

# PATRON DRIVEN ACQUISITIONS & BEYOND



BOOKOPS

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# Patron-Driven Acquisitions (PDA)

- What is Patron-Driven Acquisitions?
- Mission
- Collection development
- Strategic goals
- Excellence in customer service
- Marketing opportunity

# Benefits to implementing a PDA pilot



- Acquisition of less materials over time = more physical space for other innovative opportunities. Waste less on unread books.
- Less staff time spent on collection development and acquisitions = more time for embedded librarianship, etc.
- Developing closer relationships with community members and local organizations

# Implementing a PDA pilot

## PDA and Collection Development Best Practices

- ▣ Patron requests waiting list-how long is a reasonable amount of time to wait (develop criteria, i.e. 1 week or 3 mos.?)
- ▣ Holds requests lists (develop criteria, i.e. how many copies/hold)
- ▣ ILL requests and requests for purchase
- ▣ Offering purchasing on demand (develop criteria of who is allowed to purchase, how many and what the content container is)

# Budgeting and strategic planning for collection acquisition

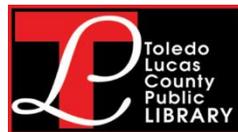
- ▣ Reallocation of funds currently budgeted for formats that are less popular including large print, print reference, audio CDs, music CDs, databases
- ▣ Rethink continuing order plan models
- ▣ Consider models that allow for instant gratification such as circulating devices that are designated for on demand purchasing and multiple copies/formats of popular titles

# Additional ways to enable patrons to drive acquisitions

- ▣ Suggest a purchase-via web or print form
- ▣ Direct feedback-having conversations with users
- ▣ Offer/promote on demand purchasing of eBooks using circulating devices

# Case Studies

- How selected libraries:
  - ▣ Solicit and handle title recommendations
  - ▣ Evaluate and acquire content
- What selected libraries:
  - ▣ Discover about their community of readers



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# Possible Cons



- ▣ Considering future needs of potential users
- ▣ Complications with licensing in relation to eBooks lending model &/or format availability
- ▣ Budgeting cycles & availability of funds throughout the year

# We've acquired it. Now what?

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- Ideas for promoting PDA-acquired titles
  - Displays
  - Newsletters
  - Social Media
  - Programming
  - Staff Training

# Some words of advice from selected libraries

- “Be careful about your wording when soliciting requests. We always say we will consider the requests but make no promises about actually buying them.”
- “Establish flexible guidelines since demand is likely to increase over time. “
- “Have an official, carefully worded statement about your decision not to purchase a suggestion.”
- “At the end of the day, it represents a tiny percentage of your expense, but will mean a lot to the individual as a show of goodwill.”
- “It is a great opportunity to relationship build. Let them know you appreciate and value their opinion. They will feel valued and honored (and will remember it in November). After all, it is THEIR library and they should have a say.”

# Questions?



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