



THE E-BOOK PROGRAM DEVELOPMENT STUDY

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INTRODUCTION

- **Goal:**
Develop a unique strategy and vision for e-book programs and initiatives at Columbia University.
- **Method:**
Complete an assessment that drives the development of policies related to e-book development programs.
- **Intended outcome:**
The results provide best practices for stakeholders as they collaborate on the development and implementation of e-book programs.

- ▶ Columbia University's e-book collections have grown since 2007.
- ▶ Today, the collection contains over two million e-books.
- ▶ Expenditures account for 25% of the total book budget.

E-Books in Catalog (Total Bib Records)

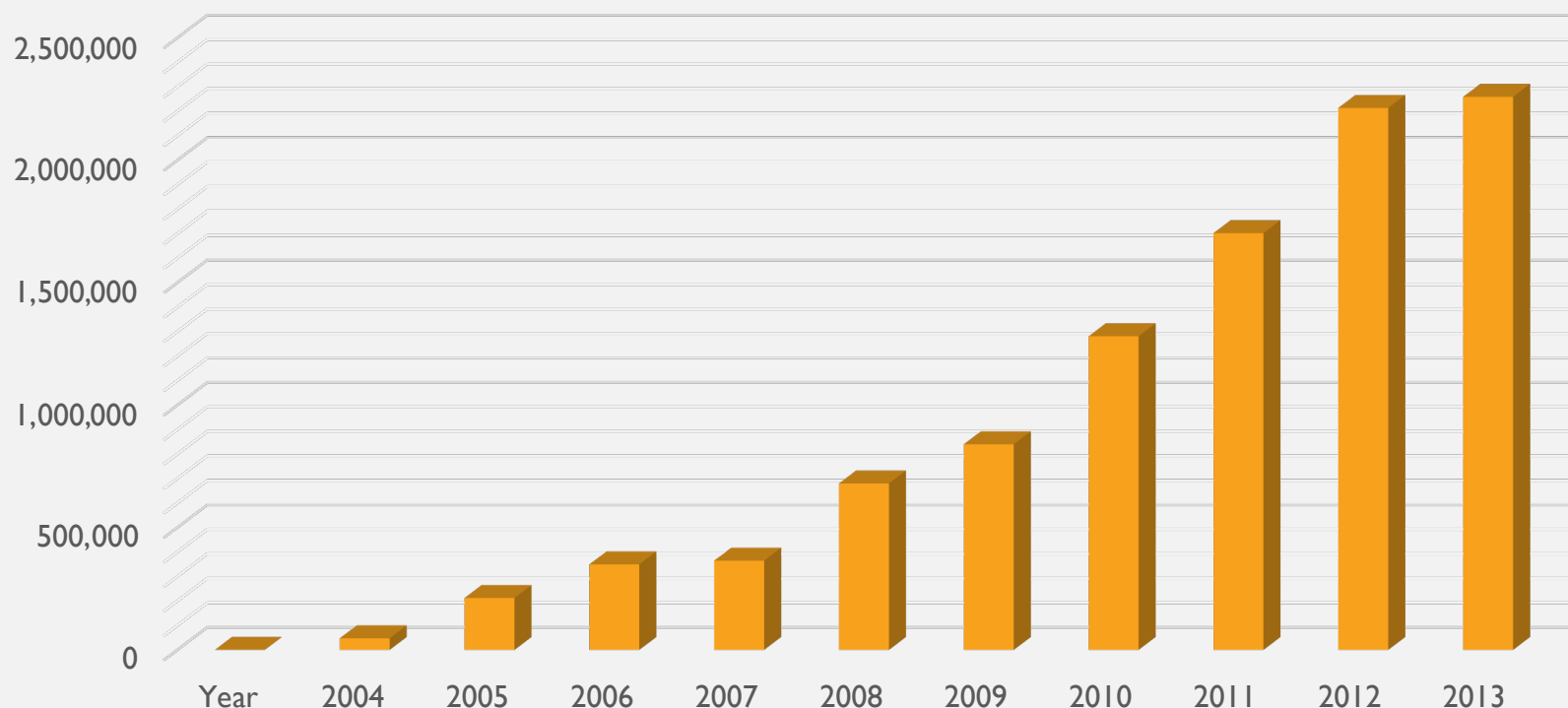


Table 1. E-book acquisition at Columbia University Libraries

RESEARCH QUESTIONS

devices file formats 2CUL back-files BorrowDirect

standardization publishers usage trends technology

vendors **What are the issues?** discovery

Subscription bundles collection PDA/DDA purchases download

electronic **Where are we going?** Access

copyright DRM E-book management copyright MARC

delivery methods interlibrary loans reserves

E-Book Program Development Librarian Work Plan	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	
Literature Search																									
Initial Overview (Depts)																									
Review Strategic Plan																									
Data Gathering																									
Internal Review																									
Collection Development Policy Review																									
Iterative Process for E-Book Package Offers																									
Collaborative Collection Development																									
External Review																									
Discoverability (In CLIO, MARC Record quality, etc.)																									
Review Order Workflow																									
Material that cannot be purchased by libraries																									
Analyze Subscription vs. Purchase																									
Evaluate PDA/DDA																									
Functionality																									
Focus Groups																									
Usability Studies																									
User Experience																									
Archive/Preservation																									
Standards Review																									
Publisher Review																									
Setting Policy																									
Summary and Recommendations																									
Wrap up																									

