

Implement and Maintain Your DDA Plan



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Outline

- Institutional background
- Reasons for revising our DDA plans
- Steps we took in revising our plans
- Lessons learned
- Roads we did not take
- What we wish we had known



They just wish they had DDA. Or not?

Image: Fondren Library card catalog, c. 1940, SMU Archives, DeGolyer Library, SMU.

SMU Libraries

- 7 Physical libraries
- 3 Technical Services units
- 3 DDA plans
- 1 EBA plan
- Over 4 million volumes
- Annual expenditures: ~\$4.8 million



Centennial Reading Room, Fondren Library

A short history of DDA at SMU

- Feb. 2011: SMU goes live with ebrary DDA
- 2012: SMU's Bridwell Library starts EBL DDA
- Nov. 2013: SMU decides to switch to EBL as the preferred vendor for DDA
- Dec. 2014: We add EBSCO as a manual-add DDA provider
- Mid-2015: TexShare adds ProQuest SciTech ebook subscription
- March 2017: We start investigating JSTOR DDA
- July 2017: We're switched from EBL/ebrary to Ebook Central
- Jan. 2018: We turn off DDA due to budgetary shortfall
- Nov. 2018: EBC/EBSCO DDA turned back on after detailed review
- May 2019: We go live with JSTOR DDA
- July 2019: We go live with JSTOR EBA



One more adjustment...there.
That's it.

Image: Technician testing carbon sample, Robert Yarnall Richie collection, DeGolyer Library, SMU

Why change our setup?

- Attractive purchasing models
 - ProQuest Access-to-Own
 - More \$ goes toward purchase price, less on 1x fees
 - JSTOR Evidence-Based-Acquisition
 - Significantly expands selection pool, priced competitively
 - JSTOR DDA: No short-term loans (easier invoices)
- Familiar platforms
 - JSTOR DDA – chapter level searching, DRM free
 - JSTOR: multi-publisher, more scholarly publishers, better alignment
 - Selectors have less time to do title-by-title selection



Let's see there...yes, worse than I thought.

Image: "The Hasty Heart," McCord-Renshaw Collection on the Performing Arts, Bywaters Special Collections, Hamon Arts Library, SMU

1. Review approval & DDA profiles

- We have DDA set up through GOBI. DDA is based on slip profile.
- Meet with each subject librarian to review current approval profile (LC ranges, auto-books, slips)
- Compile list of changes and send to GOBI
- Review and refine publisher list and send to GOBI
 - Find weird publisher names that allow GOBI to add any new publishers
 - AP Plus!
 - Generic Trade Press, Generic Assn Press, Generic UP, Generic ... Press

This looks pretty good!

Image: Two statisticians, c. 1980,
SMU Archives, DeGolyer Library,
SMU



2. Set up JSTOR DDA

- Plan was to use our LC based approval profile with GOBI for JSTOR. Then we tried LCSH.
- JSTOR does not class using LC but rather BISAC
- Chose individual disciplines, focusing on only humanities and social sciences
- Sent JSTOR a current ISBN holdings file to create a corpus of titles we do not yet have in print or electronic format that meets our discipline criteria
 - We broke their script. That took time to fix (theirs).



3. Create GOBI second profile to avoid duplication with JSTOR

- Send GOBI a list of the publishers we chose for JSTOR DDA
- Limit profile to exclude any of the JSTOR DDA publishers from the humanities and social science areas in the JSTOR profile
- GOBI should still profile DDA titles for ProQuest and EBSCOhost that are science related from the JSTOR DDA publishers

Image: View in the Kauterskill Clove, Catskill Mountains, from the Banks McLaurin, Jr. stereograph collection, DeGolyer Library, SMU



4. Set price limits and publication date ranges for each profile

- Previously when manually limiting the DDA pool, subject librarians decided how many years back of content they want per discipline.
- GOBI – ProQuest EBSCOhost
 - Keeping the librarians' decisions in mind, no area asked for DDA content older than 10 years.
 - Went with 2010 to present after looking at the size of the DDA pool, total cost, and historical spend percentages
- JSTOR
 - Similar methodology to GOBI
 - Also compared with other comparable institutions corpus size and spend
- Pricing mostly stayed with previous limits of \$250 max per title

5. Review title lists from GOBI

- We found more BL-BX's
- Books in German about multiple choice test design
- Books over the price cap
- New collections = new duplication! We got O'Reilly for Higher Education and realized we needed to remove those too.

Find those stray theology titles!

Image: Students studying in Dallas Hall library, c. 1920, SMU Archives, DeGolyer Library, SMU



6. Set up ATO – can we?

- Send ProQuest list of profiled DDA titles from GOBI to see which are ATO eligible
- Confirm the ability to set-up ATO as our preferred purchasing method
- Confirm invoicing process
- Set up pricing caps within LibCentral directly

Almost got this figured out...

