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.

References


Reed, Catherine A. “Expanding the ILL Role.” *Against the Grain* 16, no. 4 (Sept 2004): 44-49.


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

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