

Novanet DDA Pilot Project Backgrounder

For the past several months we have been working with EBL and YBP to set up a Novanet-wide eBook package. We will conduct a pilot project that has several aims:

1. To address the problem of users seeing eBooks in the OPAC but not being able to access them unless they belong to the institution that bought the particular package.
2. To see if there is a more efficient and economical way to deliver eBooks to Novanet users that will allow institutions to share costs and administration.
3. To save system time for loading and updating Patron-Driven collections for each institution by combining the programs to one shared set of records.

The Novanet Working Group: For this pilot project input has been received from many staff at member institutions including: Terry Paris (MSVU), Elaine MacInnis (StFX), Geoff Brown (Dal), Lou Duggan (SMU), Denise Parrott (NSCC), Jennifer Richard (Acadia), Marlo MacKay (Dal), Bill Slauenwhite (Novanet). Before we are through the pilot there could be many more involved in its evaluation.

Defining PDA/DDA: Patron-Driven Access (PDA) or Demand-Driven Access (DDA) programs are modelled around giving users the ability to assist in selecting Ebook collections that the libraries will purchase. MaRC records are loaded to the catalogue for a wide array of Ebooks without cost to the libraries. When a user selects one of these books from the catalogue, the libraries are then charged a fee for a short-term loan (STL) or purchase.

The Novanet Model of Short-Term Loans (STL) and Purchases: The first 5 times an Ebook is accessed, the user will be given a STL of one week and Novanet will be charged a fee for those STLs that is predetermined by the publisher (usually about 10-15% of the list price). On the 6th access the user will continue to get a one week loan and a purchase will be triggered at full list price. The purchase price will include up to 14 one-week loans per year. On the 15th loan in a given year, Novanet will be charged list price again for a second copy allowing up to 28 loans per year for that Ebook before an additional copy must be purchased, etc. All Ebooks in the collection allow simultaneous access.

Collection Profile: The collection of available Ebooks was defined by the Novanet working group, using the following criteria:

- Exclude books prior to 2009 (gives us a pool of around 50,000 eBooks)
- Notify before purchase if price exceeds \$150 for single volume, \$250 for a set
- Exclude some subjects (e.g. hymn books, instructors' manuals, high school textbooks, etc.)
- No juvenile, no popular, no reference
- Only English or French
- Publishers must have agreed to the Novanet STL/purchase model (EBL staff are gaining agreement from many publishers and collections will be added as more are signed on)

Novanet Workflow: MARC records will be loaded to the catalogue by Novanet office staff. A single holding will be placed on each record with a new sublibrary called 'Novanet' (code NOVA) and a new collection code called 'Novanet Internet Resource' (code NNET). The holdings will be reported to OCLC and WorldCat holdings will be set for each institution. Each week new records will be added as they become available and deleted if they are removed from EBL's catalogue. Purchased Ebooks will have their MARC records checked for quality by cataloguers at Saint Mary's University. Accounting will be managed by the Novanet office staff.

What the User Sees: When a user accesses an Ebook from the catalogue or WorldCat Local they will first be asked to identify their institution. They will then be asked to authenticate through their institution's EZProxy. This authentication is necessary even if the user is on campus in order to allow for EBL loan tracking. Once they are passed through the proxy server, the user will be offered the Ebook in a web-based interface or as a download to their computer or handheld device. If the user chooses to download the Ebook they will need to have Adobe Digital Editions installed on the destination device (instructions will be provided at the point of need).

Evaluation of the Pilot: The pilot program has been funded with \$100,000, shared among all Novanet libraries. The first time a user accesses a book in this program they will be asked to identify their institution and status (faculty, student, grad student etc) for statistical evaluation. Staff will be surveyed at a point in the pilot so we can assess the collection criteria and other aspects of the pilot. User feedback will be collected throughout the pilot. EBL's platform allows for significant reports of usage for evaluation.

Important Notes:

- This package is intended to allow Novanet users to choose books they want. It is not intended for staff to pick books they want added to the collection. You will continue to use your traditional selection/acquisition process to by tradition books and eBooks for your library
- The eBooks in this pilot project are not to be added to Reserve courses or course management systems. We ask your help in educating faculty on this point.

A FAQ for staff is attached. We will be setting up a couple of webinars presented by EBL to demonstrate the end user interface for the eBook platform. More info to come.