GETTING THE GIST OF IT

ADDING VALUE TO PATRON DRIVEN ACQUISITIONS WITH INTERLIBRARY LOAN
(OR “WHY CAN’T WE JUST BUY THE DARN THING?”)
LEHIGH UNIVERSITY’S “EXPRESS PURCHASE”

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Our goal with GIST and its supporting workflows is to “flip” the traditional relationship between ILL/Circ and Acquisitions on its head.

We’ll come back to this concept at the end of the presentation.

**F.I.L.L.**

- F – Flipped
- I – Inter
- L – Library
- L – Loan
Discovery of GIST

- At the 2014 Charleston Conference we discovered GIST: an existing add-on option for ILLiad
  - The Charleston Conference is an annually recurring conference on Acquisitions and Collection Development
- Impressed by its functionality and reputation and support from Atlas Systems, the IDS Project, and OCLC.
- Over 9,000 libraries use ILLiad
- We were also inspired by the “Get It Now” service model at Bucknell (PBU)
  - Not to be confused with the Copyright Clearance Center article delivery service
Three Perennials in ILL and Acquisitions

“This request again? Why can’t we just buy the darn thing?”
– every ILL staff person ever

“Why do you buy things faculty aren’t asking for? Can’t you make it easy for us to tell you what we want?”
– “certain patrons”

“Don’t worry, I’ll just use ILL for everything I need! I get all the renewals I want, right?”
– “that” user
Directives from Administrators

Leverage ILL Experience for Acquisitions

"Encourage faculty to think institutionally about ILL book requests. Have the library buy the books that have demonstrated value to our patrons. And do so in a way that is on par or faster than ILL."

ILL/Acquisitions Collaboration

“Acquisitions and ILL should work together to leverage their experience and talents so that both departments will deliver better customer service. We need to meet our patrons needs and provide permanent access to some collections instead of just relying on ILL.”
The Solution: GIST

“Getting It System Toolkit” -- http://www.gistlibrary.org

- Created by a dev team at SUNY Geneseo
- Combination of Acquisitions and ILL Services
- Extension of ILLiad software
- Familiar interface for ILL staff
How does GIST work?

GIST for ILLiad consists of three components which synergize with the existing ILLiad infrastructure and may be selectively utilized.

1. **Request Form customizations**
   - Enables patron discovery within the webpage via Amazon and WorldCat APIs.
   - Empowers patrons to initiate purchase

2. **ILLiad Add-ons**
   - Adds time-saving functions to ILLiad client
   - Acquisitions add-ons to help identify best way to purchase items
   - Cataloging add-on for automatic retrieval of OCLC record

3. **Acquisitions Manager**
   - Transforms ILLiad into a full-featured acquisitions module outside of the ILS
GIST Pilot at Lehigh – Spring 2016

• We implemented webforms and client customizations to enable patron driven acquisitions
• We omitted the Acquisitions Manager because our ILS (OLE Open Library Environment) already has a well developed acquisitions module
• Initial rollout to Faculty only
• Goal to use ILL data to inform collections decisions, empower staff to respond directly to patron requests and increase patron satisfaction with Acquisitions and ILL
Planning and Implementation

• Identify Stakeholders and Map out Workflows
  • Library Directors
  • Subject Librarians
  • Circulation/ILL Department
  • Mail and Shipping
  • Acquisitions staff
  • Help desks
  • Tech support and systems personnel

• Define Training Needs
  • Acquisitions: ILLiad client navigation, ILS hold queues
  • ILL/Circ: Acquisitions policies, purchase request management
  • Librarians and Patrons: Policies, Service Standards, workflows, and communications
Installation Checklist (self-hosted ILLiad)

1. Acquire Amazon API keys
2. Find WorldCat Search API keys
3. Install GIST files into ILLiad web directory
4. Customize GIST settings in ILLiad directories
5. Create GIST routing rules and other customizations in ILLiad

You can find a full installation guide on the GIST website: http://www.gistlibrary.org

Our estimated installation time: Two to three hours
Marketing and Branding

- “GIST” wasn’t appealing to our early testers
- Rebranded the service as “Express Purchase” in order to imply to users that the service was about speed and permanent acquisition
- We even made a logo in Lehigh colors!
- Reached out to faculty library liaisons for testers (the “voracious readers”) and slowly expanded the user base until our formal pilot launch in Spring of 2016
- Published an article in the library newsletter
- Placed a banner ad on the library website
- Trained staff to suggest the service in lieu of an interlibrary loan
GIST from the User Perspective

