

All There Is to Know About Evidence Based Acquisitions

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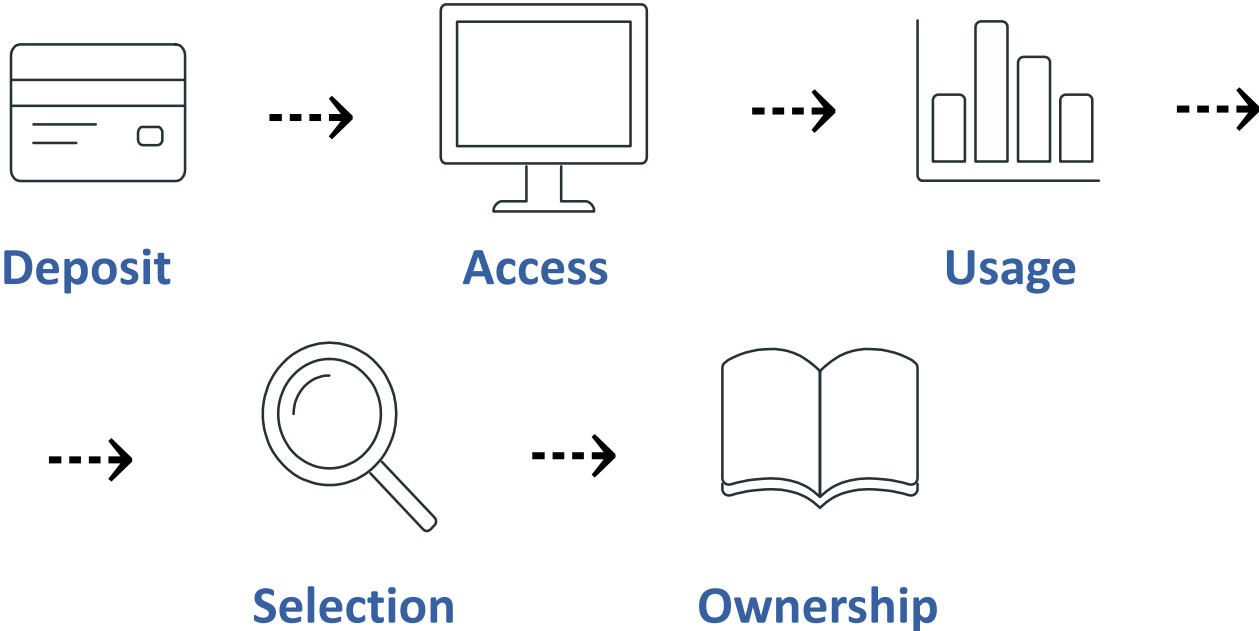
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What is Evidence Based Acquisition (EBA)?



