

## Goal 2: Change Selection Policy and procedures to reflect statement of purpose

Note: data in reports shown below was pulled as of 4-30-2017

Question: Given the holds issues that we continue to face, do we want to purchase fewer unique titles and focus more on funding additional copies?

How much did we spend on titles vs copies in the last two years?

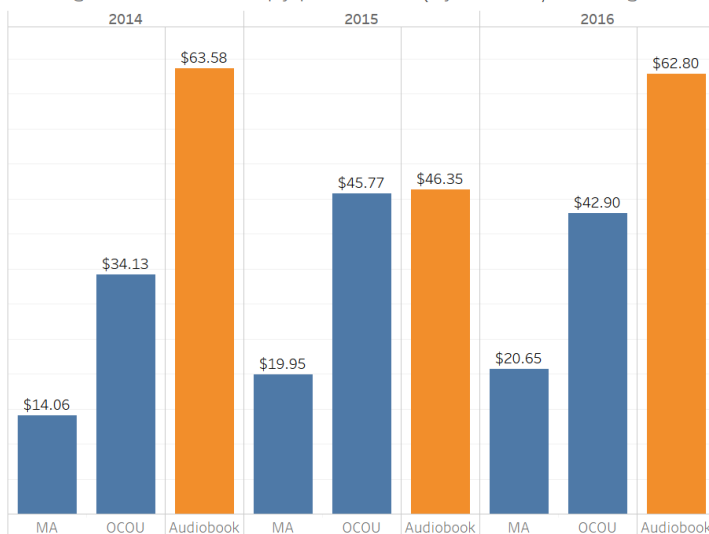
Note: includes all formats

Year	Unique Titles	Avg. First Copy Cost	Total Copies	Total Spent
<b>2014</b>	16,842	\$19.56	47,086	\$1,088,968.80
<b>2015</b>	17,600	\$21.51	36,443	\$1,057,444.40
<b>2016</b>	16,200	\$24.20	32,914	\$1,051,388.76

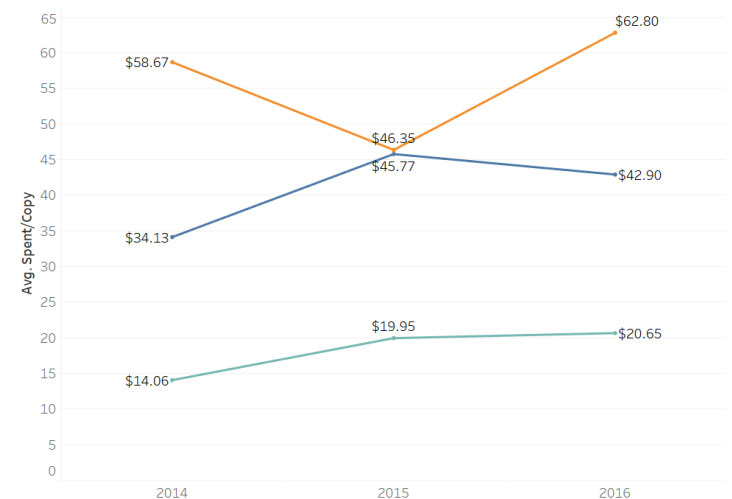
Year	1 copy	2-25 copies	26-75 copies	76-100 copies	>100 copies
<b>2014</b>	9,722 titles	7,158 titles	146 titles	8 titles	19 titles
	\$17.29/copy	\$24.27/copy	\$27.83/copy	\$27.14/copy	\$21.13/copy
<b>2015</b>	12,499 titles	4,980 titles	109 titles	5 titles	7 titles
	\$18.34/copy	\$33.60/copy	\$40.76/copy	\$44.95/copy	\$23.19/copy
<b>2016</b>	11,650 titles	4,467 titles	75 titles	6 titles	2 titles
	\$20.85/copy	\$36.19/copy	\$48.98/copy	\$37.16/copy	\$52.76/copy

As illustrated by the chart below, our average cost for each copy purchased has fluctuated by all formats. However, between 2014 and 2015, there was an \$11.64 increase in the cost of OCOU. While this average cost went down slightly in 2016, there is still a \$8.77 (or approximately a 26%) increase in average cost per OCOU from 2014-2016. For MA, the overall increase is \$6.59, which represents a 47% increase from 2014-2016. Audiobook cost per copy has fluctuated the most, with an overall decrease.

Average cost of each copy purchased (by format / lending model)



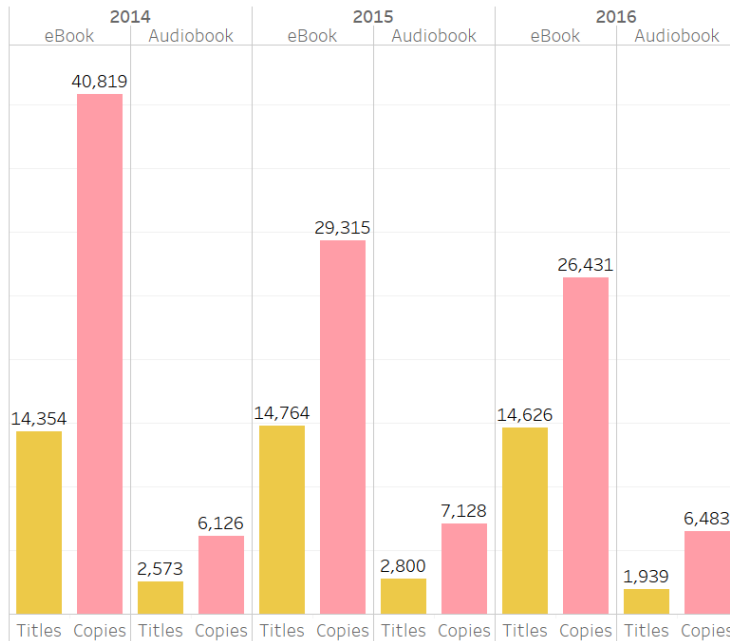
Average cost per copy over time



In the chart below, we see that the number of ebook titles purchased has stayed relatively stable from 2014-2016. However, the number of ebook copies purchased has declined from 40,819 to 26,431, a 35% decrease over the two

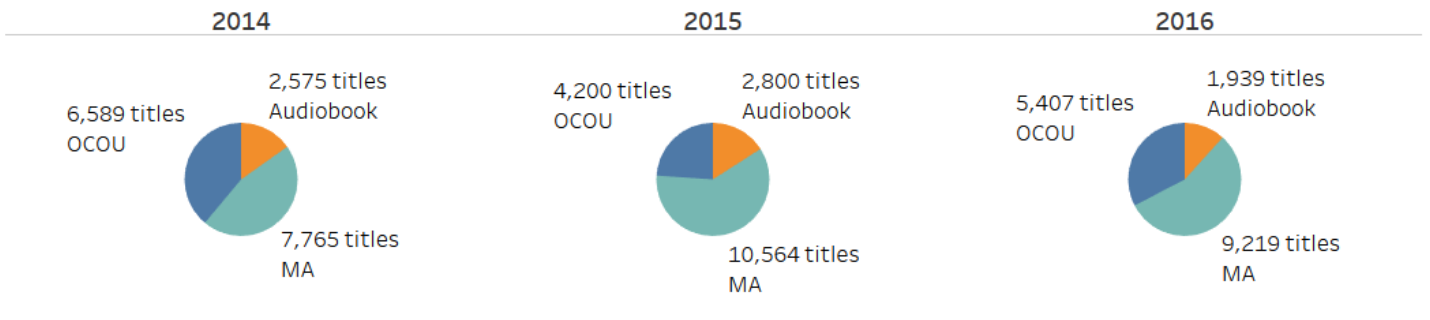
years. Audiobook titles purchased increased in 2015, but then declined from 2,800 to 1,939, a 31% decrease. The number of copies purchased for audiobooks, however, has actually increased from 2014-2016.

