



The Move to Patron-Driven Acquisitions

More Than Ever Before

After this session, you will be able to

1. Describe the Library's On Demand Services and Books on Demand Program
2. Describe how the Books On Demand program will impact your work/area/liasonship
3. Develop an elevator speech describing how University Library is doing more than ever before to support the campus and community



SECTION 1

Books On Demand

Rationale

- The Library is implementing the Books On Demand program to explore new methods of providing access to print and electronic books for the campus.
- The program could potentially help the Library spend its purchasing funds more wisely.
- The program also gives IUPUI students, faculty, and staff a larger voice in shaping the Library's collection.



Process

For the user, the Books On Demand program offers a nearly unmediated process for requesting books.

1. The User finds a book in IUCAT
2. Selects “Get this for IUPUI”
3. Identifies format and shipping preference
4. If there are no complications, the item will be available to the user within about 2 hours for eBooks or 1– 2 weeks for print books



[Example Record](#)

BOD Example

Process

For Librarians, the Books On Demand program automates parts of collection development.

1. Titles from the GOBI Approval Plans will be regularly loaded into IUCAT. The first batch of records will contain items published since December 2018.
2. The records of unpurchased titles will remain in IUCAT for about a year. Thereafter, the titles will be converted to eBook only PDA if available.
3. Librarians can use collection development funds for other requests or firm ordering outside of the GOBI profile.
4. Librarians can adjust GOBI profiles. (Ask Kevin)



Process

For Library Staff, the Books On Demand program automates parts of the processing and book request processes.

1. It is likely that fewer books will be purchased since the GOBI auto-ship plans will be converted to PDA.
2. It is possible that there will be more books on hold for users to pick up at the Service and Information Desk.
3. It is possible that there will be more questions about accessing/downloading eBooks.



[Webpage](#)

On Demand Services

Review

Books On Demand Pilot

Pilot Review

1. The Books On Demand Pilot officially launched on 9/17/18 with the faculty in the Schools of Nursing and Social Work and the History Dept.
2. On Demand Services webpage was created to demo services and answer questions.
3. Faculty were notified through email by Subject Librarians (special thanks to Kathleen Hanna, Caitlin Pike, and Bill Orme).
4. In addition, the Interim Dean mentioned the pilot in presentations to the Deans' Council, IUPUI Faculty Council, IFC Library Affairs Committee, and other groups.



Pilot Usage

1. 131 unique page views of the On Demand webpages
2. 11 books requested and delivered
3. 1 person completed the user survey
4. Those who know about the pilot like it
5. We've learned from the example of other institutions



Table Discussion

The current plan is to expand the Books On Demand program from the pilot group to rest of the schools and departments served by UL this spring.

Before the Library heads further down this path, what are your thoughts about how this change will impact your work? Are there issues that are going unaddressed?



Books On Demand Expansion Timeline Highlights

- New records loaded into IUCAT, 1/30/19 – 2/1/19
- IUPUI faculty emailed, 2/5/19
- Presentations to IUPUI Faculty and Staff Councils, 2/5/19 – 2/9/19
- Student promotion at I Heart UL, 2/14/19
- Print mailing to IUPUI faculty and staff, 2/25/19 – 2/28/19

[Full timeline](#)



Books On Demand Marketing Goals

- Faculty 3 – 6 exposures
- Students 2 – 5 exposures
- Staff 2 – 4 exposures



Challenge for Librarians and Staff

Digital and print promotion will not be enough to get the word out about Books On Demand. We will need every librarian and staff member to talk to people about it whenever you can.

- Department Meetings
- Classes
- Committee Meetings
- Casual Conversations





More Than Ever Before

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Elevator Speech

Tips on Writing Elevator Speeches from MIT Students

Theme

1. Rhetorical Questioning:
Speakers use questions to quickly establish a rhetorical situation.

Example

How many of us would like to see more of our energy coming from oil independent and renewable energy sources? Everybody.

Boisvenue, 2013



Tips on Writing Elevator Speeches from MIT Students

2. Problem, Opportunity, & Solution: Speakers introduce a specific problem in a market segment as well as a lucrative financial opportunity that can arise from solving the problem. Then, the speaker presents a solution, i.e., their business proposition.

Wind energy is the fastest growing renewable energy source, but it needs an energy storage system capable of preventing voltage and frequency fluctuations. This is a 20 billion dollar opportunity in the energy storage space.

Boisvenue, 2013



Tips on Writing Elevator Speeches from MIT Students

3. Logos-Ethos: Speakers use both ethos and logos to persuade the listener. Logos is characterized by deductive reasoning, while ethos is attained by a combination of the following: Expertise, Prestige and Self-presentation (Kenton, 1989)

[Ethos] During my five-year Ph.D. at MIT working with professors [names three professors], [Logos] I've developed a new ultracapacitor that can solve this problem by increasing the energy density of commercial devices by a factor of 5, cutting cost in half, provide 10 times more power than batteries, and--unlike batteries--it's scalable in size and can be fully charged and discharged over a million times.

Boisvenue, 2013



Tips on Writing Elevator Speeches from MIT Students

4. Conclusion: Successful elevator speeches end with a sell or an ask. This part of the speech invites the listener to take a next step.

I'm here because I'm looking for people with business development experience and large-scale manufacturing, who share my passion and determination in commercializing and scaling this patented, breakthrough technology.

Boisvenue, 2013



Scenario

You are serving on a large campus-wide committee with senior campus administrators, faculty, staff, students, and community members. You enter an elevator with committee member, and she asks you, "What brings you to work at the Library?"



Elevator Speech Activity

Using the model provided, develop an elevator speech using your position. Try to include “more than ever before”. Use your table to gather feedback and test out your speech.

Pink: Senior Campus Administrator

Blue: Student

Gold: Faculty Member

Purple: Community Member

Green: Staff Member



Immediate Next Steps

1. Review messages for deans, faculty, and graduate students
2. Interim Dean will start presenting about Books On Demand to faculty and staff groups
3. Records will be loaded to IUCAT on 1/31/19 or 2/1/19
4. Mass marketing for Books On Demand starts on 2/5/19



References

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