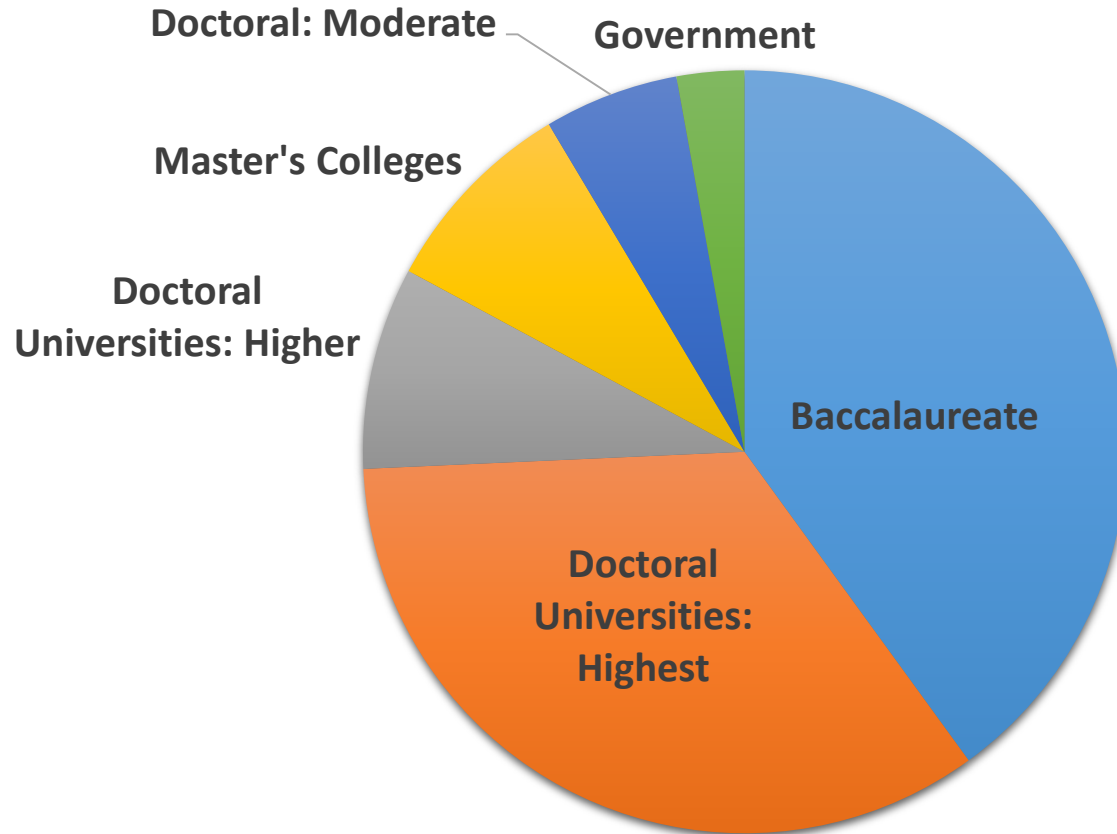
EBA at Cambridge University Press

- Launched in the UK in 2013, refined over the years using librarian feedback
- Developing into the primary ebook acquisition model in Europe
- In the Americas, a growing portion of overall direct digital ebooks sales; EBA sales doubled in the last year

Who Has EBA?

- Over 150 completed EBAs worldwide since 2013
- Initial EBA in US September 2014
- Currently 36 live EBAs in US and 8 in Canada
- 2018 Has Seen 22 New EBAs Already
- FTEs Range from 1,500 to 65,000

US-based EBA Customers by Carnegie Class



FOCUS ON EVIDENCE BASED ACQUISITION **IN THE UNITED STATES**



FOCUS ON EVIDENCE BASED ACQUISITION **IN CANADA**



Reasons for Choosing EBA

- To give users access to a “critical mass” of content easily, efficiently, quickly, affordably
- Align spend with demonstrated need
- To involve users directly in the selection of content
- Experimentation – what do users actually want?
- Flexibility to choose broad or granular access as needed
- Librarians in control of making final, informed decisions

Some Surprises Worth Sharing

- High use titles not always associated with largest programs/courses
- Titles that would have been chosen via traditional selection (requests/approval plans) don't necessarily get used. And vice versa!
- Old assumptions about ebook usage by certain subject areas (HSS/Math/etc) debunked
- Impact on Print in both directions.

Issues at Play with EBA

- Workflow & Staff Time Investment
- Risk of Upfront Costs
- Tension between Ownership, Access & Value
- Questions of Sustainability – for libraries & publishers

A New Approach

- Tiered pricing
- Focus on broad access and customer ROI
- One size does not fit all – flexibility is key!
- Subject/custom options appeal to government/smaller FTE customers
- Special opportunities via consortia offers
- Comprehensive support throughout

