

Can Everyone Benefit?

A Report of JULAC's Joint DDA Project

Katie Lai, Head, Acquisitions Services, HKBU

Gayle Chan, Head, Collection Development, HKU

April 2015

JULAC

香港特別行政區大學圖書館長聯席會
Joint University Librarians Advisory Committee



Goals

- Rationale of the project
 - a common collection for resourcing sharing in an electronic environment
 - 1 copy shared by 8 libraries
 - buy more with less

Preparation

- Subjects
 - Emphases on social sciences & humanities
 - Also open to sciences, law, etc.
- Publishers
 - Exclude certain publishers?

Preparation

- Budgets
 - By the Block Grant formula
 - 33% basic cost
 - 67% based on the Block Grant ratio of each institution

Preparation

- Administration
 - 8 separate admin. accounts?
 - One JULAC central account
- Project Time
 - Launched on Feb 28, 2014

Implementation

- JSTOR was chosen
 - Subject & publishers coverage
 - Pricing
 - DDA triggers in a consortium environment
- Cataloging
 - Dedup against existing holdings?
 - New loads frequency
- Special announcement on this new initiative?

Result Analysis

- Total accessible: 4,988 titles
- Titles purchased: 318 (6.38%)
- Top trigger types: download, views

Result Analysis

- The most active members:
 1. HKU
 2. CUHK
 3. CityU
 4. PolyU
 5. HKBU
 6. LU
 7. IEd
 8. UST

Profiled Contents – Top 10 publishers

Ranking	Publisher	No. of Unique Titles Available	%
1	University of Pennsylvania Press	972	19.49%
2	Princeton University Press	459	9.20%
3	Hong Kong University Press	434	8.70%
4	Boydell & Brewer	428	8.58%
5	RAND Corporation	396	7.94%
6	Yale University Press	313	6.28%
7	University Press of Kentucky	286	5.73%
8	University of North Carolina Press	220	4.41%
9	Edinburgh University Press	159	3.19%
10	University Press of Colorado	138	2.77%

Usage of Triggered Purchase

318 titles purchased – Top 10 ranked by *publishers*

Ranking	Publisher	# of Titles	%	# of Views and/or Downloads	%
1	Hong Kong University Press	216	67.92%	94,176	88.36%
2	University of Pennsylvania Press	21	6.60%	2,463	2.21%
3	Yale University Press	14	4.40%	2,424	2.28%
4	Princeton University Press	26	8.18%	2,469	2.09%
5	Boydell & Brewer Group Ltd	11	3.46%	1,756	1.52%
6	University of California Press	8	2.52%	1,369	0.90%
7	University of Minnesota Press	2	0.63%	967	0.69%
8	University Press of Kentucky	4	1.26%	737	0.44%
9	Georgetown University Press	4	1.26%	478	0.34%
10	Brookings Institution Press	3	0.94%	363	0.28%

Usage of Triggered Purchase

318 titles purchased – Ranked by *broad subjects*

Ranking	Broad Subject	# of Titles	%	# of Views and/or Downloads	%
1	Social Sciences	157	49%	55,056	51%
2	Law	25	8%	18,117	17%
3	Business and Economics	25	8%	10,416	10%
4	General History	47	15%	9,043	8%
5	Humanities	30	9%	7,559	7%
6	Medicine and Allied Health	6	2%	4,450	4%
7	Science and Mathematics	17	5%	2,120	2%
8	Arts	11	3%	1,757	2%
	Grand Total	318		108,518	

