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Introduction

Since 2010, there has been marked growth in the libraries' e-book programs. Two years ago, the one-millionth e-book was added to the collection. Last year, we passed the two million mark and e-book expenditures now comprise 25% of the book budget.

CUL/IS is developing a unique strategy and vision for e-book programs and initiatives. It includes the planning and development of the libraries' effort at acquiring e-books and making them available to patrons.

Current E-book Challenges

preservation license back-files usability 2CUL publishers
Standardization publishers usage trends technology
What are the issues? discovery bulk purchases
electronic PDA/DDA **Where are we going?** access
Subscription bundles collection management DRM
E-book management copyright MARC delivery methods

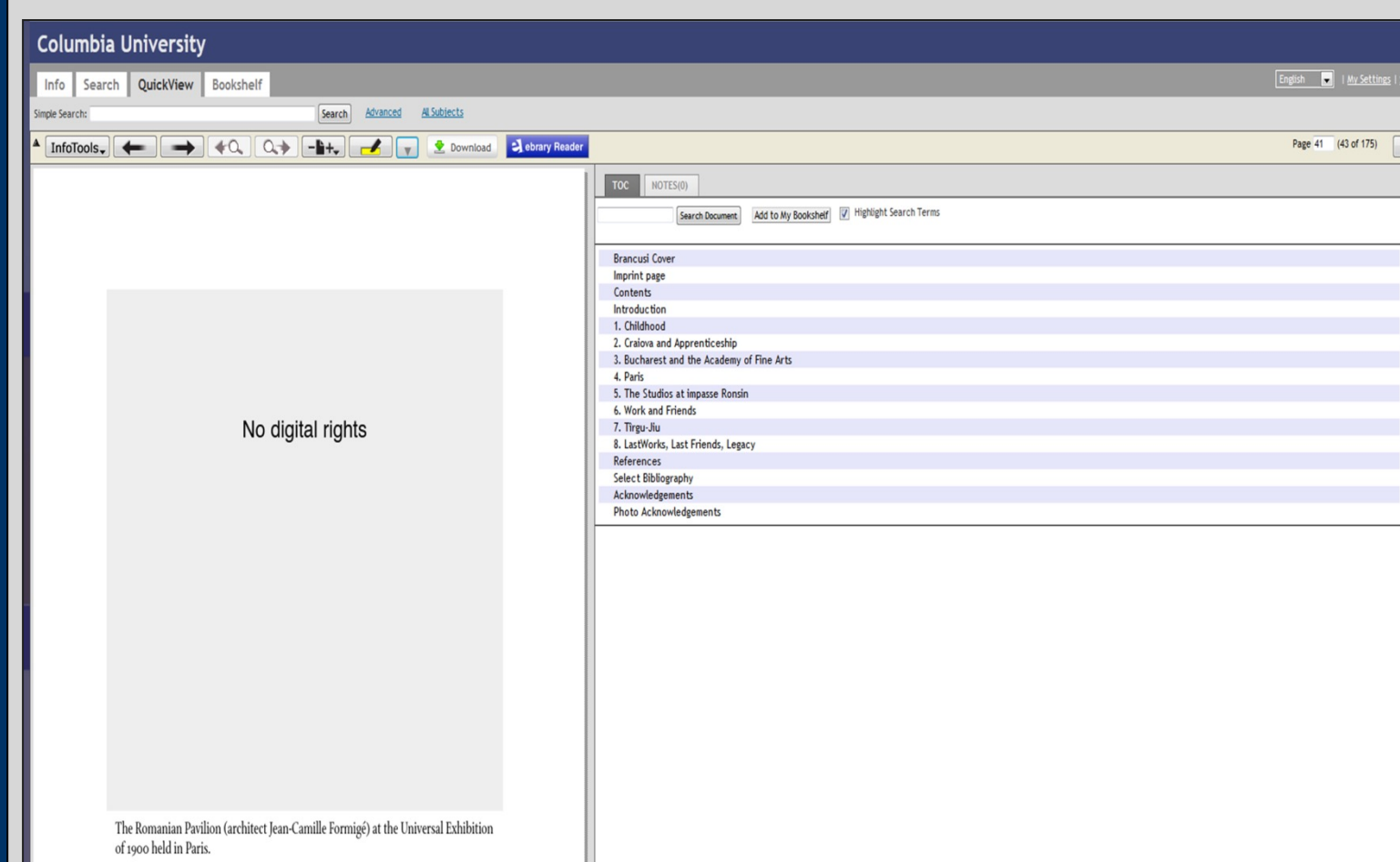


Figure 1. A photo excluded from an e-book due to rights issues

The resources acquired...can only truly be said to be part of our collections when they are described, organized, processed, and made available for use. We must continue to seek efficiencies in processing commonly held materials through system improvements, collaborations within the research library community, and with publishers and suppliers. (CUL/IS Strategic Plan 2010-2013, p15)

E-book Project Plan

The project is an ambitious assessment aimed at gathering essential data to drive the development of policies and strategies related to e-book development programs. The results of the project will serve as guidance for CUL/IS staff and other internal and external stakeholders as they collaborate on the development and implementation of projects and programs.

The project will be guided by the following four principles outlined in the 2010-2013 CUL/IS Strategic Plan:

1. User-focused design;
2. Data-driven decision making;
3. Continuous assessment of results;
4. Flexible and adaptive response to user needs. (CUL/IS Strategic Plan 2010-2013, p. 8)

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	Green																								
Initial Overview (Depts)	Green																								
Review Strategic Plan	Green																								
Data Gathering	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
Internal Review			Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Collection Development Policy Review			Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Iterative Process for E-Book Package Offers			Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Collaborative Collection Development			Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
External Review			Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Discoverability (In CLIO, MARC Record quality, etc.)			Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Review Order Workflow			Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Material that cannot be purchased by libraries			Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Analyze Subscription vs. Purchase			Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
Evaluate PDA/DDA			Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
Functionality			Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue
Focus Groups			Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
Usability Studies			Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
User Experience			Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
Archive/Preservation			Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
Standards Review			Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Publisher Review			Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Setting Policy																									
Summary and Recommendations																									
Wrap up																									

Table 1: Work plan for the E-book Program Development Librarian position.

E-book Project Vision

In accordance with CUL's mission, the policies and strategies under development for e-book initiatives aim to deliver high-quality services in support of research, teaching and learning on campus and within the wider scholarly community.

In addition, the e-book project directs resources to four of five critical areas described in the 2010-2013 CUL/IS Strategic Plan:

1. Global and Special Collections;
2. Digital Collections;
3. Effective Interfaces and Improved Access;
4. New Type of Research Library.

(CUL/IS Strategic Plan 2010-2013, p. 5)

Leadership in E-Book Policy Development

To better inform our user communities, we will need a multi-faceted approach to marketing our service offerings and events in engaging and effective ways in both the physical and virtual spaces they routinely inhabit.

(CUL/IS Strategic Plan 2010-2013, p. 9)



Source: <http://www.swets.com/blog>

Over the next six months, a number of initiatives are under way to connect with stakeholders and explore the greater e-book landscape.

1. Analyze collection policies for each library on campus
2. Build relationships with staff and internal stakeholders
3. Assess the body of scholarly literature on e-book policies and trends in academic library settings
4. Establish a social media presence
5. Poster proposal for the Charleston Conference 2013

For Further Information

More information on this project, please contact Melissa Goertzen (mjg2227@columbia.edu).