Count of purchased titles vs purchased copies (by year)



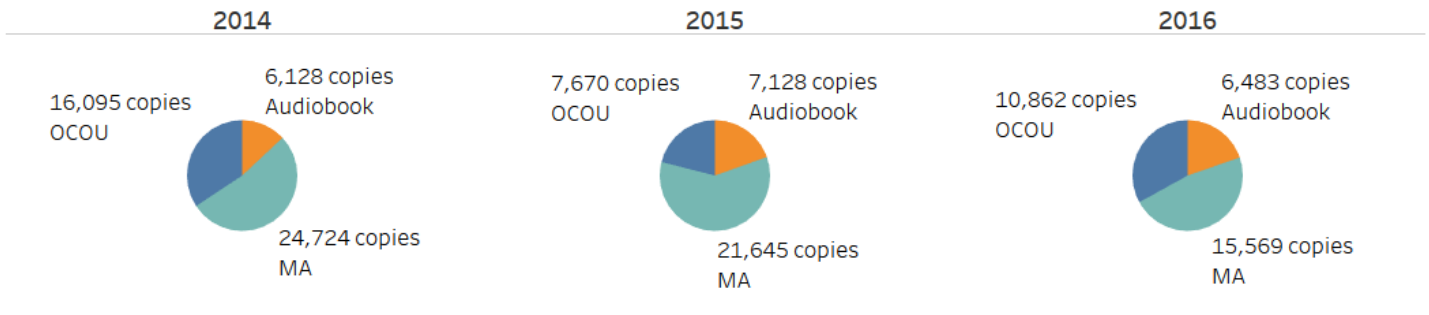
The charts below provide more detail on the different lending models purchased for 2014-2016. The changes in audiobook purchasing are described above. While the overall number of ebook titles remained relatively stable, there was an overall increase in MA and decrease in OCOU. Copies of both types have decreased from 2014-2016. OCOU copies purchased have decreased 33% comparing 2014 and 2016, while metered access copies have decreased 37%.

### Purchased titles by format / lending model



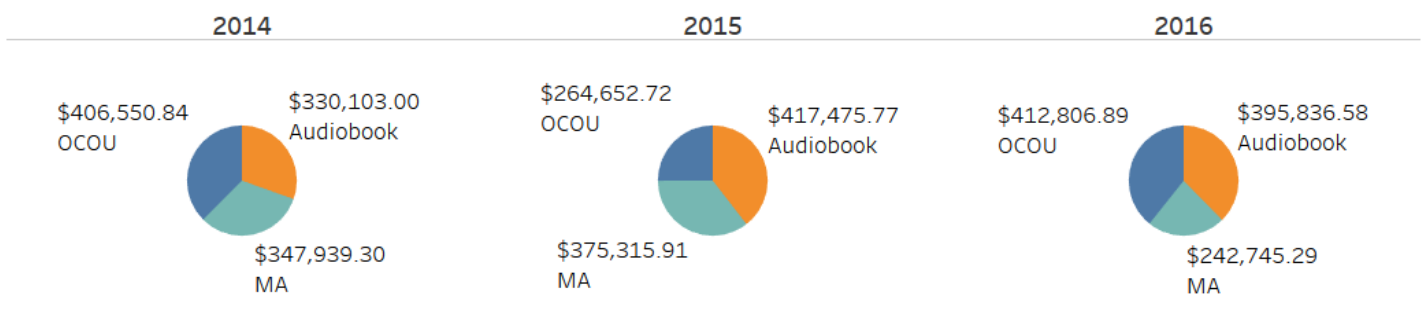
The chart below illustrates the total spent by format and lending model from 2014-2016. While we have a decrease of 33% in OCOU copies purchased, we have had a 2% increase in the amount spent comparing the same years. For MA, we have had a decrease of 37% in copies purchased, along with a 30% decrease in amount spent on that format. For audiobooks, we had an increase of 6% in the number of copies purchased for the same period, with an increase of 20% increase in the amount spent comparing 2014 to 2016.

### Purchased copies by format / lending model



The table and chart below provides the average spent per copy for each format/lending model from 2014-2016. While the average spent per copy of audiobooks has decreased over the three years, the cost per OCOU has risen \$8.77, or 26% from 2014 to 2016 and the cost per MA has risen \$6.59 or 47% in that same time period.

### Total spent by format / lending model



### Titles v Copies - detail of data

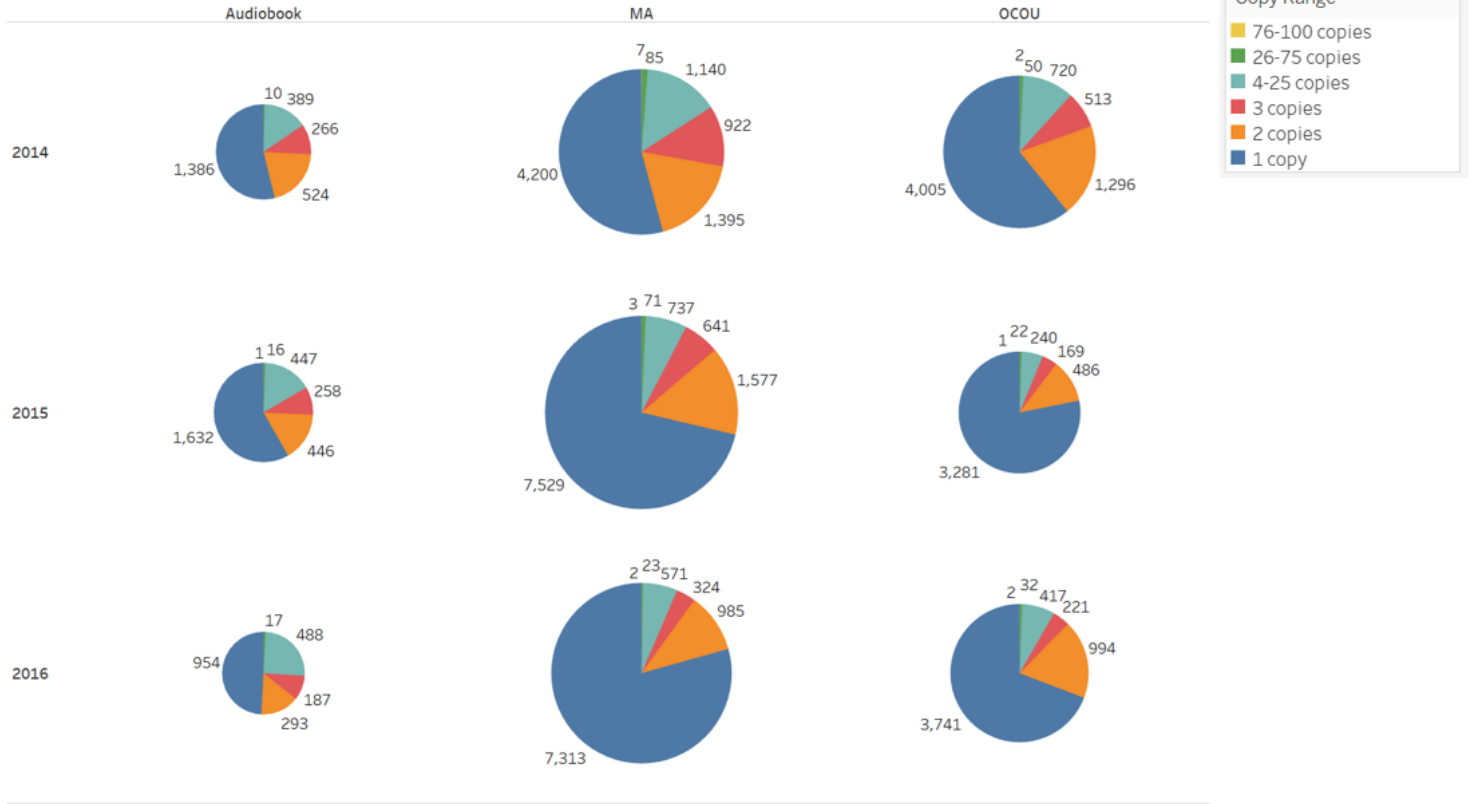
		Titles	Copies	Avg. Spent/Copy	Spent
2014	Audiobook	2,573	6,126	\$63.58	\$330,074.11
	MA	7,765	24,724	\$14.06	\$347,939.30
	OCOU	6,589	16,095	\$34.13	\$406,550.84
	<b>Total</b>	<b>16,927</b>	<b>46,945</b>	<b>\$39.54</b>	<b>\$1,084,564.25</b>
2015	Audiobook	2,800	7,128	\$46.35	\$417,475.77
	MA	10,564	21,645	\$19.95	\$375,315.91
	OCOU	4,200	7,670	\$45.77	\$264,652.72
	<b>Total</b>	<b>17,564</b>	<b>36,443</b>	<b>\$38.48</b>	<b>\$1,057,444.40</b>
2016	Audiobook	1,939	6,483	\$62.80	\$395,836.58
	MA	9,219	15,569	\$20.65	\$242,745.29
	OCOU	5,407	10,862	\$42.90	\$412,806.89
	<b>Total</b>	<b>16,565</b>	<b>32,914</b>	<b>\$40.99</b>	<b>\$1,051,388.76</b>

The following charts and table look at titles purchased by copy range. For details on the numbers, please see the table below.

