

Demand-driven acquisitions: it's not new, it's flexible, and it works!



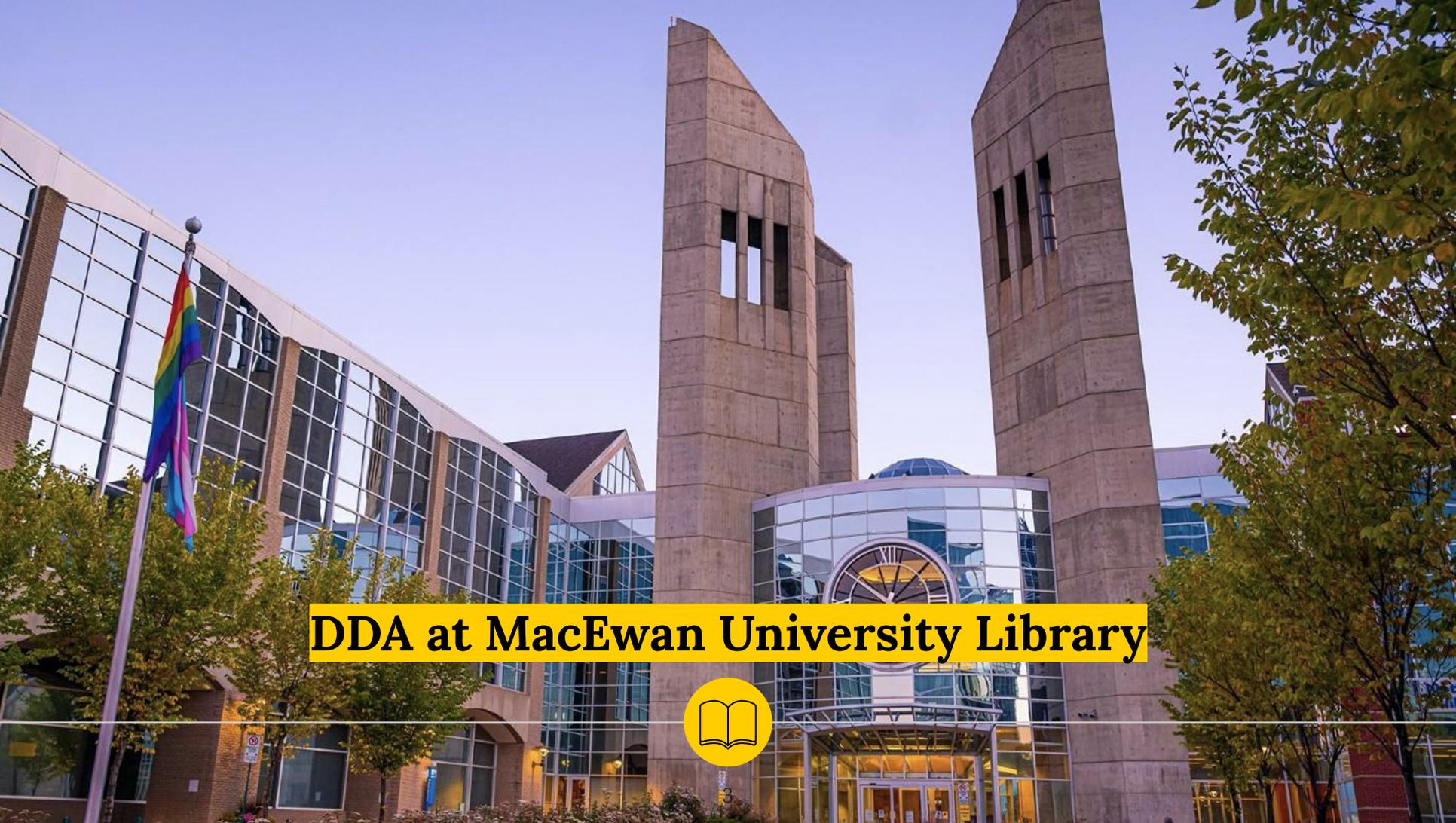
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Today's session

1. Overview of how DDA works at our libraries
2. Effects of the pandemic
3. Benefits and drawbacks of DDA
4. How DDA catalogue records are loaded

The image shows the exterior of the MacEwan University Library. The building features a prominent glass facade and two tall, concrete towers. A rainbow flag is flying on a pole in the foreground. The sky is clear and blue. The text "DDA at MacEwan University Library" is overlaid on a yellow banner across the middle of the image.

DDA at MacEwan University Library





Overview of the DDA Program at MacEwan

- ⦿ Pilot project in 2010
- ⦿ DDA-preferred
- ⦿ ProQuest and EBSCO
- ⦿ Checks and balances



Positive Aspects

- ⦿ Patron-driven
- ⦿ Library purchasing power
- ⦿ Trendy topics
- ⦿ Mainstream



Negative Aspects

- ⦿ Titles pulled by publisher
- ⦿ Not every title available as DDA
- ⦿ Waiting periods



DDA in a time of COVID and Budget Restrictions

COVID

- ◉ Initially, DDA ↑
- ◉ Now, not as expected
- ◉ Freeze print and e, convert to DDA

