

# Introduction to Purchase-on-Demand

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## What is Purchase-on-Demand?

- Purchase-on-demand (POD) purchases materials when requested by a patron, rather than just-in-case.
- POD requests can come from a patron's request to ILL, Circulation, Reference, Acquisitions, or a Subject Liaison.
- POD supplements approval plans, standing order plans, and firm orders.

## Why have a POD service?

- POD addresses four major trends:
  - Greater accountability is expected for large (& often shrinking) materials budgets.
  - New interests & academic programs emerge, sometimes without warning or new funding.
  - Interdisciplinary titles are easily missed by traditional collection development.
  - Patrons expect newly published titles and immediate availability.

## Why not use interlibrary loan?

- ILL is expensive: staff, shipping, fees, etc.
- ILL can take weeks to fulfill a loan.
- ILL usually has short loan periods.
- ILL often cannot borrow newly released titles.



## Who has POD services?

- Bucknell Univ.
- Brigham Young Univ.
- Eastern Michigan Univ.
- East Carolina Univ.
- Indiana State Univ.
- Purdue Univ.
- Penn State Univ.
- Thomas Crane Public Library
- Univ. Colorado at Denver
- Univ. of Virginia
- UNC Wilmington
- Univ. of Wisconsin at Madison
- Univ. of Hong Kong
- Willard Public Library
- William & Mary

*Each library above has published articles about their POD service – see references.*

## What are the typical results?

- Published articles report similar results.
  - Meets trends and fills collection gaps
  - Allows quick access to new material
  - Purchases appropriate titles for the collection
  - Results in at least one circulation of the item
    - Some report high circulation rates
  - Pleases patrons

## How do I create a POD service?

- There are multiple models available.
  - Patron purchase suggestion forms
  - Liaison-based requesting
  - ILL-Referred
  - ILL-Centered
  - OPAC-based
- POD can be customized to your institution.

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# ILL-Centered POD

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## ILL-Centered POD: ECU's Process

- ILL receives requests via ILLiad.
- ILL applies approved selection criteria.
- ILL purchases online using a credit card.
- ILL sends purchase notice to Acquisitions.
- ILL receives shipments directly.
- ILL treats as ILL loans; gives to patrons.
- Cataloging and new book processing occur after the patron has returned the title.

## ECU's ILL-POD Selection Criteria

- Age:** recent two years
- Shipping:** <1 week
- Language:** English
- Cost:** Under \$125.00 (orig. was \$200.00)
- Format:** Print, non-fiction, mainly monographs
  - Standards (added 2009-2010)
  - Dissertations/Theses (added 2007-08)
  - Exclude: Series/Sets, Audio/Visual, Juvenile, Fiction, Textbooks, Manuals, & Guidebooks
- Exceptions have been made, esp. for shipping.

## Benefits of ILL-Centered POD

- Convenient for patrons
  - already use ILLiad to make requests
  - don't want requests to be cancelled with a referral
- Allows quick decision making and ordering
- Saves Acquisitions from rush ordering these
- Saves Cataloging from rush processing these
- Augments firm order budgets

## Drawbacks of ILL-Centered POD

- Lines of authority & responsibility are blurred.
- Coll. Dev. loses some control of collection.
- ILL emails have been overlooked by Acquisitions.
- Duplicates have arrived by liaisons & approval plan.
- Patrons cannot place holds for on-order items.
- Many ILL offices cannot get a credit card.
- POD takes time away from regular ILLs.
- ILL pays more in shipping & does not get discounts.
- It can bolster unrealistic patron expectations.

## Select Statistics, 2006-2010

- Titles Purchased: 989
  - ILL Loans: 19,781
- Individual Patrons: 425
- Total Budget: \$34,500
- Ave. Cost/Item: \$44.91
  - Highest: \$191.00
  - Lowest: \$3.97
- Ave. S/H Cost: \$2.53
  - Typical range: free-\$3.99

Year	Budget
2006-07	\$ 5,000
2007-08	\$ 7,500
2008-09	\$ 10,000
2009-10	\$ 12,000
2010-11	\$ 12,000



Department / Major	Requests
EDUCATION	198
ENGLISH	87
ACADEMIC LIBRARY SERVICES	79
PSYCHOLOGY	79
ART, DESIGN, & ART EDUCATION	57
HISTORY	44
LIBRARY SCIENCE & INSTRUCTIONAL TECHNOLOGY	41
GEOGRAPHY	34
FOREIGN LANGUAGES & LITERATURES	33
SOCIAL WORK	29
ANTHROPOLOGY	27
POLITICAL SCIENCE, PUBLIC ADMINISTRATION, & PLANNING	23
HEALTH & HUMAN PERFORMANCE	19
MUSIC	19
SOCIOLOGY	19
PHILOSOPHY	17
COMMUNICATIONS	15
FAMILY & CONSUMER SCIENCE	13
MARITIME STUDIES	13
[30 Other Departments]	143

  

Patron Status Requests		
Faculty	470	48%
Graduate	310	31%
Distance Education	94	10%
Undergraduate	67	7%
Staff	47	5%

  

Patrons	Requests
252	1
71	2
36	3
23	4
10	5
8	6
5	7
3	8
6	9
11	10+