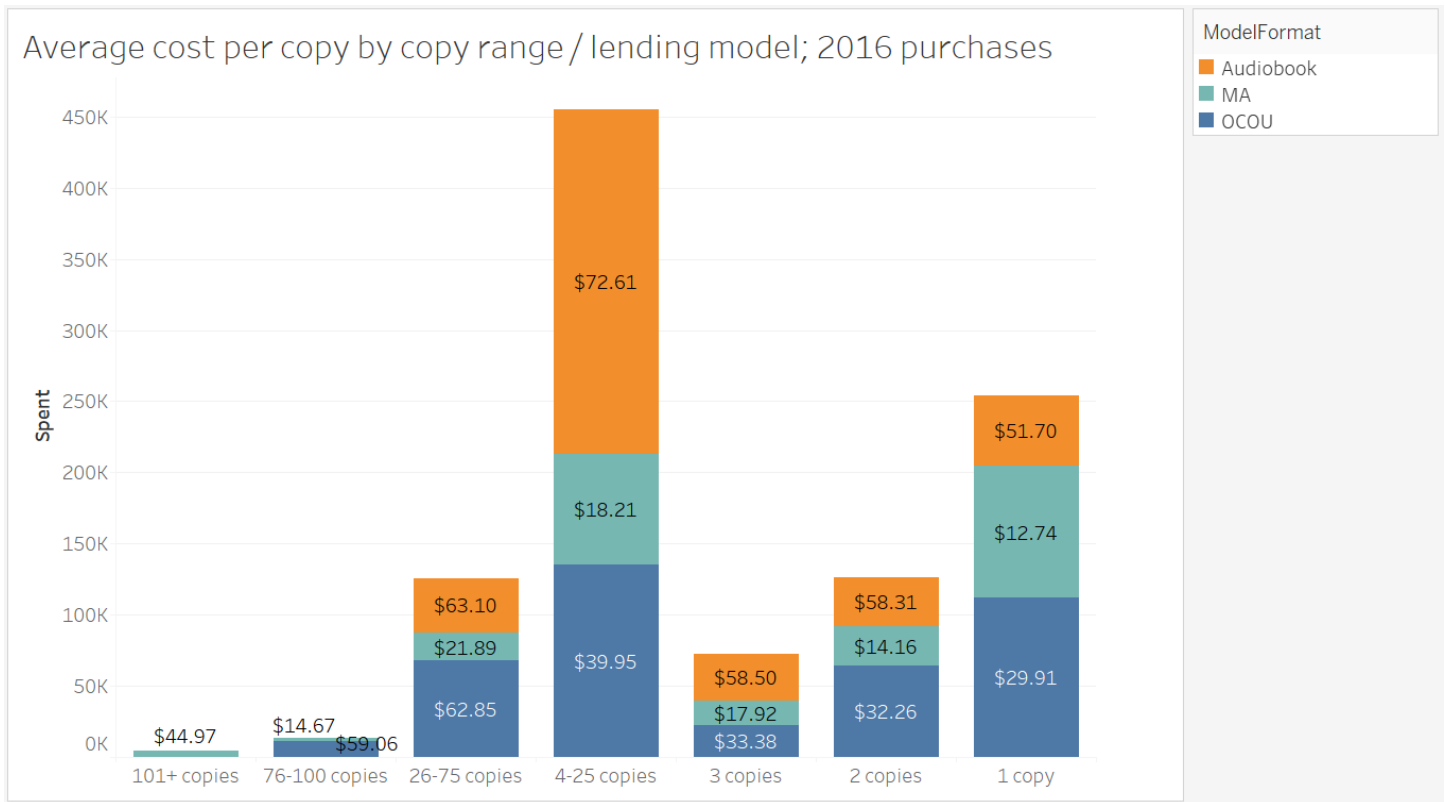
The chart below illustrates the number of titles purchased from 2014-2016 by the number of copies purchased for the title. For all years, the number of titles where WPLC purchases 1 or 2 copies represents more than the majority of titles

purchased. While the percentage of 1-2 copies decreased slightly in audiobooks over the years, it has increased significantly for MA and slightly for OCOU.

Titles by Copy Range/Year



The chart below illustrates both the average cost per copy by copy range for our 2016 purchases, and also the total amount spent by copy range. As you can see, we spent the most for titles with 4-25 copies, with audiobooks making up over ½ of that category. The 1 copy range is the second highest spend. The cost per copy does not seem to differ in a meaningful way between each copy range.



### Copy Range Detail

Copy R..		2014			Year / ModelFormat 2015			2016		
		MA	OCOU	Audiobook	MA	OCOU	Audiobook	MA	OCOU	Audiobook
1 copy	Titles	4,200	4,005	1,384	7,529	3,281	1,632	7,313	3,741	954
	Avg. Spent/Copy	\$10.66	\$15.50	\$39.38	\$13.62	\$18.04	\$27.33	\$12.74	\$29.91	\$51.70
	Spent	\$44,758.13	\$62,072.12	\$57,794.01	\$102,560.48	\$59,177.43	\$65,760.51	\$93,188.76	\$111,904.73	\$49,317.53
2 copies	Titles	1,395	1,296	524	1,577	486	446	985	994	293
	Avg. Spent/Copy	\$12.44	\$17.74	\$70.62	\$16.46	\$25.19	\$37.55	\$14.16	\$32.26	\$58.31
	Spent	\$34,712.96	\$45,978.03	\$53,823.98	\$51,915.01	\$24,485.38	\$46,164.18	\$27,899.62	\$64,136.98	\$34,168.19
3 copies	Titles	922	513	266	641	169	258	324	221	187
	Avg. Spent/Copy	\$12.80	\$20.11	\$70.88	\$17.66	\$28.91	\$37.00	\$17.92	\$33.38	\$58.50
	Spent	\$35,407.71	\$30,945.62	\$43,728.38	\$33,959.01	\$14,655.74	\$46,304.23	\$17,419.58	\$22,132.22	\$32,818.79
4-25 copies	Titles	1,140	720	389	737	240	447	571	417	488
	Avg. Spent/Copy	\$15.03	\$26.48	\$69.06	\$20.53	\$41.97	\$49.14	\$18.21	\$39.95	\$72.61
	Spent	\$128,306.64	\$144,704.79	\$145,786.27	\$103,580.46	\$78,846.37	\$200,931.34	\$77,473.22	\$135,416.47	\$241,856.34
26-75 copies	Titles	85	50	10	71	22	16	23	32	17
	Avg. Spent/Copy	\$16.12	\$41.41	\$72.39	\$20.49	\$73.46	\$75.99	\$21.89	\$62.85	\$63.10
	Spent	\$57,019.61	\$84,937.33	\$28,941.47	\$54,927.31	\$74,469.10	\$51,817.51	\$19,818.77	\$67,824.57	\$37,675.73
76-100 copies	Titles	7	2		3	1	1	2	2	
	Avg. Spent/Copy	\$16.09	\$56.99		\$32.99	\$47.85	\$85.50	\$14.67	\$59.06	
	Spent	\$9,672.03	\$9,993.48		\$8,863.15	\$3,923.70	\$6,498.00	\$2,358.40	\$11,391.92	
101+ copies	Titles	16	3		6	1		1		
	Avg. Spent/Copy	\$15.25	\$60.66		\$17.88	\$85.00		\$44.97		
	Spent	\$38,062.22	\$27,919.47		\$19,510.49	\$9,095.00		\$4,586.94		

Looking at the unique titles we purchased in 2014 and 2015, how many current holds do these titles have? What is the frequency of the amount of holds?