- The option is located on the ILLiad menu sidebar
- It exists concurrently with the other Request options in ILLiad
- The service is currently only available to faculty and staff
- Students will only see the option for using standard ILL
  - Also have the option of using the standard Acquisitions webform
User Experience

- The patron enters in a ISBN or title/author.
- The screen will output the Amazon.com info, the Google Books links, and the OPAC availability of the item (this is why you need the Amazon and WorldCat APIs)

Amazon.com Description

Average Customer Review: ★★★★★

Go to Amazon

Description:
After dropping a bombshell that was a bestseller, Lilian Jackson Braun brings back James Qwilleran and his famous felines, Koko and Yum Yum, for the twenty-ninth installment of the beloved, bestselling (see more)
GIST from the Acquisitions Perspective

- The custom Acquisitions queues are organized alongside the existing Document Delivery queues
- Are categorized under “loans” (versus “articles”)
Acquisitions Workflow

• We see the request in the ILLiad queue and then purchase the book via the fastest option available (translation: Amazon Prime)
• The book arrives within a few days and then we rush catalog the item
• The book is shelved on the hold shelf and the patron is notified
Collection Development Assessment

- These criteria were developed by our subject librarians
- Is this book available via Amazon Prime for rush shipping?
- Was this book published within the last five years (with the exception of seminal works in a subject)?
- Is the title definitively not a textbook (does it pass the "obscenity test")?
- Is the cost under $150?
- Is it in our catalog? If so, we don’t buy second copies.
- The user must be a faculty/staff member, since this program is in a pilot phase
Processing

- The item is ordered via Amazon and the purchase order is entered into our ILS
- Once that is completed, we use the “Send Notification” function in ILLiad to notify the patron their request was processed (or that their request is being reviewed or otherwise cancelled/transfered to ILL)
Routing

- At each step of the process, we use the Notifications to inform the patron, which also changes the status of the request in ILLiad (“Change Status on Send” function)
Receiving

- Once the book is received, we reconcile it in the ILS and then add a paper hold slip to the book
- We send a Notification in ILLIad that routes the book to “Received” and notifies the patron that it is available for pickup
- An acquisitions staff member then immediately places the book on the hold shelf
Pickup and User Expectations

• Faculty have learned that once the pickup notice is sent out in ILLiad that their book is already on the hold shelf.
• The power users of Express Purchase are now used to the rapid turnaround speed.
• The email notifications are instantaneous and they have increased faith in the library’s ability to purchase books on their behalf.
Mediation

- Mediation is only triggered when requests fall outside of the Collection Development Assessment
- The staff user uses the “Send Notification” function in ILLiad to send a notification to the subject librarians to assess the request further
Items that Do Not Pass Mediation

• If a request is not approved as part of the Mediation process, the librarian notifies the Acquisitions staff to route the request to ILL Borrowing for automatic fulfillment by using the “Route to Borrowing” function under “Awaiting Request Processing”

• The patron is notified by the Acquisitions staff that their request will still be filled, but not by a permanent stacks copy

• It’s important to note that we have yet to receive a faculty request that fell outside of the Collection Development Assessment
The big question from staff was “Will this increase the amount of time we had to spend on user requests?”

Our original pre-GIST request form was a simple web form that sent an email notification to Acquisitions with no centralized data gathering.

Staff originally had to generate their own emails to both patron and librarians for mediation, but now those are generated by ILLiad.

Those requests were then tracked on paper until entered into the ILS, but even then we had to keep track of the need to notify the patron on paper slips.

Although Express Purchase generates more requests, we save time on notifications and tracking the requests with far more accuracy and speed for the users’ benefit.
ILL Workflow

- Patron expresses desire for purchase
- ILL staff person evaluates title for purchase
- PALCI book is returned and patron need is expressed

- Request remains as ILL request
- Was book published in last five years?
- Is the book not a textbook?
- Is the book under $200?

- Generate an ILL request for this item based on patron's account
- Notify patron of the switch from ILL to Acquisitions
- Route request to "Awaiting Acquisitions Processing"
Where does ILL come in?

- Express Purchase (GIST) empowers patrons to make a purchase. It also allows for an ILL request to be turned into a GIST request.
- ILL can “flip” a request to a GIST request (and vice versa)
GIST Scenarios for ILL

• Has a patron expressed that this book should be added to the collection? If so, proceed with evaluating it for a GIST purchase
• Has an ILL staff person evaluated a new ILL request as a commonly requested title? If so, proceed with evaluating it for a GIST purchase
• Has an item from ILL been returned and the patron expresses that they need it again? If so, proceed with evaluating it for a GIST purchase
• If there is no immediate patron interest, submit it to GOBI (explained later)
Flipping an ILL Request to GIST

- To flip an ILL request, the first step is to change the Doc Type to “GIST”
Flipping an ILL Request to GIST

• Change the status of the request to "Awaiting Acquisitions Processing."