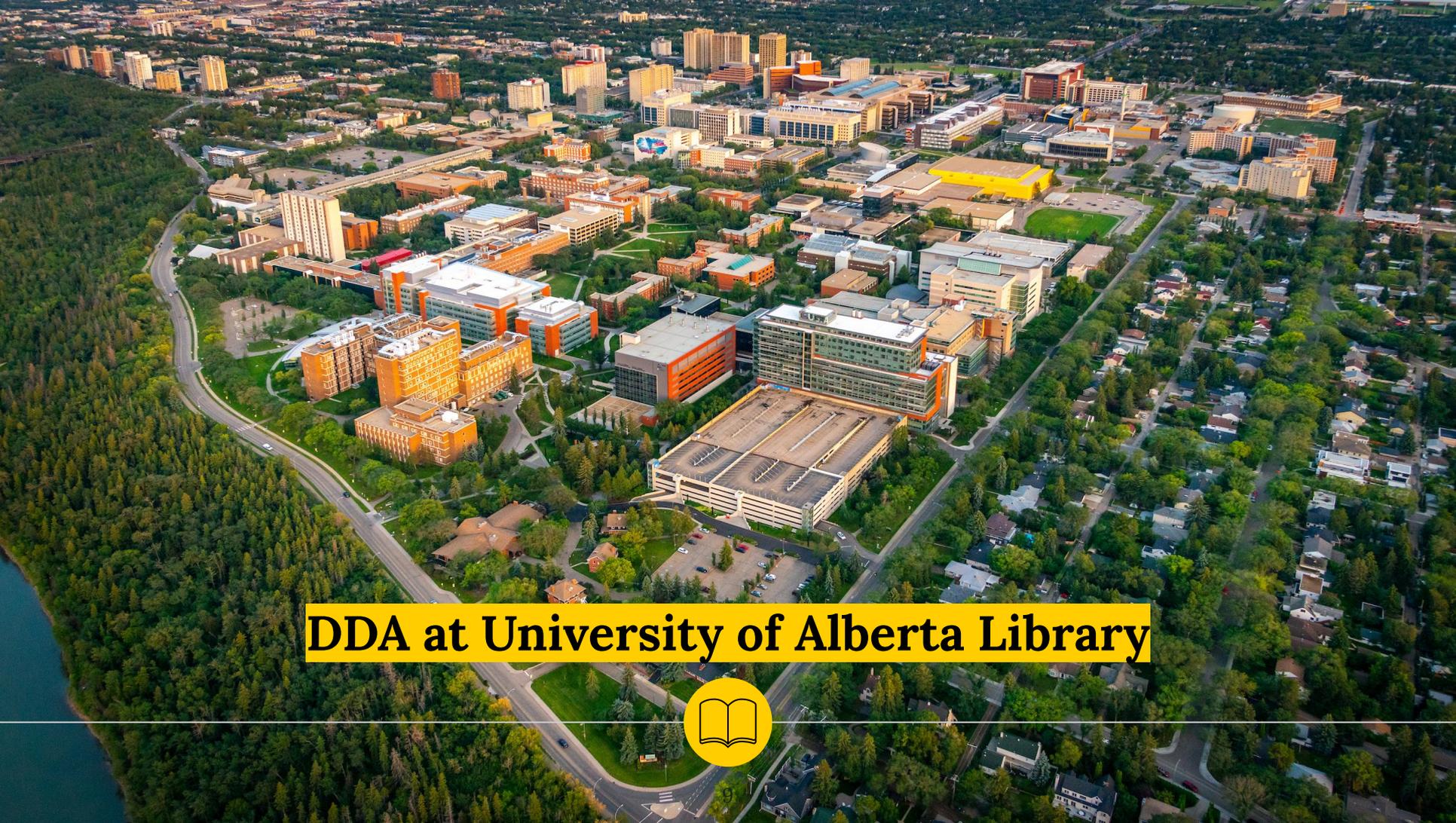
BUDGET

- ◉ Used as a budget reduction strategy
- ◉ Freeze print and e, convert to DDA
- ◉ Too conservative



Future of DDA at MacEwan

- ⦿ Weeding
- ⦿ Ongoing monitoring
- ⦿ Content on publisher platforms



DDA at University of Alberta Library





Overview of DDA at U of A

- E-preferred since 2013
- DDA = one of several approaches to building our ebook collection
- Via ProQuest: ebooks are selected through the approval plan process
- Via JSTOR: ebooks are added based on participating publishers



Effects of pandemic (& cuts...)

- ◉ Shifting more publishers to DDA
- ◉ Making DDA more central in firm-ordering



Benefits & Drawbacks



- What MacEwan colleagues have said!
- Helps ensure relevance
- Well-suited for publishers we may not perceive as *core* or *essential*
- Collecting as assessment



- Maintaining knowledge of complex DDA-specific details, e.g., trigger thresholds
- Price escalation within the DDA pool
- Managing (mitigating) duplication



How DDA records are loaded





'Unpurchased' MARC Records

- Records received from vendors
- Loaded same as other ebooks
- Title Control Number retained for future matching (eg. on1098174186, EBC6521945)
- Lower cataloguing quality accepted



'Purchased' MARC Records

- ⦿ Records received from vendors
- ⦿ Existing 'unpurchased' records replaced with new records (manual edit or overlay report)
- ⦿ Update Item Cat 2 (eg. EBCPDA to EBCPDAP)
- ⦿ Record upgraded to higher quality



De-Duping

- Effort made to avoid duplication
- Weekly report IDs any dupes
 - We discard DDA
 - Notify vendor to deactivate DDA

Thank You
Very Much

Questions?