Collective Use

On average, purchased titles have been viewed and/or downloaded by 5 members

# of Members Viewed and/or Downloaded	# of Titles	%
8	29	9%
7	42	13%
6	65	20%
5	66	21%
4	50	16%
3	34	11%
2	22	7%
1	10	3%

Distribution of Use

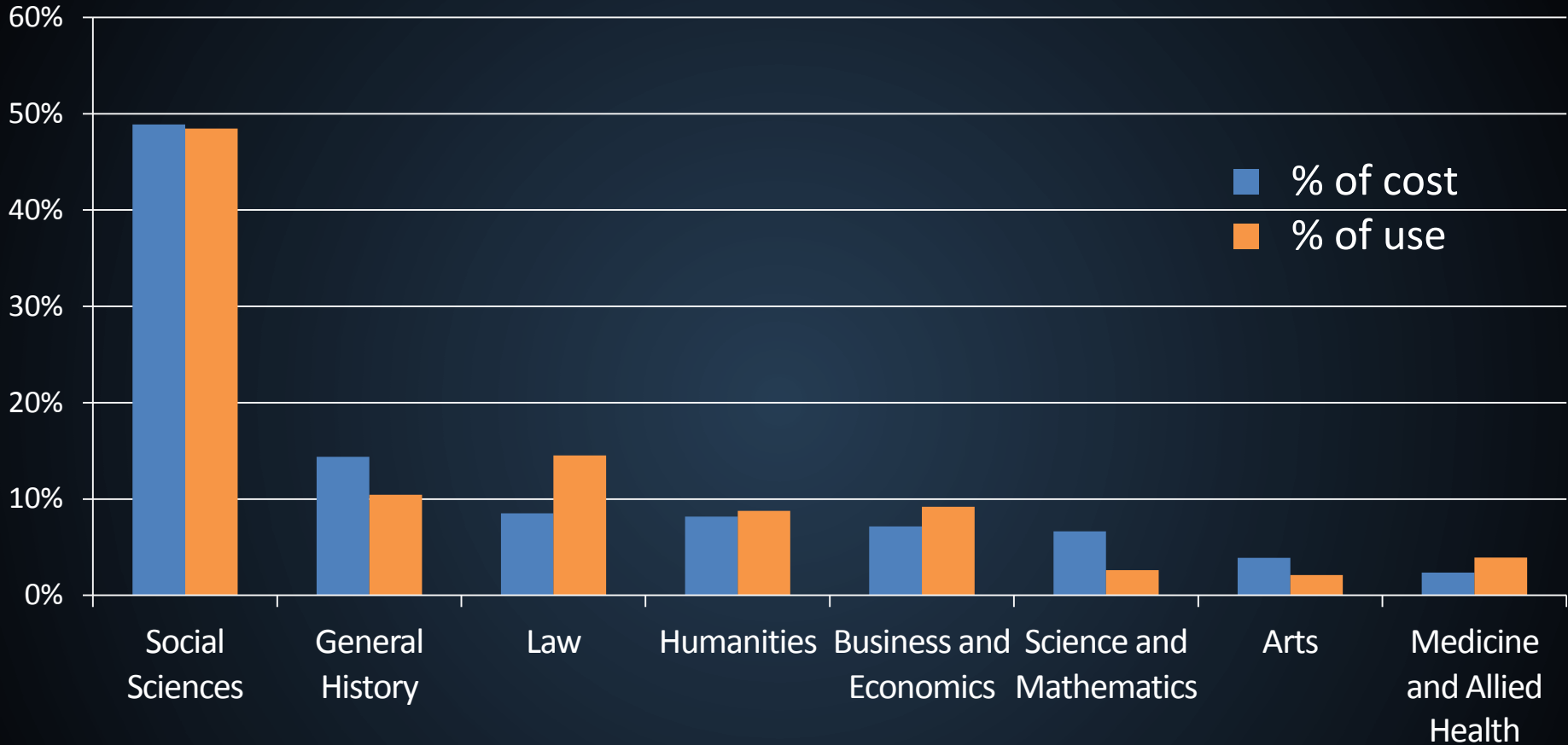
Member	# of Views and/or Downloads	%	# of Titles Viewed and/or Downloaded	% of 318 Purchased
HKU	35,915	33%	285	90%
CUHK	22,848	21%	254	80%
CityU	18,455	17%	238	75%
PolyU	12,742	12%	244	77%
HKBU	7,837	7%	176	55%
HKIEd	4,286	4%	95	30%
LU	3,984	4%	159	50%
HKUST	2,451	2%	151	47%
	108,518			

Subject Priorities

1,693 titles were browsed (including purchased & non-purchased)

Broad Subject	# of Used Titles	% Titles (A)	Total Views / Downloads	% Use (B)	Ratio of Use (B) / (A)
Law	47	3%	18,467	15%	5.23
Medicine and Allied Health	43	3%	4,977	4%	1.54
Social Sciences	111	7%	11,669	9%	1.40
Business and Economics	593	35%	61,597	48%	1.38
General History	357	21%	13,257	10%	0.49
Science and Mathematics	99	6%	3,324	3%	0.45
Humanities	348	21%	11,141	9%	0.43
Arts	95	6%	2,687	2%	0.38
Grand Total	1,693		127,119		