• Write down any pertinent notes in the Notes fields.

• … and that’s it! The user will get their book in a couple days unless the subject librarian denies the purchase (and will be routed back to ILL for Borrowing)
Tracking with ILLiad Queues

- GIST requests may be monitored on the Document Delivery tab under the appropriate Acquisitions queues
- The process of “flipping” a GIST request is seamless and allows for rapid processing
Mediated Acquisition Upon Return

- GIST empowers patrons (faculty) and designated ILL staff to directly initiate a purchase at the point of request.
- We also gather data from patrons at the point of return about their recent loan. White stickers ask, “Would you suggest this title be added to Lehigh Libraries? Yes/No”
- This is a low-tech solution is a great resource for us to determine what books to add to the collection.
- The subject librarians rely on this data to be informed on what patrons are asking for through ILL.
- Once the book is returned, a staff person enters the titles marked “Yes” into our vendor portal (GOBI) for approval by acquisitions.
ILL Informs Acquisitions – Mediated Requests

- Some requests do not qualify for GIST according to our selection policies (no active or rush request) but we still have evidence of patron interest and we want our selectors to be aware of them.
- Designated ILL staff are adding these titles into our GOBI Selections queue from YBP Library Services for acquisition.
- For example: “I saw this book come in for the twentieth time through ILL…. WE OUGHT TO BUY IT!!!”
- This allows the subject librarians to mediate those requests and to order the ones they deem appropriate.
Outcomes

• Patron Empowerment and Satisfaction
  • “Why don’t you buy the things I want?” is no longer a problem
  • Patrons are empowered to make requests and recommendations
  • Our patrons receive their requests faster and with better communication and tracking
  • “I need a renewal again!” is less of a problem since we own the book
  • Patrons become participants in collection development

• Staff Empowerment and Collaboration
  • “Why can’t we just buy this thing?” is no longer a problem.
  • ILL and Circ staff become participants in the collection development process

Collection Development becomes more transparent and informed by patron requests
Time Expenditure for ILL

- Although the new procedures add some time to processing a request, the intent is that by purchasing the book that the patron won’t return for a renewal or a second borrowing request
  - Amazon Prime rush shipping is rarely slower than normal ILL shipping speeds
- By slightly increasing the time spent on a request, the likelihood of working on a duplicate request is lower
  - Less time spent packing or unpacking that book
- Patron satisfaction increases since renewals or second requests are no longer needed
  - Increased time expenditure leads to improved customer service
  - The patron rarely sees slower service speeds for a book purchase versus an ILL request
Expenditures

• This was the first major concern of the subject librarians
• We use object codes in OLE (our ILS) to track expenditures and circulation statistics
• PALC to track all requests of ILL origin that are not GIST
• PRDA to track all requests that are patron generated via GIST
Circulation Statistics

- This was the second major concern of the subject librarians
- We have robust statistics available via OLE’s Reports module
- Because of the object code, we can track not only expenditures but the precise circulation numbers for those expenditures and export them into Excel

Paid invoices -- list of invoices that have been processed and paid
Invoices in error -- invoices that have been processed (but have no PREO)
Open encumbrances -- shows every PO that is currently an open encumbrance in the selected FY
All purchase orders -- includes every PO from the selected FY (open, closed, or otherwise)
Circulation statistics report
Circulation statistics report within call number range
Documents requiring approval
Lehigh By the Numbers

• On the following pages are the statistics of our first semester of running Express Purchase (January 2016-May 2016)
• We track the orders via OLE’s accounting structure, which requires an object code for each item purchased
• After we finished the presentation, another twelve orders were added by our patrons!
• We’ll also show some comparable programs as benchmarks:
  • *Buy or Borrow* at Cornell University Library
  • *Get It Now* at Bucknell University Library
# Lehigh’s Express Purchase Purchase Statistics

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Number of Total Orders</td>
<td>48</td>
</tr>
<tr>
<td>Current Orders in Processing</td>
<td>4</td>
</tr>
<tr>
<td>Items Received and Paid</td>
<td>44</td>
</tr>
<tr>
<td>Total Number of Circulations</td>
<td>42</td>
</tr>
<tr>
<td>Items Circulated Only Once</td>
<td>34</td>
</tr>
<tr>
<td>Items Circulated at Least Twice</td>
<td>4</td>
</tr>
<tr>
<td>Items not Circulated</td>
<td>4</td>
</tr>
<tr>
<td>Circulation Rate</td>
<td>91%</td>
</tr>
<tr>
<td>Total Expenditure</td>
<td>$3,134,74</td>
</tr>
<tr>
<td>Cost per Circulation</td>
<td>$68.73</td>
</tr>
</tbody>
</table>
## YBP versus Amazon Pricing

