

University Libraries  
**Technology Fee - Systemic Project Proposal Template**  
FY 2011/2012

## **1. Description of initiative/investment to enhance instructional technology**

This proposal is for a **Patron Driven Acquisition (PDA) Pilot Program to acquire eBooks** (books available in an online format) to benefit all students enrolled at the University of West Florida, particularly distance learning students, who make up 20% of the student population and often are not able to take advantage of technology fee projects.<sup>1</sup> **This endeavor is for the amount of \$25,000.**

The Patron Driven Acquisition model represents a new direction in collection development in academic libraries, one in which the student is the selector of the material purchased. This innovative program will benefit not only distance learning students but the entire campus community in that it will truly be a university driven acquisition program. Patron-driven acquisition allows a library to buy books only when a patron needs them.<sup>2</sup>

Vance Burgess, Director of Distance and Continuing Education at UWF, has expressed enthusiasm for this proposal:

“I am sincerely grateful the library has chosen to submit a technology fee proposal in support of UWF online students. Last academic year (2010-11), 7,683 students enrolled in only online courses paid the technology fee for each of their classes without the opportunity to benefit from those fees because tech fee funding has been spent for on campus improvements. The library’s eBook Patron Driven Acquisition (PDA) proposal offers the first real opportunity for online students to benefit from the technology fee they all pay. I strongly endorse this proposal.”

## **2. Description of how initiative has a college/unit-wide or university-wide scope**

A Patron Driven Acquisition Program, such as one offered from EBSCO Publishing,<sup>3</sup> helps the library preserve its budget while maintaining control over the collection development process. The library creates a list of multidisciplinary academic titles appropriate to the UWF curriculum and then shares the titles with patrons via the library’s online catalog. As the electronic books are accessed by the user, the titles are purchased. For example, we could establish the criteria for purchase to stipulate that if an electronic book is viewed for more than 10 minutes in three or more instances, or if more than 10 pages of the eBook are viewed, the title would be acquired. This model guarantees that only eBooks with this type of demand are purchased. The average

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<sup>1</sup> <http://onlinecampus.uwf.edu/aboutus/statistics.cfm#OOEFTE>

<sup>2</sup> Spolanka, “Patron Driven Acquisition in Libraries,”

<http://www.libraries.wright.edu/noshelfrequired/2011/10/28/patron-driven-acquisition-in-libraries/> (accessed December 3, 2011).

<sup>3</sup> [http://www.ebscohost.com/uploads/ebooks/pdf/eBooksBrochure\\_06-11.pdf](http://www.ebscohost.com/uploads/ebooks/pdf/eBooksBrochure_06-11.pdf)

cost of an electronic book is \$97,<sup>4</sup> thus the library would procure approximately 250 eBooks to add to its collection.

The PDA Program would primarily be aimed at the online student population but would benefit all students, as well as faculty and staff. All members of the campus community would have access to the titles available from the lists created by the librarians and would be able to read the eBooks they are interested in, thus triggering the eBook(s) for purchase and guaranteeing their instant integration into the library's permanent collection.

### **3. Description of alignment with UWF Strategic Plan**

The University of West Florida's current mission statement establishes a commitment to "empower each individual we serve with the knowledge and opportunity to contribute responsibly and creatively to a complex world." This project would directly empower our students to seek out knowledge and to contribute both responsibly and creatively by providing them with the technology that they need to support their education and research while here at UWF.

In regards to enduring values, Patron Driven Acquisition of eBooks will increase the quality of resources and services available to our students (both distance learners and on-campus students) and help shape a caring learning environment that provides the tools necessary for the student's individual development. In addition, the eBook collection is in direct alignment with several specific portions of the University of West Florida's Strategic Priorities and Measurable Achievements (2008-2012), including:

- Strategic Focus: High Quality Academic Programs  
Access to a vast collection of eBooks relates directly to providing high quality academic programs. These electronic texts will enrich courses and help students develop intellectually and engage in active learning through examination and interpretation of these sources.
  
- Strategic Focus: Academic and Student Support  
Access to digital eBooks would support instructional technology and information resources across disciplines and complies with UWF's academic mission. Students will be able to discover and request titles for the eBook collection through the library catalog and through discipline-specific library research guides.

### **4. Description of benefits provided**

#### **a. Enhancement of Student Access to Technology**

The eBook collection would be accessible anytime to all UWF users, which is especially important to online students and distance learners. Patrons would not have to come to the library to access the resources this program would provide.

#### **b. Enhancement of the Student Experience**

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<sup>4</sup> [http://www.ybp.com/book\\_price\\_update.html](http://www.ybp.com/book_price_update.html)

The contents of the eBook collection will directly support learning by providing material for course papers, projects, and study. The texts can be incorporated into online courses. In addition, the service will empower students with the ability to choose the material that is relevant for their coursework and enable them to assist with collection development of materials for the library.

**c. Assessment**

The Libraries will assess the eBook collection through acquisition and usage statistics provided by the vendor, catalog link analysis, and feedback.

**d. Student Impact**

The eBook collection will benefit multiple programs and departments across campus including **Engineering, Health Sciences, Nursing, Computer Science, Educational Leadership, Mathematics and Public Health**, as well as the other online courses offered by the University of West Florida.<sup>5</sup>

**e. Students with Special Needs**

The eBook collection would be accessible anytime to all UWF users, including students with special needs or disabilities. The material can be downloaded and used on special needs equipment or in a student's own comfortable, physical space.

**f. Enhancement of Training of Students and Faculty in the use of Technology**

The eBook collection is completely digital and the content will be available to all UWF students, faculty and staff anywhere, anytime. Students will be able to discover the collection through the library catalog or research guides. Students may download and print pages or read off-line on most mobile devices, personal computers, or on any library computer. The collection will benefit faculty by providing both resources for faculty research and relevant material for course assignments.

**5. Description of how success/impact will be measured**

The Libraries will measure the success of the eBook Collection through usage data, link analysis, and feedback. The vendor provides monthly usage statistics and the library can also track link usage from the catalog, as well as acquisition statistics of titles purchased via the Patron Driven Acquisition model.

The UWF Library is committed to publicizing this collection. The Libraries will create information material to distribute during various events, such as faculty department meetings and departmental orientations. The Libraries will also feature information on the Libraries' website

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<sup>5</sup> For a list of subjects covered, please see page 10 of the following pdf:  
[http://www.ebscohost.com/uploads/ebooks/pdf/eBooksBrochure\\_06-11.pdf](http://www.ebscohost.com/uploads/ebooks/pdf/eBooksBrochure_06-11.pdf)

and other social media outlets, in addition to working with the Academic Technology Center to promote this new service to distance learners. Furthermore, librarians will instruct students about the Patron Driven Acquisition Program during information literacy and library instruction sessions.

**6. Detailed description of resources required including hardware and software requirements and personnel costs (faculty compensation is not an allowed cost)**

This proposal covers the one-time purchase cost of the eBook collection, in the amount of \$25,000. There is no additional hardware, software, or personnel cost associated with this proposal.

**7. Proposed timeline**

The eBook collection will be ordered as soon as funds are available and patrons request titles. Once the order is placed, the items will be available as soon as the vendor has released the item to the library for use.

**8. Plan for sustainability beyond conclusion of funding from technology fee, if applicable**

The required funds will cover the one-time cost of the products. If the program is successful, the library will allocate a portion of its annual materials budget to continue the program.

**9. Resource matching commitments from other organizations/sources (identify organization and amounts), if applicable**

Not applicable

**10. Individual responsible for reporting and accountability, along with contact information**

**Principal Investigator:**

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