<i>Year Purchased</i>	Unique ISBNs	0 Holds	1-25 Holds	26-75 Holds	76-100 Holds	>100 Holds
<b>2014</b>	11,327	8,832	2,333	134	13	15
<b>2015</b>	10,145	6,423	3,452	236	16	18
<b>2016</b>	4,740	1,877	2,132	566	58	107

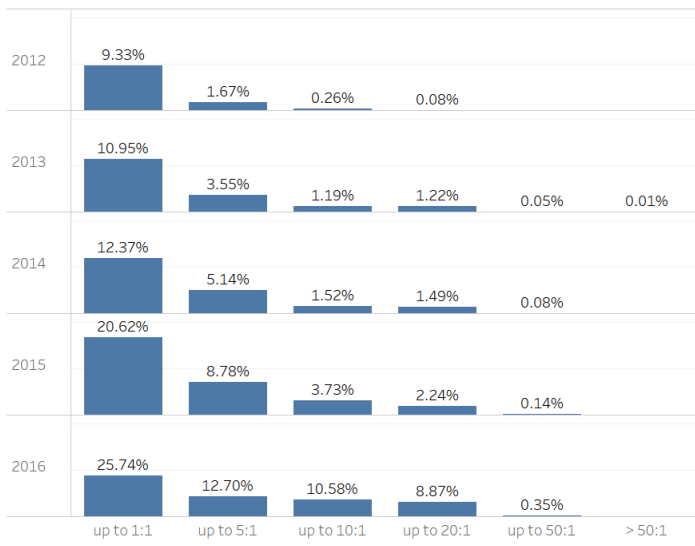
*Notes on 2016:*

- 101-200 Holds: 69 titles
- 201-300 Holds: 20 titles
- 301-400 Holds: 10 titles
- More than 400 Holds: 13 titles
  - The Woman in Cabin 10 – Audiobook (401 holds, 16 active checkouts)
  - Night School: Jack Reacher Series, Book 21 – Audiobook (412 holds, 16 active checkouts)
  - A Gentleman in Moscow – eBook (448 holds, 20 active checkouts)
  - Hillbilly Elegy – Audiobook (479 holds, 15 active checkouts)
  - The Zookeeper’s Wife – eBook (486 holds, 171 active checkouts)
  - The Couple Next Door – eBook (500 holds, 54 active checkouts)
  - Lilac Girls – eBook (559 holds, 72 active checkouts)
  - Hidden Figures – eBook (560 holds, 205 active checkouts)
  - Small Great Things – Audiobook (580 holds, 15 active checkouts)
  - The Whistler – Audiobook (776 holds, 26 active checkouts)
  - Hillbilly Elegy – eBook (820 holds, 200 active checkouts)
  - The Whistler – eBook (1036 holds, 199 active checkouts)
  - Small Great Things – eBook (1217 holds, 197 active checkouts)

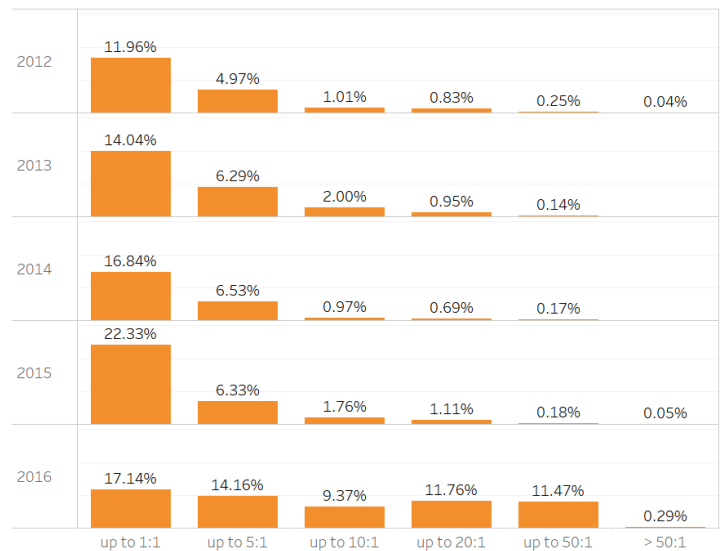
The below charts show only the titles with current holds. The majority of both ebook and audiobook formats are at a 1:1 holds ratio. Those titles for both formats that have been purchased more recently have a higher holds ratio, with audiobooks having even higher ratios for those titles purchased in 2016, most notably the 20:1 at 11.76% and the 50:1 at 11.47%. This shows that recently purchased titles are more popular and more likely to have holds.

Note: the data below for audiobooks was pulled before the purchase of the simultaneous use audiobooks.

Titles with holds, by year added - eBook

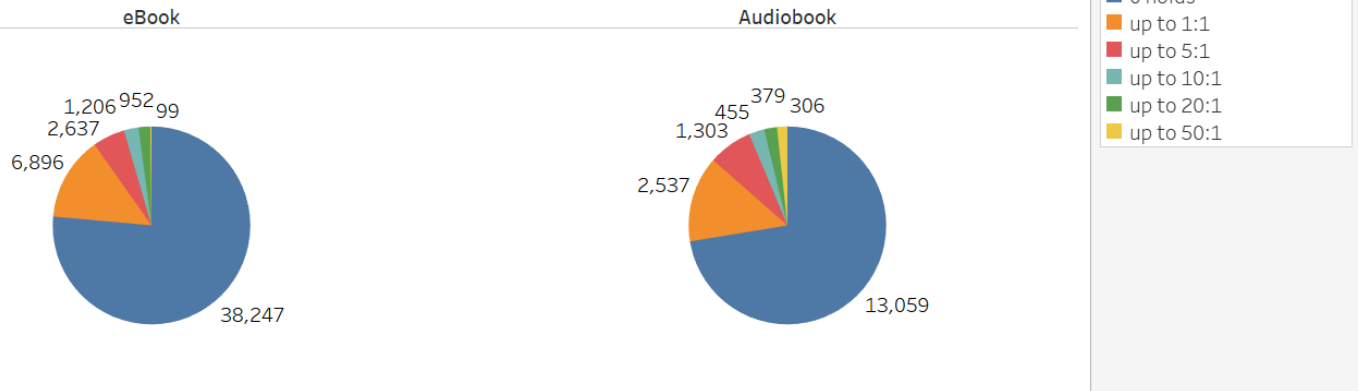


Titles with holds, by year added - Audiobook



The below charts show hold ratios for the full collection. We can see that the majority of titles do not have holds. For both ebook and audiobook formats, the second highest range has a hold ratio of up to 1:1. A relatively small percentage of the total collection has a hold ratio higher than 5:1.