<table>
<thead>
<tr>
<th>YBP Cost (adjusted for 17.5% discount)</th>
<th>Amazon Cost</th>
<th>Price Comparison (subtract Amazon price from YBP)</th>
<th>Book Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>$37.95</td>
<td>$38.31</td>
<td>-$0.36</td>
<td>The circle of security intervention</td>
</tr>
<tr>
<td>$70.13</td>
<td>$76.91</td>
<td>-$6.78</td>
<td>Attention-deficit hyperactivity disorder</td>
</tr>
<tr>
<td>$35.48</td>
<td>$49.07</td>
<td>-$13.59</td>
<td>Missing data: a gentle introduction</td>
</tr>
<tr>
<td>$107.25</td>
<td>$62.18</td>
<td>$45.07</td>
<td>Handbook of research methods for studying daily life</td>
</tr>
<tr>
<td>$42.90</td>
<td>$46.35</td>
<td>-$3.45</td>
<td>Intensive longitudinal methods</td>
</tr>
<tr>
<td>$61.87</td>
<td>$65.00</td>
<td>-$3.13</td>
<td>Handbook of research methods in social and personality psychology</td>
</tr>
<tr>
<td>$47.24</td>
<td>$45.17</td>
<td>$2.07</td>
<td>The Parliaments of early modern Europe</td>
</tr>
</tbody>
</table>
Approval Plan Cost per Circulation

- Our approval plans with YBP reveal statistics that show GIST process is more effective on a cost per circ basis, shown below in these four examples.

<table>
<thead>
<tr>
<th>Account (Subject)</th>
<th>No. of Items</th>
<th>Total Circs</th>
<th>Cost</th>
<th>Items Did Not Circ</th>
<th>Avg. Cost per Item</th>
<th>Cost/Circ</th>
<th>Circ %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund 1</td>
<td>171</td>
<td>44</td>
<td>$5,744.41</td>
<td>134</td>
<td>$33.59</td>
<td>$130.56</td>
<td>21.64%</td>
</tr>
<tr>
<td>Fund 2</td>
<td>264</td>
<td>56</td>
<td>$10,116.85</td>
<td>215</td>
<td>$38.32</td>
<td>$180.66</td>
<td>18.56%</td>
</tr>
<tr>
<td>Fund 3</td>
<td>36</td>
<td>4</td>
<td>$830.64</td>
<td>33</td>
<td>$23.03</td>
<td>$207.66</td>
<td>8.33%</td>
</tr>
<tr>
<td>Fund 4</td>
<td>71</td>
<td>24</td>
<td>$2,770.39</td>
<td>52</td>
<td>$39.02</td>
<td>$115.43</td>
<td>26.76%</td>
</tr>
</tbody>
</table>
Cost Comparison Conclusions

• Even though YBP pricing with discounts can be less expensive than Amazon.com (but that is not always true), the overall cost per circulation is still comparably lower.

• Any program that specifically utilizes faculty driven ordering will always be tailored for that group of users, therefore having a higher circulation rate.

• This is not to say that a GIST-type program can entirely replace the approval plans. There are efficiencies and needs for broad subject coverage (particularly for undergraduates) that are addressed by approval plans.

• A GIST-type program is an excellent way to supplement an approval plan or to encourage faculty involvement in developing a print monograph collection tailored to your institution.
Cornell “Buy or Borrow” (2010 – 2015)

- Cornell (COO) used the “Buy or Borrow” program as a means to quickly acquire books from Amazon at the point of request in their ILL system
- Did not use GIST (used their own internal tracking)

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total “Buy or Borrow” Requests</td>
<td>616</td>
<td></td>
</tr>
<tr>
<td>Items Circulated at Least Once</td>
<td>458</td>
<td>74%</td>
</tr>
<tr>
<td>Items Circulated at Least Twice</td>
<td>287</td>
<td>47%</td>
</tr>
<tr>
<td>Items Circulated over Ten Times</td>
<td>25</td>
<td>4%</td>
</tr>
</tbody>
</table>

- Cornell also ran the “Ambassador Program” through Ambassador Book Service
- If an ILL request goes unfilled and met criteria, the request was transmitted to Ambassador and then the jobber would fill the request as a purchase