Image: Synchronized swimming,
c. 1960, SMU Archives, DeGolyer Library, SMU



7. Update holdings with JSTOR for new corpus

- About a year later from initial JSTOR corpus creation, send JSTOR a new ISBN holdings file
- Receive and review list of possible DDA titles in the corpus
- GO LIVE!
- Ensure that we received the correct bib records and that the appropriate titles were activated

Image: Man parachuting, Robert Yarnall
Richie Photograph Collection, DeGolyer
Library, SMU



8. Monitor usage, invoicing, and spend over Spring semester

- Creating PO lines and invoices manually was a good way to catch duplication and billing errors.
- A spreadsheet was used to keep track of numbers of titles, loan and purchase costs, and subject areas, and to compare them across the various programs.

	Total spend	# of titles	Cost/title
DDA	\$16,717.76	353	\$47.36
ATO	\$27,795.76	436	\$63.74
JSTOR	\$4,976.97	79	\$63.00

- ATO had highest cost per title during Spring semester, while DDA had the lowest – why?
- Top 10 subjects: Applied physiology & wellness, History, Sociology, Education, Business, Psychology, Philosophy, Women's & gender studies, English, Political science

Subject	Title	1st STL	2nd STL	3rd STL	Purchase
22	101 careers in counseling	\$15.00			
21	1997 Masters : my story				\$90.00
11	Abjection and representation	\$10.50			
21	Acceptance and commitment therapy for ...				\$47.15
44	Advocacy and policy change evaluation			\$5.25	\$52.50
20	Aesthetics and modernity : essays by ...				\$220.00
16	African-American boys : identity ...	\$29.70	\$29.70		
16	Agent-based modeling and simulation	\$41.70	\$41.70	\$41.70	\$139.00
26	Aging and money : reducing risk	\$38.70	\$38.70		

9. Adding JSTOR EBA through SCELC

- Spring 2019, SCELC offer for JSTOR EBA program
 - Access to about 42k backlist titles on the JSTOR platform
 - Very good pricing
- Think about how this will work with our already set-up DDA program
- How to avoid more duplicate purchases through GOBI
 - Remove JSTOR platform as an option for ebooks
 - Communicate to subject liaisons
 - Keep ISBN holdings updated in GOBI

Lessons Learned

- Talk to the technical contact, not the sales contact
- There are so many ways to misunderstand each other. Communicate early and often!
- Make sure the titles turned on are the ones you wanted

Roads we did not take

- Single-vendor EBA: Too much money, too narrow subject focus
- E-approvals in GOBI
- Moving away from GOBI for DDA



Maybe we should go back to our first idea?

Image: Two Statisticians, c. 1970, SMU Archives, DeGolyer Library,

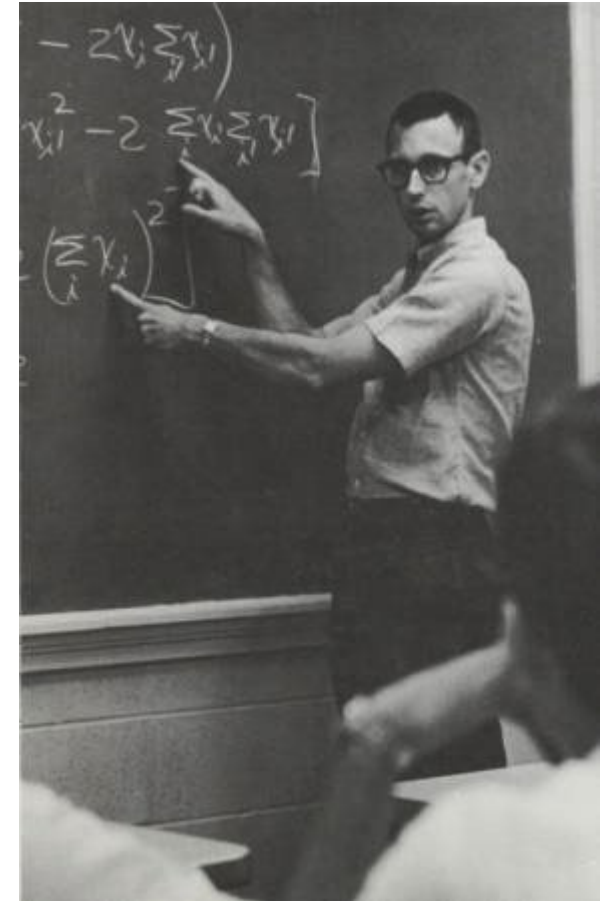
SMU

What we wish we knew

- There are automated processes from ProQuest
 - Title removals over price caps
- Is managing DDA via GOBI a good idea for us in the long run?
- How will all of this change with Rialto?
- EBA still needs a maintenance plan

Look, I don't know how this will turn out, either.

Image: Statistics class, c. 1960, SMU Archives, DeGolyer Library, SMU



Concluding thoughts

- We still consider DDA to be a good investment and a beneficial CD tool for us.
- It is a tool that requires regular maintenance, and can't be left to fend for itself.

All's well that ends well, more or less.

Image: "Love's Labour's Lost," 1932, SMU Arden Club, McCord-Renshaw Collection on the Performing Arts, Bywaters Special Collections, Hamon Arts Library, SMU



Thank you!

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