E-BOOK PROGRAM DEVELOPMENT WORK PLAN

CENTRAL CHALLENGES



New business models for subscriptions and purchases



MARC records



Adapting existing workflows to the needs of a new format



Evolving technologies that provide new options for discovery and access



Materials that are not available for institutional purchase



Preservation

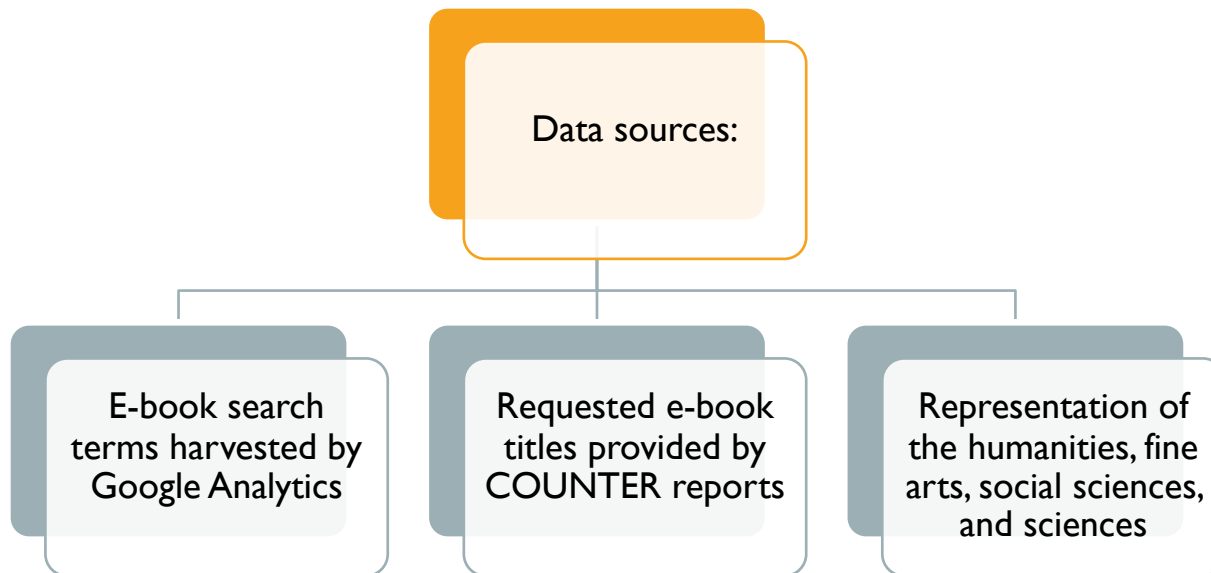
ASSESSMENT STRATEGY

Key Consideration:

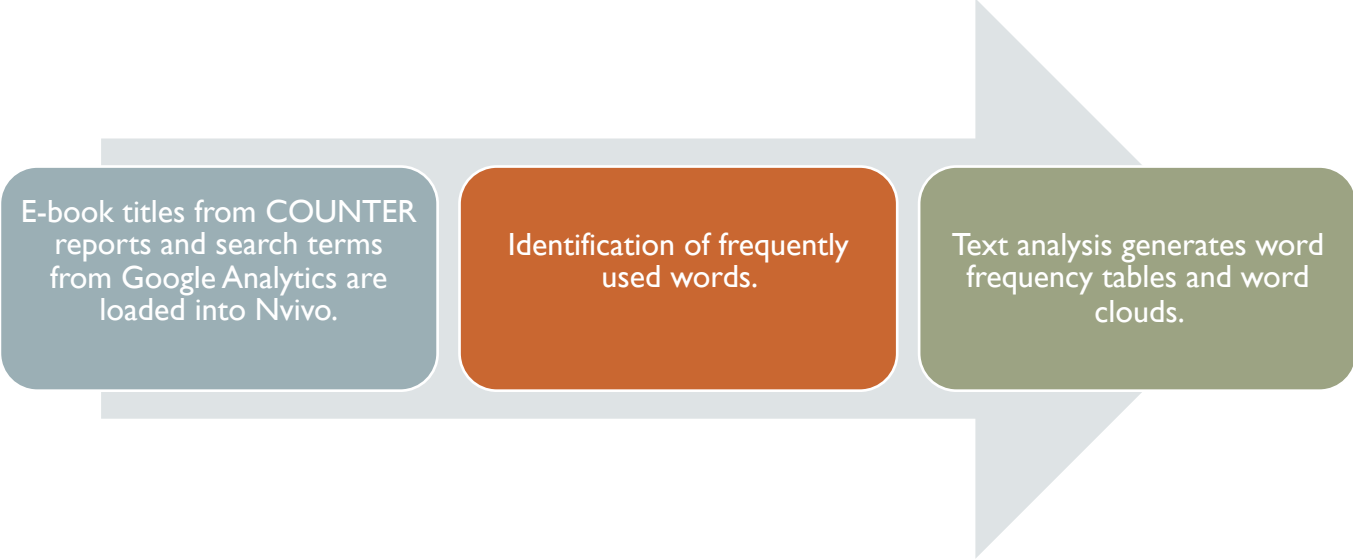
The e-book landscape is evolving at a rapid pace.