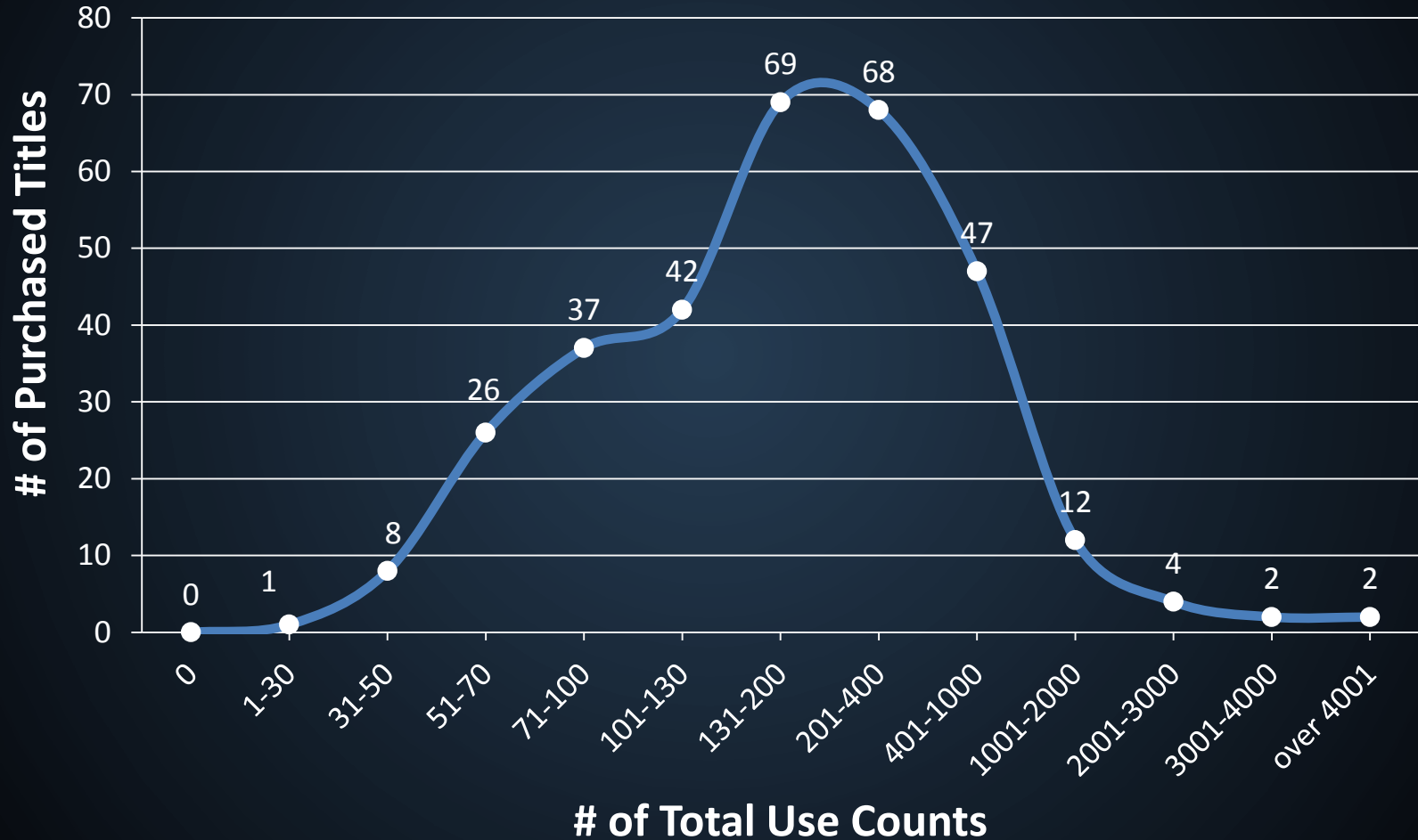
Expenditures in Subject Areas



Based on usage report provided on Dec 30, 2014

Use Distribution of Shared Collection

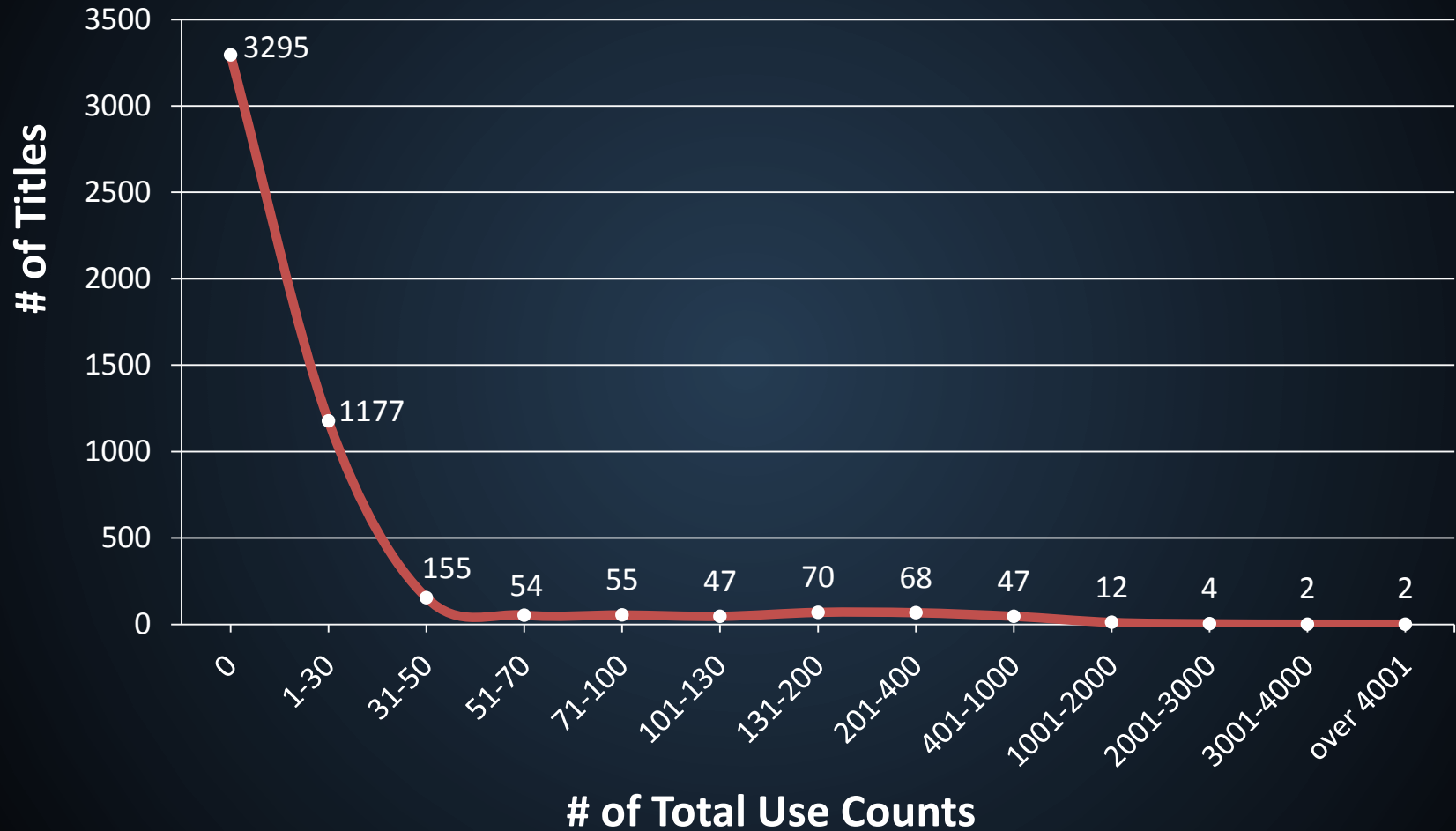
Purchased Titles (318)



Based on usage report provided on Dec 30, 2014

Use Distribution of Base Collection

All DDA Titles (4,988)



Based on usage report provided on Dec 30, 2014

Pilot Summary

Pilot period	Feb 28, 2014 to Sep 19, 2014
Total available titles	4,988 titles
Number of purchased titles	318 titles (6.38% of 4,988 titles)
Number of used titles	1,693 titles (33.94% of 4,988 titles)
Aggregated use	125,828 (up to Nov-2014)
Collective use	Average title used by 5 members

Issues & Challenges

- 177/318 (56%) are old titles that got recently digitized
- 3 titles with inaccessible URLs, but received usage activity and got purchased
- Errors in the report

Can Everyone Benefit?

- Unlimited access to a profiled collection of 4,988+ titles
- Purchase driven by actual needs
- Cost-share based on an agreed model
- Purchased collection shared by all members
- And ... just started another shared-access purchase with JSTOR, but this time, *a pick-and-choose model*

Thank You!