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<table>
<thead>
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<tbody>
<tr>
<td>Average Cost of Item</td>
<td>$53.92</td>
</tr>
<tr>
<td>Fill Rate</td>
<td>50%</td>
</tr>
<tr>
<td>Total “Ambassador” Requests</td>
<td>272</td>
</tr>
<tr>
<td>Items Circulated at Least Once</td>
<td>199 (73%)</td>
</tr>
<tr>
<td>Items Circulated at Least Twice</td>
<td>58 (21%)</td>
</tr>
</tbody>
</table>
Bucknell Statistics

- Bucknell used the GIST add-on as a means to quickly acquire books from Amazon, triggered by patron request
- Very similar to Express Purchase, service called “Get It Now” (not to be confused with the CCC service)

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<table>
<thead>
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</thead>
<tbody>
<tr>
<td>Total “Get It Now” Requests</td>
<td>100</td>
</tr>
<tr>
<td>Items Circulated at Least Once</td>
<td>75 (75%)</td>
</tr>
<tr>
<td>Items that Did Not Circulate</td>
<td>25 (25%)</td>
</tr>
<tr>
<td>Average Cost per Item</td>
<td>$43.46</td>
</tr>
</tbody>
</table>
Technology Gap

- Even though GIST is able to use ILLiad to manage patron driven print acquisition, no direct vendor integration with librarian mediation exists.
- Book jobber services (shelf ready, order records, electronic invoicing, etc.) would be useful in scaling up this service and ease of use.
- There is a need to search for vendor technology to integrate with GIST in order to facilitate faster ordering and minimizing staff time in both Circ/ILL and Acquisitions.
Let No Request Go Unfilled

• There are also many titles that don’t qualify for GIST (for various reasons relating to the Collection Development Assessment)

• If we have all of these procedures in place with GIST, why do we let them go to an “Awaiting Unfilled Processing” status in ILLiad?

• We propose that all titles that are imminently about to enter the “Awaiting Unfilled Processing” status be systematically purchased, but that it be done in a way that ILL staff are able to submit them to a vendor with certain criteria

• We would use the “Ambassador Program” criteria:
  • $150 or less, no publication year criteria, no foreign language limitations, no format criteria, and must be “academic in nature”

• To our knowledge, no equivalent program exists right now since the merger of Ambassador Book Service into EBSCO
Analysis of ILL Statistics

• We also have a goal of trying to buy permanent print titles and eBooks based on ILL data
  • Perhaps a quarterly review?

• To do this kind of large scale purchasing, we would need to seek out discounts on bulk purchases of eBooks and print monographs based on ILL statistics

• Several unknowns:
  • Are “often requested” print titles better purchased as eBook titles? Or is there a need for both? One or the other?
  • What defines a print or eBook preference? Do specific disciplines prefer certain formats or eBook platforms?
F.I.L.L. (your requests)

- The takeaway from today’s presentation is that we were able to “flip” the traditional relationship between Acquisitions and Circ/ILL
- ILL can and should help drive the direction of Acquisitions
- Purchasing permanent books or eBooks is a better service model than temporary access for scholarly users
- This can both be done at the point of request and also retrospectively with a regular review of Circ/ILL data
Citations

• *Buy or Borrow? Purchase Programs for Interlibrary Loan*” – Presentation by Caitlin Findlay, Head of Interlibrary Services at Cornell University Library

• “*ILLiad, GIST, and EBL: How Bucknell University’s PDA + DDA Collection Development Model Gives Patrons What They Want, While Saving the Library Hundreds of Thousands of Dollars a Year*” – Presentation by Dan Heuer, Interim Head, Collection Development and Access Services at Bucknell University Library
GIST Library Website

http://www.gistlibrary.org/
Acknowledgements*

• Library Technology Team
  • Chris Creswell

• Subject Librarians
  • Brian Simboli
  • Heather Simoneau
  • Jasmine Woodson

• ILL Staff
  • Rebecca Bruneio
  • Brigit Gray
  • Pat Ward

• Circulation Staff
  • Corey Puia (extra thanks for statistical analysis work!)
  • Kathleen Dugan
  • Ricky Houck
  • Mary Ellen Kitchen
  • Marge Misinco

• Acquisitions Staff
  • Evan Conyers
  • Erika Sell

• Cataloging Staff
  • Lisa Mccoll
  • Gayle Nemeth

* This was truly a team effort and in order for this to succeed we needed real collaboration between all these teams!
Special Thanks

Mark Sullivan
IDS Project Executive Director

(for all the help during implementation)
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