### Holds ratios - full collection by format

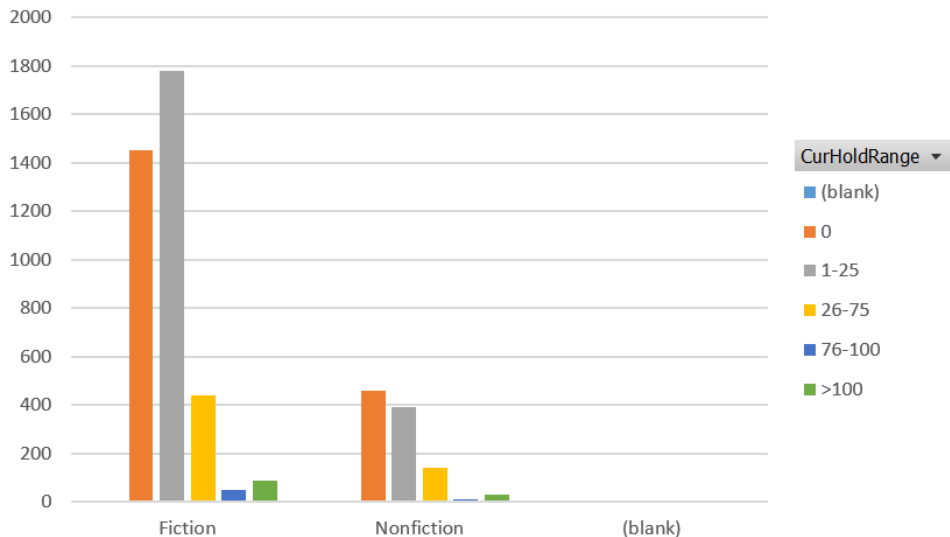


### Current holds by year added to collection - percentage & count of titles

		0 holds	up to 1:1	up to 5:1	up to 10:1	up to 20:1	up to 50:1	> 50:1
Audiobook	2012	80.94%	11.96%	4.97%	1.01%	0.83%	0.25%	0.04%
		2,247	332	138	28	23	7	1
	2013	76.58%	14.04%	6.29%	2.00%	0.95%	0.14%	
		2,181	400	179	57	27	4	
	2014	74.80%	16.84%	6.53%	0.97%	0.69%	0.17%	
		1,306	294	114	17	12	3	
	2015	68.24%	22.33%	6.33%	1.76%	1.11%	0.18%	0.05%
	1,476	483	137	38	24	4	1	
2016	35.80%	17.14%	14.16%	9.37%	11.76%	11.47%	0.29%	
	493	236	195	129	162	158	4	
	<b>Total</b>	<b>70.60%</b>	<b>15.99%</b>	<b>6.99%</b>	<b>2.47%</b>	<b>2.27%</b>	<b>1.61%</b>	<b>0.05%</b>
		<b>7,703</b>	<b>1,745</b>	<b>763</b>	<b>269</b>	<b>248</b>	<b>176</b>	<b>6</b>
eBook	2012	88.67%	9.33%	1.67%	0.26%	0.08%		
		9,248	973	174	27	8		
	2013	83.04%	10.95%	3.55%	1.19%	1.22%	0.05%	0.01%
		8,591	1,133	367	123	126	5	1
	2014	79.39%	12.37%	5.14%	1.52%	1.49%	0.08%	
		7,687	1,198	498	147	144	8	
	2015	64.49%	20.62%	8.78%	3.73%	2.24%	0.14%	
	5,250	1,679	715	304	182	11		
2016	41.77%	25.74%	12.70%	10.58%	8.87%	0.35%		
	1,441	888	438	365	306	12		
	<b>Total</b>	<b>76.62%</b>	<b>13.96%</b>	<b>5.21%</b>	<b>2.30%</b>	<b>1.82%</b>	<b>0.09%</b>	<b>0.00%</b>
		<b>32,217</b>	<b>5,871</b>	<b>2,192</b>	<b>966</b>	<b>766</b>	<b>36</b>	<b>1</b>
<b>Grand Total</b>		<b>75.38%</b>	<b>14.38%</b>	<b>5.58%</b>	<b>2.33%</b>	<b>1.91%</b>	<b>0.40%</b>	<b>0.01%</b>
		<b>39,920</b>	<b>7,616</b>	<b>2,955</b>	<b>1,235</b>	<b>1,014</b>	<b>212</b>	<b>7</b>

Is there any difference in amount of holds by genre?

Note: this is for first purchase date in 2016 only

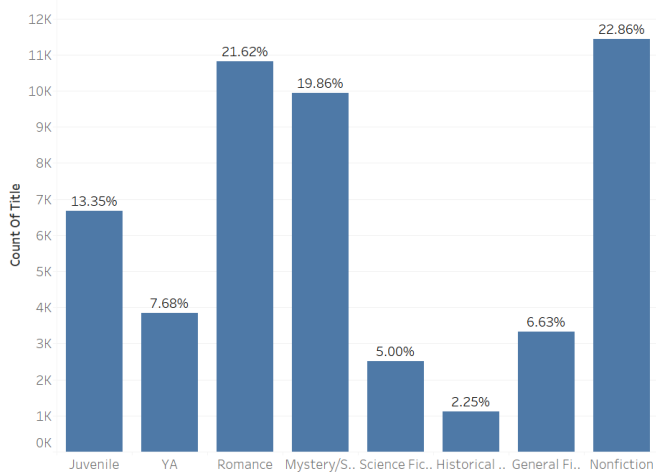


The remaining charts and tables illustrate holds by genre to determine if there is any difference in the amount of holds by genre for the full collection

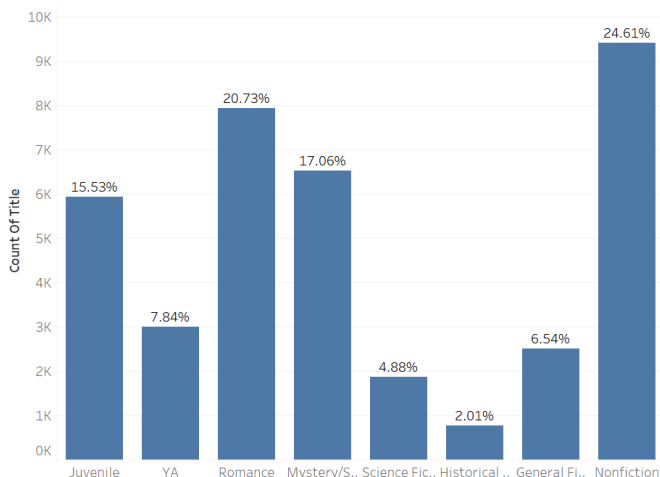
### eBooks

The two charts below illustrate the percentages of titles owned by genre and the titles with no holds by genre for ebooks. There does not seem to be a particular genre that represents more or less of titles with no holds than the percentage of titles in the collection. In other words, there does not seem to be a genre that is underperforming or overperforming much compared to the number of titles purchased. The percentages represent the percentage of the total collection in the chart on the left and the total number of holds in the chart on the right.

Titles owned, by genre



Titles with no holds, by genre



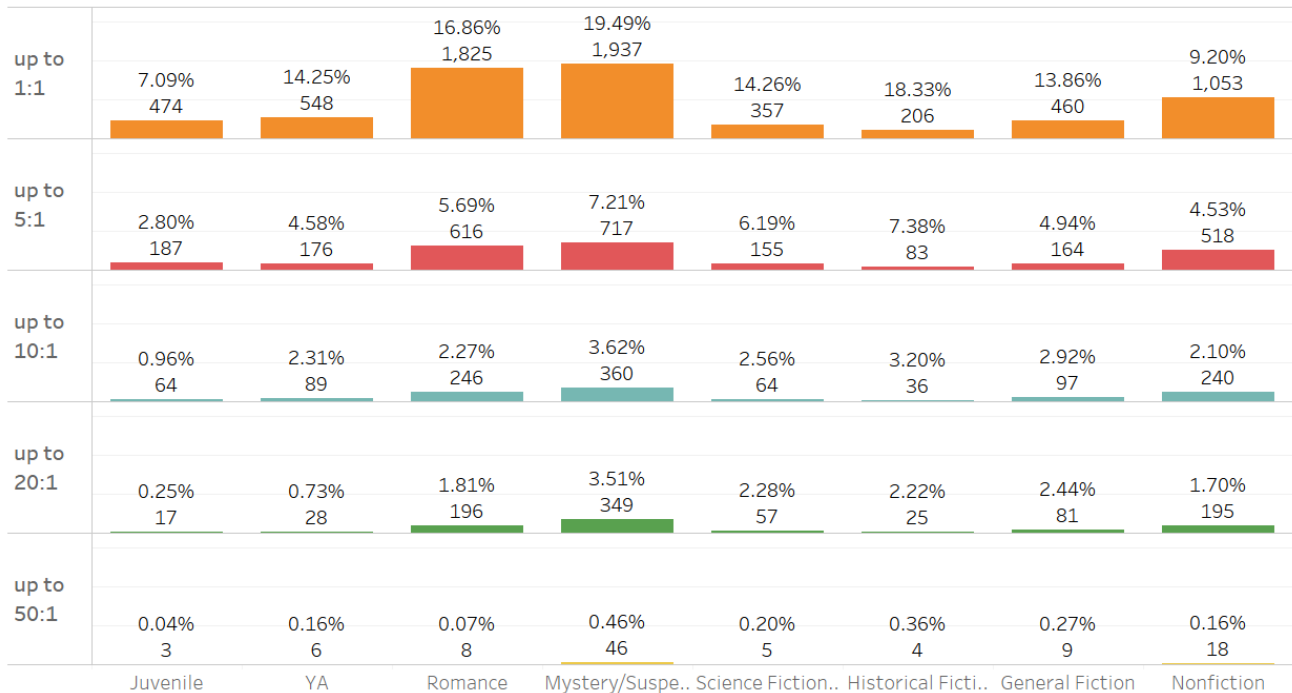


## Hold by genre detail - eBook

	0 holds	up to 1:1	up to 5:1	up to 10:1	up to 20:1	up to 50:1	> 50:1	Grand Total
Juvenile	15.53%	6.87%	7.09%	5.31%	1.79%	3.03%		13.35%
	5,938	474	187	64	17	3		6,683
YA	7.84%	7.95%	6.67%	7.38%	2.94%	6.06%	4.35%	7.68%
	2,997	548	176	89	28	6	1	3,845
Romance	20.73%	26.46%	23.36%	20.40%	20.59%	8.08%	13.04%	21.62%
	7,929	1,825	616	246	196	8	3	10,823
Mystery/Suspen..	17.06%	28.09%	27.19%	29.85%	36.66%	46.46%	30.43%	19.86%
	6,524	1,937	717	360	349	46	7	9,940
Science Fiction/Fantasy	4.88%	5.18%	5.88%	5.31%	5.99%	5.05%		5.00%
	1,866	357	155	64	57	5		2,504
Historical Fiction	2.01%	2.99%	3.15%	2.99%	2.63%	4.04%	4.35%	2.25%
	769	206	83	36	25	4	1	1,124
General Fiction	6.54%	6.67%	6.22%	8.04%	8.51%	9.09%	17.39%	6.63%
	2,503	460	164	97	81	9	4	3,318
Classics	0.57%	0.42%	0.61%	0.75%	0.42%		4.35%	0.55%
	217	29	16	9	4		1	276
Drama	0.09%	0.03%	0.08%					0.08%
	34	2	2					38
Poetry	0.15%	0.07%	0.11%	0.08%				0.13%
	58	5	3	1				67
Nonfiction	24.61%	15.27%	19.64%	19.90%	20.48%	18.18%	26.09%	22.86%
	9,412	1,053	518	240	195	18	6	11,442

Of the titles with holds, Romance, Nonfiction, and Mystery/Suspense titles have the most holds.

