermont Libraries
Search Request: Guided Keyword = (oxford)[in Publication Facts] AND (2008)[in Publication Facts]
Search Results: Displaying 1 through 50 of 1401 entries.

1 51 101 151 201 251 ... 1401 Next

Sort by: PostLimit

#	Author	Title Long	Dates of Publication
[1]	Malik, Salahuddin.	1857 war of independence or clash of civilizations? : British public reactions / Salahuddin Malik.	2008
	Library Location: Order On Demand Call Number: Status: No item data available		
[2]		1972 World Heritage Convention : a commentary / edited by Francesco Francioni with the assistance of Federico Lenzerini.	2008
	Library Location: Order On Demand Call Number: Status: No item data available		
[3]	Weston, Anthony, 1954-	21st century ethical toolbox / Anthony Weston.	2008
	Library Location: Order On Demand Call Number: Status: No item data available		
[4]	Hodges, Andrew, 1962-	A-Z of plastic surgery / Andrew Hodges.	2008
	Library Location: Order On Demand Call Number: Status: No item data available		
[5]	Ray, Robert B. (Robert Beverley), 1943-	ABCs of classic Hollywood / Robert B. Ray.	2008
	Library Location: Order On Demand Call Number: Status: No item data available		
[6]	Choo, Andrew L.-T.	Abuse of process and judicial stays of criminal proceedings / Andrew L.-T. Choo.	2008
	Library Location: Order On Demand Call Number: Status: No item data available		
[7]		Academic motivation and the culture of school in childhood and adolescence / [edited by] Cynthia Hudley, Adele Eskeles Gottfried.	2008
	Library Location: Order On Demand Call Number: Status: No item data available		
[8]		Adjectives and adverbs : syntax, semantics, and discourse / edited by Louise McNally and Christopher Kennedy.	2008
	Library Location: Order On Demand Call Number: Status: No item data available		

Done

University of Vermont Order on Demand Program: Get This Book!

WebVoyage Record View 1 - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://voyager.uvm.edu/cgi-bin/Pwebrecon.cgi?v1=49&ti=1,49&SAB1=oxford&BOOL1=all of these&FLD1=Publication Facts (PUBL) ☆ Google

Google Calendar WebVoyage Record View 1 Google

University of Vermont Libraries Catalog

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Other Catalogs Search Titles Patron Info Login Bookbag Hold/Recall History Help Exit

Database Name: University of Vermont Libraries
Search Request: Guided Keyword = (oxford)[in Publication Facts]AND(2008)[in Publication Facts]
Search Results: Displaying 49 of 1401 entries

◀ Previous Next ▶

Long View MARC View

The anti-intellectual presidency : the decline of presidential rhetoric...


Main Author(s): [Lim, Elvin T., 1976-](#)

Title: The anti-intellectual presidency : the decline of presidential rhetoric from George Washington to George W. Bush / Elvin T. Lim.


Published: Oxford : New York : Oxford University Press, 2008.

Description: xviii, 178 p. : ill. ; 24 cm.


Subject(s): [Presidents --United States --History.](#)
[Presidents --United States --Language --History.](#)
[Presidents --United States --Intellectual life --History.](#)
[Rhetoric --Political aspects --United States --History.](#)
[Communication in politics --United States --History.](#)
[Political oratory --United States --History.](#)
[United States --Politics and government.](#)
[United States --Intellectual life.](#)

Internet: 

Persistent Link to Record: <http://voyager.uvm.edu/cgi-bin/Pwebrecon.cgi?db=LOCAL&BBID=1635782>

Google Book Search:  [More Information About This Book](#)

Collection: Order On Demand

Number of Items:  [Text it!](#)

Done

Extended Metadata from Google Book Search

The anti-intellectual presidency ... - Google Book Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

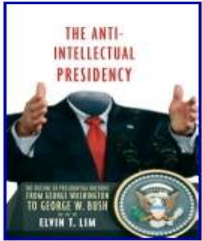
http://books.google.com/books?id=2ZTBVCsTAB4C&source=gbs_ViewAPI

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About this book Preview this book **The anti-intellectual presidency** By Elvin T. Lim



[Preview this book](#)

Why has it been so long since an American president has effectively and consistently presented well-crafted, intellectually substantive arguments to the American public? Why have presidential utterances fallen from the rousing speeches of Lincoln, Teddy Roosevelt, Wilson, and FDR to a series of robotic repetitions of talking points and sixty-second soundbites, largely designed to obfuscate rather than illuminate?

In *The Anti-Intellectual Presidency*, Elvin Lim draws on interviews with more than 40 presidential speechwriters to investigate this relentless qualitative decline, over the course of 200 years, in our presidents' ability to communicate with the public. Lim argues that the ever-increasing pressure for presidents to manage public opinion and perception has created a "pathology of vacuous rhetoric and imagery" where gesture and appearance matter more than accomplishment and fact. Lim tracks the campaign to simplify presidential discourse through presidential and speechwriting decisions made from the Truman to the present administration, explaining how and why presidents have embraced anti-intellectualism and vague platitudes as a public relations strategy. Lim sees this anti-intellectual stance as a deliberate choice rather than a reflection of presidents' intellectual limitations. Only the smart, he suggests, know how to dumb down. The result, he shows, is a dangerous debasement of our political discourse and a quality of rhetoric which has been described, charitably, as "a linguistic struggle" and, perhaps more accurately, as "dogs barking idiotically through endless nights."