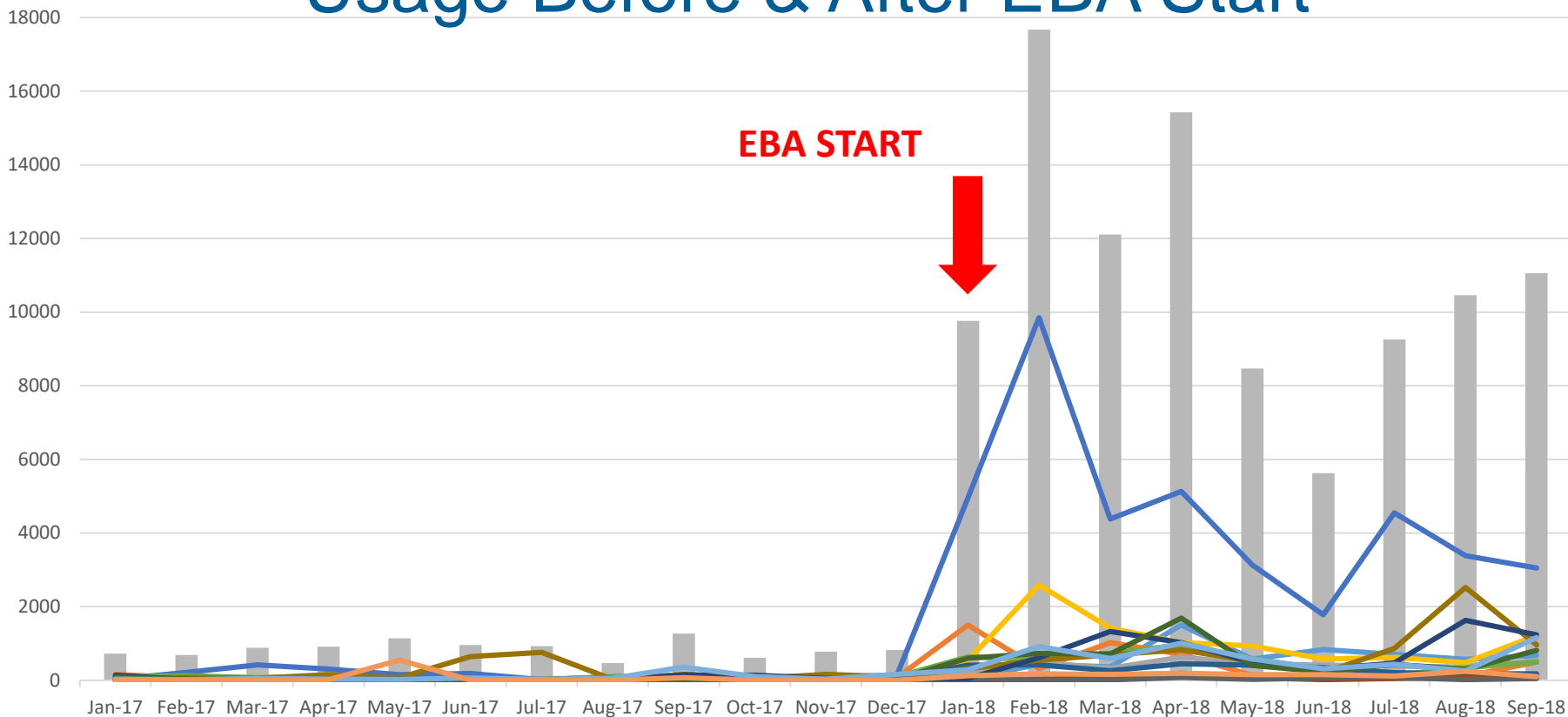
EBA Support Plan

- Stable collections
- Accurate title lists & cataloguer-enhanced MARC records delivered monthly
- Coordination with discovery services
- Enriched usage reporting to facilitate selection process
- Infographics & promotional support available

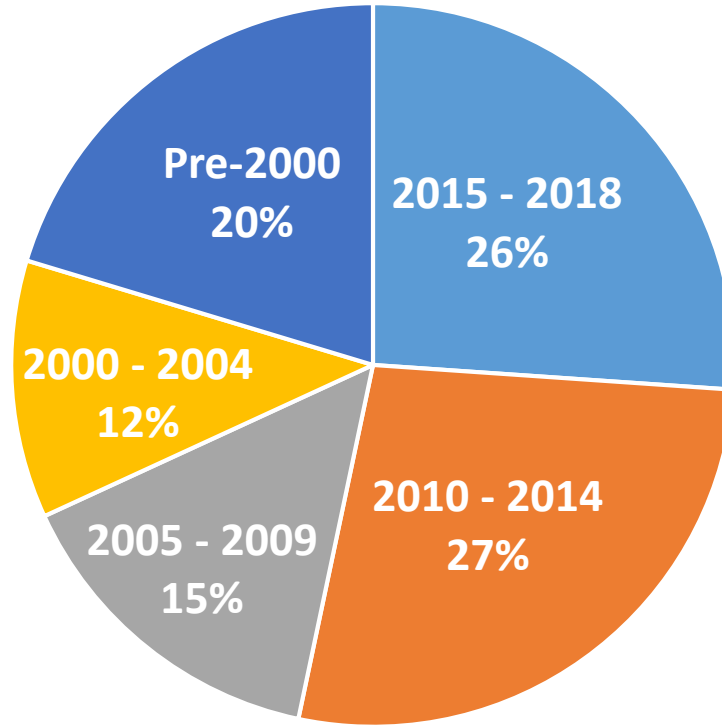
Consortial EBA Specs – A Deep Dive

- 15 participants
- Member FTEs range from ~1500 to 6300
- Combined FTEs across participating members: < 40,000
- Access to over 650X initial commitment per member
- 12 month EBA term (partially through)
 - ~95,000 uses to date through September
 - Have used 16X initial commitment to date

Usage Before & After EBA Start



Usage by Age of Content Jan- Sep 18



Title	Copyright Year	TOTAL USES TO DATE	# of Consortial Members with Use	# of digital copies sold to date in North America
<i>The Fragility of Goodness: Luck and Ethics in Greek Tragedy and Philosophy</i>	2001	113	7	5
<i>In Search of Respect: Selling Crack in El Barrio</i>	2002	117	5	13
<i>Roman Religion</i>	2006	125	6	7
<i>The Politics of Authoritarian Rule</i>	2012	78	6	12
<i>The Sources of Normativity</i>	2010	110	5	6

Potential next steps/Projects

- EBAs Europe: 4+ years of usage data from large-scale access EBAs
- Engagement with EBA participants: what else is happening that may not be immediately apparent from the data?
- Impact on authors, research, etc

Questions for discussion

- What might be some other unintended advantages or negative consequences we haven't touched upon here?
- What other concerns do you have about EBA or other emerging models?
- If you've participated in an EBA, what did you find surprising? Any noteworthy trends/patterns to share?