### Hold Ratio range, by genre



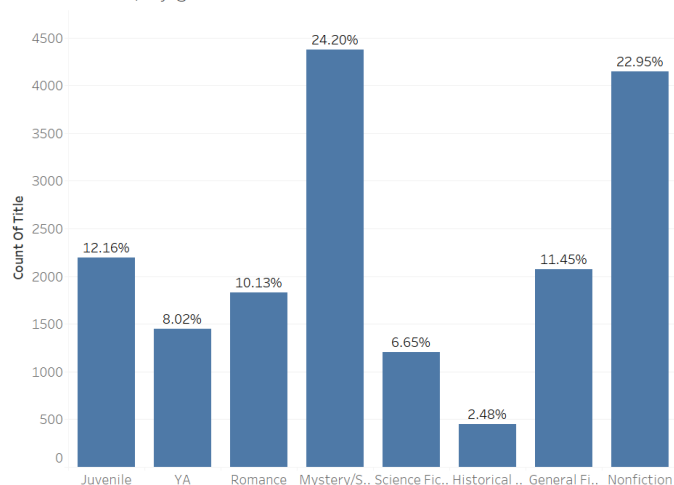
## Hold Ratio range, by genre (eBook)

	Juvenile	YA	Romance	Mystery/Suspe..	Science Fiction..	Historical Ficti..	General Fiction	Nonfiction
<b>0 holds</b>	88.85%	77.95%	73.26%	65.63%	74.52%	68.42%	75.44%	82.26%
	5,938 titles	2,997 titles	7,929 titles	6,524 titles	1,866 titles	769 titles	2,503 titles	9,412 titles
<b>up to 1:1</b>	7.09%	14.25%	16.86%	19.49%	14.26%	18.33%	13.86%	9.20%
	474 titles	548 titles	1,825 titles	1,937 titles	357 titles	206 titles	460 titles	1,053 titles
<b>up to 5:1</b>	2.80%	4.58%	5.69%	7.21%	6.19%	7.38%	4.94%	4.53%
	187 titles	176 titles	616 titles	717 titles	155 titles	83 titles	164 titles	518 titles
<b>up to 10:1</b>	0.96%	2.31%	2.27%	3.62%	2.56%	3.20%	2.92%	2.10%
	64 titles	89 titles	246 titles	360 titles	64 titles	36 titles	97 titles	240 titles
<b>up to 20:1</b>	0.25%	0.73%	1.81%	3.51%	2.28%	2.22%	2.44%	1.70%
	17 titles	28 titles	196 titles	349 titles	57 titles	25 titles	81 titles	195 titles
<b>up to 50:1</b>	0.04%	0.16%	0.07%	0.46%	0.20%	0.36%	0.27%	0.16%
	3 titles	6 titles	8 titles	46 titles	5 titles	4 titles	9 titles	18 titles
<b>&gt; 50:1</b>		0.03%	0.03%	0.07%	0.09%	0.12%	0.05%	0.05%
		1 titles	3 titles	7 titles	1 titles	4 titles	6 titles	6 titles

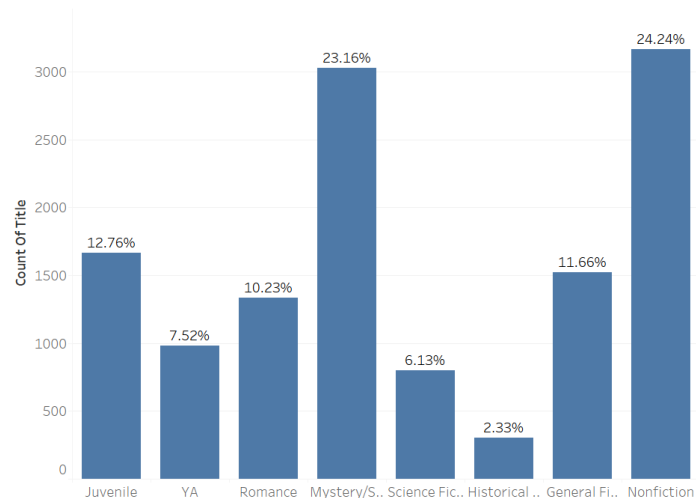
## Audiobook

Similar to the charts above for ebooks, the two charts below illustrate the percentages of titles owned by genre and the titles with no holds by genre. As with ebooks, there does not seem to be a particular genre that represents more or less of titles with no holds than the percentage of titles in the collection.