- Use low-overhead data collection techniques that allow for the systematic collection of information over time.
- Reliance on readily available, continuous, and accurate data.
- Sustainability based on resources.

EXAMINING DISCOVERY TRENDS



EXAMINING DISCOVERY TRENDS



E-book titles from COUNTER reports and search terms from Google Analytics are loaded into Nvivo.

Identification of frequently used words.

Text analysis generates word frequency tables and word clouds.

Rank	Search terms			Requested title words		
	Word	Length	Count	Word	Length	Count
1	<i>history</i>	7	526	edition	7	3284
2	<i>theory</i>	6	378	volume	6	2306
3	<i>social</i>	6	368	<i>history</i>	7	1949
4	introduction	12	359	<i>theory</i>	6	1777
5	<i>new</i>	3	358	<i>new</i>	3	1730
6	<i>analysis</i>	8	326	<i>american</i>	8	1689
7	<i>american</i>	8	309	<i>analysis</i>	8	1651
8	<i>handbook</i>	8	303	advances	8	1577
9	human	5	281	systems	7	1558
10	<i>research</i>	8	281	culture	7	1552
11	<i>health</i>	6	265	studies	7	1532
12	<i>world</i>	5	227	<i>world</i>	5	1510
13	<i>modern</i>	6	223	<i>guide</i>	5	1502
14	<i>guide</i>	5	219	<i>social</i>	6	1479
15	law	3	211	<i>handbook</i>	8	1468
16	medicine	8	207	applications	12	1412
17	<i>management</i>	10	198	<i>politics</i>	8	1367
18	rights	6	193	<i>science</i>	7	1365
19	war	3	191	<i>modern</i>	6	1230
20	<i>development</i>	11	188	<i>research</i>	8	1198
21	art	3	186	<i>development</i>	11	1196
22	<i>science</i>	7	183	international	13	1196
23	<i>politics</i>	8	181	<i>management</i>	10	1126
24	design	6	176	<i>health</i>	6	1107
25	political	9	172	global	6	1034

Table 2. Most frequently repeated search and requested title words



Voyager queries were run for all library funds ending in EO or EB.



Identified three categories:

E-book subscriptions (96 items)

E-book packages (35 items)

E-book titles (701 items)



A base list was created for each category

Items in each category were sorted by highest to lowest cost.

The top 5 items in each category were selected for usage analysis.

COST ANALYSIS PROJECT

Results: E-book Subscriptions

	Subscription A	Subscription B	Subscription C	Subscription D
2013 Cost	\$50,000.00	\$20,000.00	\$15,000.00	\$60,000.00
No. of titles	80,000	6,000	125	11,000
No. of titles loaned	34,000	2,100	90	1,600
No. of loans	2,500,00	11,900	22,000	6,500
% of titles without use after purchase	62%	65%	25%	85%
Average cost of e-book	\$0.60	\$3.00	\$140.00	\$5.00
Cost per use	\$0.20	\$0.20	\$0.75	\$9.00

* This analysis was conducted using confidential cost data. The numbers above stand in place of the actual results, but were calculated to reflect the same cost distributions.

Results: E-book Frontlists

Frontlist A	2011	2012	2013	2014	Total
Cost	\$70,000.00				
No. of titles	1,200				
No. of titles loaned	350	800	550	200	*900
No. of loans	6,000	30,000	10,000	2,500	48,570
% of titles without use each year	65%	24%	45%	80%	45%
% of titles without use after purchase					10%
Average cost of e-book (cost/titles)	\$63.52				
Cost per use (cost/use)	\$11.00	\$2.00	\$1.50	\$1.40	

*Number of titles from the frontlist that have circulated at least once.

* This analysis was conducted using confidential cost data. The numbers above stand in place of the actual results, but were calculated to reflect the same cost distributions.

SUCCESSSES



Greater understanding of the e-book landscape on campus, within the academic community, and within the publishing industry.



Strengthened relationships with internal and external stakeholders.



Development of sustainable methodologies that analyze e-book holdings, discovery trends, and resource allocation.

Thank You

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