Sharply written and incisively argued, *The Anti-Intellectual Presidency* sheds new light on the murky depths of presidential oratory, illuminating both the causes and consequences of this substantive impoverishment.

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More details

The anti-intellectual presidency: the decline of presidential rhetoric from George Washington to George W. Bush
By Elvin T. Lim
Edition: illustrated
Published by Oxford University Press US, 2008
ISBN 019534264X, 9780195342642
178 pages


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- [Institutionalizing the Antintellectual Presidency](#) 77
ghostwriters , White House , Ted Sorensen
- [Indicting the Antintellectual Presidency](#) 100
demagoguery , democratic , free-riding

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Bailey/Howe Library does not currently own this book, but we want to purchase it for your use and the library's permanent collection. If you need the book immediately, we will do everything we can to have the book in your hands within 3 working days.

Author: Lim, Elvin T.,

Title: *The anti-intellectual presidency : the decline of presidential rhetoric from George Washington to George W. Bush / Elvin T. Lim.*

Published: Oxford : New York : Oxford University Press, 2008.

Netid: Password:

Please logon to continue.

Done

Model C: Order on Demand (eBook)

- Pioneered by EBL
- Same benefits as Model B, but liberated from physical item
- Eliminates need for rush shipping
- Fulfillment in hours rather than days
- Short-term rental; automatic use triggers drive subsequent purchase



Model D: Print on Demand

- Short-run digital printing by publisher
- Print on demand at vendor (Espresso Book Machine)
- Print on demand at consortium or library
- No current implementations



THREE RECOMMENDATIONS



Given that...

- Even the best institutions get it right about 50% of the time...
- Is the cost of title-by-title expert selection warranted?



Recommendations

- Allocate 50% of the monographs budget to user-initiated selection
- Substantially reduce effort on title-by-title selection (and de-selection)
- Use collections expertise to shape the discovery experience, not the collection



Project Collections Expertise into Discovery

Feminist Film Theory - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.library.rochester.edu/index.cfm?page=11&searchtype=rcl&TheClass=20388

University of Rochester > River Campus Libraries >

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Feminist Film Theory

[MY.ROCHESTER.EDU](#)

Course Information

Professor: Sharon Willis

Email: swls@mail.rochester.edu

Class Time: M, W 2:00 PM

Course Code(s): AH 355 , AH 555 , CLT 211 , CLT 411 , ENG 261 , ENG 461 , FMS 355 , FMS 555 , FR 287 , WST 204 , WST 404

Semester: Spring 2009

Library Resources selected by Stephanie Frontz

- [Article Databases](#)
- [Images](#)
- [Journal Articles](#)
- [Useful Library Links](#)
- [Books](#)
- [Citation Guides & Tools](#)
- [Getting started](#)

Stephanie Frontz
Art History Librarian
Phone: 585-275-4476
Email: sfrontz@library.rochester.edu

[Art and Music Library](#)

Article Databases

Art Full Text ⓘ
via WilsonWeb - Dates: 1984 - current
Identifies articles on the visual arts and architecture. Some with links to full text.

Art Full Text ⓘ
via WilsonWeb - Dates: 1984 - current
Identifies articles on the visual arts and architecture. Some with links to full text.

Art Retrospective ⓘ
via WilsonWeb - Dates: 1929 - 1984
Identifies older articles on the visual arts and architecture.

Done

Association of Re... Feminist Film Th... Inbox - Microsoft... Desktop R2 Lethbridge Wo... Microsoft PowerP... 3:38 PM

Deciding and Acting

- “Purposeful Abandonment”: Strategy means saying no to some tasks
- “The necessary outcome of strategic planning is not analytical insight but resolve.”

--David Maister, in *“Strategy and the Fat Smoker: Doing What’s Obvious But Not Easy”*, Boston: The Spangle Press, 2008.



THE EFFECT ON PUBLISHERS & VENDORS



R2 Consulting LLC

Potential Drawbacks

- Reduced frontlist sales
- Reduced number of copies per title sold
- Less predictable sales – disruption of established approval plan/new title streams
- Institutional market is critical to scholarly monographs
- Will reduced/delayed sales per title render more titles non-viable?



Print Monograph Vendors

- **New Value and Service proposition:**
 - Provide infrastructure for on-demand purchasing
 - » MARC Records prior to purchase
 - » Rush order and delivery
 - » Enhanced metadata
- **Lost revenue and margin must be recouped**
 - Current model is built on margin from unit sales
 - New model: charge for discovery & delivery support
- **Possible role in print-on-demand**
- **Delivery options: print, POD, eBook**



Publishing Costs

- Editorial and marketing costs are amortized over the number of units sold
- Physical production costs are a surprisingly low % of the cost of a book
- Fewer sales per unit = higher prices



Changing the Publishing Model?

- Still smaller print runs?
- Increasing delivery in electronic format?
- Increasing opportunities for print on demand?
- Are micro-payments a viable alternative?



Potential Benefits?

- Broader exposure for more titles
- Long tail: backlist sales persist longer
- Use-based transactions provide income in cases where a sale may not have occurred
- ILL-related purchase may provide incremental sales



Questions & Comments

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