Titles owned, by genre



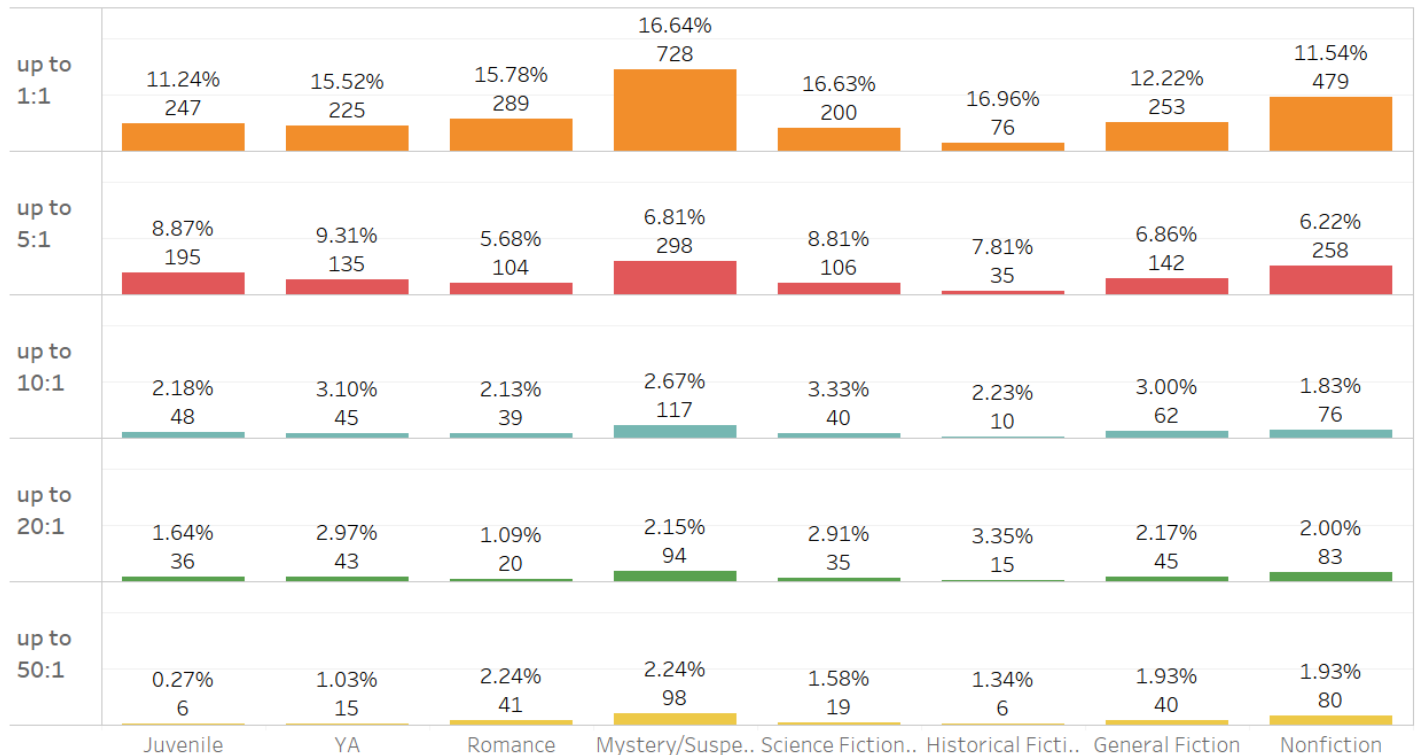
Titles with no holds, by genre



## Holdings by genre detail - Audiobook

	0 holds	up to 1:1	up to 5:1	up to 10:1	up to 20:1	up to 50:1	> 50:1	Grand Total
Juvenile	12.76%	9.74%	14.97%	10.55%	9.50%	1.96%		12.16%
	1,666	247	195	48	36	6		2,198
YA	7.52%	8.87%	10.36%	9.89%	11.35%	4.90%	11.90%	8.02%
	982	225	135	45	43	15	5	1,450
Romance	10.23%	11.39%	7.98%	8.57%	5.28%	13.40%	7.14%	10.13%
	1,336	289	104	39	20	41	3	1,832
Mystery/Suspen..	23.16%	28.70%	22.87%	25.71%	24.80%	32.03%	38.10%	24.20%
	3,025	728	298	117	94	98	16	4,376
Science Fiction/Fantasy	6.13%	7.88%	8.14%	8.79%	9.23%	6.21%	7.14%	6.65%
	800	200	106	40	35	19	3	1,203
Historical Fiction	2.33%	3.00%	2.69%	2.20%	3.96%	1.96%	4.76%	2.48%
	304	76	35	10	15	6	2	448
General Fiction	11.66%	9.97%	10.90%	13.63%	11.87%	13.07%	11.90%	11.45%
	1,523	253	142	62	45	40	5	2,070
Classics	0.95%	1.02%	1.84%	3.08%	1.58%	0.33%		1.08%
	124	26	24	14	6	1		195
Drama	0.70%	0.43%	0.46%	0.22%	0.53%			0.62%
	92	11	6	1	2			112
Poetry	0.32%	0.12%		0.66%				0.27%
	42	3		3				48
Nonfiction	24.24%	18.88%	19.80%	16.70%	21.90%	26.14%	19.05%	22.95%
	3,165	479	258	76	83	80	8	4,149

## Holdings Ratio range, by genre



## Hold Ratio range, by genre (Audiobook)

	Juvenile	YA	Romance	Mystery/Suspe..	Science Fiction..	Historical Ficti..	General Fiction	Nonfiction
<b>0 holds</b>	88.85%	77.95%	73.26%	65.63%	74.52%	68.42%	75.44%	82.26%
	5,938 titles	2,997 titles	7,929 titles	6,524 titles	1,866 titles	769 titles	2,503 titles	9,412 titles
<b>up to 1:1</b>	7.09%	14.25%	16.86%	19.49%	14.26%	18.33%	13.86%	9.20%
	474 titles	548 titles	1,825 titles	1,937 titles	357 titles	206 titles	460 titles	1,053 titles
<b>up to 5:1</b>	2.80%	4.58%	5.69%	7.21%	6.19%	7.38%	4.94%	4.53%
	187 titles	176 titles	616 titles	717 titles	155 titles	83 titles	164 titles	518 titles
<b>up to 10:1</b>	0.96%	2.31%	2.27%	3.62%	2.56%	3.20%	2.92%	2.10%
	64 titles	89 titles	246 titles	360 titles	64 titles	36 titles	97 titles	240 titles
<b>up to 20:1</b>	0.25%	0.73%	1.81%	3.51%	2.28%	2.22%	2.44%	1.70%
	17 titles	28 titles	196 titles	349 titles	57 titles	25 titles	81 titles	195 titles
<b>up to 50:1</b>	0.04%	0.16%	0.07%	0.46%	0.20%	0.36%	0.27%	0.16%
	3 titles	6 titles	8 titles	46 titles	5 titles	4 titles	9 titles	18 titles
<b>&gt; 50:1</b>		0.03%	0.03%	0.07%		0.09%	0.12%	0.05%
		1 titles	3 titles	7 titles		1 titles	4 titles	6 titles

If we remove the lowest circulating titles purchased in 2016, how much money would be saved?

- Removing lowest 5% of checkouts would eliminate 764 titles with 22 or fewer checkouts and save \$16,719.23
- Removing lowest 10% of checkouts would eliminate 1,490 titles with 28 or fewer checkouts and save \$34,383.38

Do we need to change the policies or procedures for Request To Library to help with holds and to reflect the decision above? Should there be more patron-driven selection for titles?

- RTL from 2014 and 2015: number of circulations and number of holds

Year	RTL Titles	RTL Copies	Sum All Checkouts	Current Active Holds
<b>2015</b>	1,748	2,858	287,890	11,249
			164.7 checkouts/RTL title	6.44 holds/RTL title
			139.84 checkouts/title overall	3.1 checkouts/title overall
<b>2016</b>	729	1,786	85,733	13,930
			117.6 checkouts/RTL title	19.12 holds/RTL title
			108.19 checkouts/title overall	15.02 holds/title overall

Should we be thinking about popular titles in different tiers and purchase differently?

For example, might we focus funds on popular titles (at one or both levels) rather than “super sellers” to provide better holds ratios on more titles and worry less about meeting demand on titles where we never will?

### Hold Purchasing Scenarios

Here is the breakdown of the consortium budget from Jan 2016 to Dec 2016.

50% spent on holds

28% spent on new titles

16% on metered content

5% on RTL

We have created scenarios for the most commonly purchased titles with holds. Data is as of April 2017.

#### 1) *Gone Girl Phenomenon*

A best-seller that has a long demand arch, often, over several years. The title’s popularity is often extended by a movie or mini-series tie-in. This super-seller is often a one copy/one user title and is priced between \$40 to \$75. This super-seller is priced at \$75 and up for ebook and \$95 + for audio. This title is nearly impossible to meet demand in either audio or ebook.

Current Cost: \$45 Copies owned: 306 + 69 Adv copies

\$11400 spent 29920 checkouts Cost per circ .38

Date added: July 2012

### *2) Metered Use Best Seller: HillyBilly Elegy*

A best-seller that has cross-over appeal with many audiences. Often non-fiction, the title may gain notice in academic circles and through related news articles, book discussion groups and word of mouth gains popularity steadily and more quietly than a blockbuster. This title is metered by checkout or time and is often priced between \$20-\$30 for the ebook and \$50 for the audiobook. This title could be purchased to meet a predetermined holds ratio (ebook) and then allow the copies to expire as demand wanes.

Current Cost: \$26.99 Copies owned: 185 + 33 Adv copies

\$6477.60 spent 1288 checkouts 828 holds Cost per circ \$5.03 when all holds are filled cost per circ will be \$3.07

### *3) YA Crossover Hit: Fault in our Stars*

The YA Crossover is seen with increasing frequency on best-seller lists. The title has massive appeal for adult readers as well as tween and young adult readers. Readers will often discover other titles by the author, leading to increased demand for the entire body of the author's work. In addition, this title often has movie rights optioned which leads to multiple versions of it being published. The title is either metered or one copy/one user and is priced between \$30-\$50 for ebook and \$50 for the audiobook.

Current cost: \$38.97 4 copies + 16 adv copies (switched from metered to OC/OU)

\$4561.11 spent 8621 checkouts, 57 holds cost per circ .53

### *4) Pricey Book Club Fav: Lilac Girls*

This title is favorite with book clubs and is often a breakout title for the author. They are almost always a one copy/one user model and the ebook is \$50+ The audio are \$95. Heavy marketing to libraries and word-of-mouth ensure this title will be in high demand for 6 months and then remain a solid addition to a collection in the future.

Current cost: \$51.00 75 copies +20 adv copies

\$4147 spent 665 checkouts, 559 holds cost per circ \$6.24 with holds filled \$3.39

### *5) The Nora Roberts/James Patterson Phenomenon*

These titles are bestsellers before they are released. The authors popularity guarantees these will be in very high demand. The titles are often one copy /one user and are published every 3-6 months. We are highly unlikely to meet demand for these titles in ebook or audio.

Dark Witch

Current Cost: \$23.97 6 copies + 1 Adv (switched from metered to OC/OU)

\$6071.55 spent 8534 checkouts, 56 holds cost per circ \$.71

### *6) The Circle and Behold the Dreamers*

There is a large amount of titles in the WPLC collection with 10 to 20 holds per copy. These titles are often newly published and are not super sellers. The wait times for these titles is often 6 months or more and there is currently not an effective way to identify these titles through a holds report.

As of Aug 2017 there are 952 titles that have a wait time of 30-60 weeks that are not being flagged by a holds manager cart.

### 7) Titles under \$20 with a 10:1 holds to copy ratio

These titles are priced under \$20 and have a list that automatically runs once a month at a 10:1 holds ratio. Most of these titles are adult genre fiction or children's fiction/nonfiction.

#### Questions to consider:

- 1) In looking at the scenarios above, what options do we have for purchasing, i.e. where does it make sense to invest the consortium collection money to make the most impact?
- 2) What would be the ideal purchasing model for each scenario? The WPLC has some additional purchase options to consider in the coming year; demand-driven access, Lucky Day collection copies etc.
- 3) Does it make sense to consider other options than more money for copies to help mitigate wait times, i.e. reducing checkout times from 21 to 14 or 7 days on titles above a certain holds/copy threshold?

#### Recommendations for Purchasing - DRAFT

- 1) Focus on titles with 1 to 2 copies and 10 to 20 holds with the purpose of reducing wait times in excess of 6 months to 12 weeks or less.
- 2) Reduce checkout periods from 21 days to 14 days for anything with more than 10: 1 ratio.
- 3) Interest in audio is increasing. Audio holds are significant. Allocate money to Always Available Audio plans wherever possible and consider demand driven acquisition model for audio as well as increasing audio spending by 25%. Currently audio spending makes up 50% of holds expenditures.
- 3) RTL titles circulate well. Consider asking Advantage accounts to purchase RTL titles and then share them with consortium.

### 2016 Spend

Budget..	Format	
	Audiobook	eBook
Holds	64.37%	39.99%
	\$254,721.20	\$251,705.69
Metered	0.42%	27.49%
	\$1,661.19	\$173,000.69
New	30.03%	28.28%
	\$118,851.21	\$177,975.31
RTL	5.18%	4.25%
	\$20,498.05	\$26,733.34

## What is the best purchase model for bestsellers? One Copy One User or Metered Access?

A list of the 50 titles with the most holds, along with their cost per copy for metered and OCOU and total the spend we've made per title.

Top 100 Holds Cost Per Circ							
Title	Active holds	Units Purchased	Total Spent	All checkouts	CostPerCirc	Price Model (all titles offered in only one price model)	PriceUSD
Small Great Things: A Novel	1217	200	\$13,000.00	2090	\$6.22	One copy, one user	65.00
The Whistler: A Novel	1036	200	\$13,000.00	2770	\$4.69	One copy, one user	65.00
Hillbilly Elegy: A Memoir of a Family and Culture in Crisis	820	239	\$6,450.61	1288	\$5.01	Metered access, 26 circulations	26.99
The Handmaid's Tale	796	98	\$1,484.70	1780	\$0.83	One copy, one user	14.99
Hidden Figures: The American Dream and the Untold Story of the Black Women Mathematicians Who Helped Win the Space Race	560	248	\$3,741.52	1202	\$3.11	Metered access, 26 circulations	14.99
Lilac Girls: A Novel	559	75	\$4,147.00	665	\$6.24	One copy, one user	51.00
The Fix	553	53	\$4,611.00	84	\$54.89	One copy, one user	87.00
Golden Prey: A Prey Novel Series, Book 27	503	27	\$1,755.00	33	\$53.18	One copy, one user	65.00
The Couple Next Door: A Novel	500	54	\$3,510.00	567	\$6.19	One copy, one user	65.00
The Zookeeper's Wife: A War Story	486	177	\$7,080.00	327	\$21.65	Metered access, 52 circulations or 24 month term	40.00
A Gentleman in Moscow: A Novel	448	23	\$1,495.00	209	\$7.15	One copy, one user	65.00
A Man Called Ove: A Novel	437	223	\$3,556.77	3892	\$0.91	Metered access, 12 month term	15.99
Big Little Lies	411	337	\$8,340.14	6409	\$1.30	One copy, one user	29.97
Today Will Be Different	391	57	\$4,617.00	504	\$9.16	One copy, one user	81.00
What Alice Forgot	389	133	\$2,879.87	4649	\$0.62	One copy, one user	48.00
A Dog's Purpose: A Dog's Purpose Series, Book 1	385	24	\$960.00	348	\$2.76	Metered access, 52 circulations or 24 month term	40.00
Thirteen Reasons Why	381	102	\$3,147.20	2126	\$1.48	One copy, one user	32.97
The Shack	378	200	\$13,779.72	2683	\$5.14	One copy, one user	75.00
The Wrong Side of Goodbye: Harry Bosch Series, Book 21	377	28	\$2,436.00	459	\$5.31	One copy, one user	87.00
The Trespasser: Dublin Murder Squad Series, Book 6	359	23	\$1,495.00	314	\$4.76	One copy, one user	65.00

**Top 100 Holds Cost Per Circ**

Title	Active holds	Units Purchased	Total Spent	All checkouts	CostPerCirc	Price Model (all titles offered in only one price model)	PriceUSD
Talking as Fast as I Can: From Gilmore Girls to Gilmore Girls (and Everything in Between)	347	21	\$1,365.00	213	\$6.41	One copy, one user	65.00
The Nest	341	55	\$1,259.45	1278	\$0.99	Metered access, 26 circulations	15.99
The Magnolia Story (with Bonus Content)	334	22	\$527.78	250	\$2.11	Metered access, 26 circulations	23.99
No Man's Land	333	18	\$1,566.00	224	\$6.99	One copy, one user	87.00
After You: A Novel	325	70	\$1,740.97	2925	\$0.60	One copy, one user	29.97
Cross the Line: Alex Cross Series, Book 24	322	17	\$1,479.00	178	\$8.31	One copy, one user	87.00
When Breath Becomes Air	319	24	\$1,560.00	1312	\$1.19	One copy, one user	65.00
Stars of Fortune: Guardians Trilogy, Book 1	316	37	\$922.80	1300	\$0.71	One copy, one user	51.00
Sting	309	21	\$1,638.00	606	\$2.70	One copy, one user	78.00
The Black Book	307	16	\$1,344.00	50	\$26.88	One copy, one user	84.00
Alexander Hamilton	293	25	\$1,135.94	820	\$1.39	One copy, one user	60.00
My Not So Perfect Life: A Novel	289	15	\$975.00	93	\$10.48	One copy, one user	65.00
The Underground Railroad (Oprah's Book Club): A Novel	284	200	\$13,000.00	1527	\$8.51	One copy, one user	65.00
Evicted: Poverty and Profit in the American City	280	40	\$1,295.00	1275	\$1.02	One copy, one user	51.00
One Perfect Lie	278	15	\$900.00	14	\$64.29	Metered access, 52 circulations or 24 month term	60.00
Behind Closed Doors	277	87	\$5,220.00	807	\$6.47	Metered access, 52 circulations or 24 month term	60.00
The Orphan's Tale: A Novel	277	31	\$446.09	96	\$4.65	Metered access, 26 circulations	14.39
All by Myself, Alone: A Novel	274	28	\$531.72	54	\$9.85	Metered access, 12 month term	18.99
Any Day Now--A Novel: Sullivan's Crossing Series, Book 2	269	14	\$325.66	15	\$21.71	Metered access, 26 circulations	24.29
Dark Matter: A Novel	267	15	\$975.00	352	\$2.77	One copy, one user	48.00
The Girl with the Lower Back Tattoo	267	36	\$744.64	924	\$0.81	Metered access, 12 month term	20.99
The Husband's Secret	265	223	\$4,364.96	7190	\$0.61	One copy, one user	48.00



**Top 100 Holds Cost Per Circ**

Title	Active holds	Units Purchased	Total Spent	All checkouts	CostPerCirc	Price Model (all titles offered in only one price model)	PriceUSD
The Girl Before: A Novel	265	14	\$910.00	108	\$8.43	One copy, one user	65.00
Born a Crime: Stories from a South African Childhood	259	14	\$910.00	89	\$10.22	One copy, one user	65.00
The Mistress: A Novel	256	14	\$910.00	126	\$7.22	One copy, one user	65.00
The Curated Closet: A Simple System for Discovering Your Personal Style and Building Your Dream Wardrobe	253	16	\$1,040.00	78	\$13.33	One copy, one user	65.00
My Grandmother Asked Me to Tell You She's Sorry: A Novel	252	39	\$631.61	1259	\$0.50	Metered access, 12 month term	15.99
All the Light We Cannot See: A Novel	249	393	\$6,261.07	11451	\$0.55	Metered access, 12 month term	18.99
Island of Glass: Guardians Trilogy, Book 3	243	15	\$765.00	280	\$2.73	One copy, one user	51.00
The Circle	240	14	\$950.30	1401	\$0.68	One copy, one user	48.00