HOW TO BUILD AN EBOOK COLLECTION YOUR RESEARCHERS WILL KEEP COMING BACK TO!

1 Define your collection development strategy

Buying individual titles gives you control and flexibility to meet the changing needs of your researchers, but long term it's more expensive. eBook collections can be a cost-effective solution.

Don't forget to factor in the volume of archive material for longer term ROI.

2 Evaluate business models

Keep the following in mind:
- Concurrent users
- MARC records
- Continuous Access models.
- Digital Preservation
- Publication Quality

3 Pool resources to reduce costs

- Ask your publisher for flexible invoicing options to allow for cross-departmental funding.
- Keep a consolidated, cross-departmental list of titles purchased to avoid wasted resource.
- Check planned spend closely reflects the institution's overall content strategy.

8 Review and renew

Evaluate:
- Usage of titles in new collection
- How researchers are accessing and reading content in the collection
- Whether users are accessing content on or off campus.
- How frequently users are printing or ordering print versions of the text.

Check that your usage data and investment align with your overall content strategy.

4 Review acquisitions policy

Work closely with Liaison Librarians to understand user behaviors and needs:
- Assess costs and make investment decisions
- Define the user profile for any planned eBook collection acquisition.
- Estimate the number of concurrent content users
- Analyse search behaviors and printing requirements.

7 Digital preservation

Ask your vendor what partnerships they have in place to ensure that content remains accessible regardless of technology issues.
- CLOCKSS
- Portico
- Analyse search behaviors and printing requirements.

6 Promote, promote, and promote again

72% 72%* of librarians cite 'promoting greater content usage amongst faculty' as their single biggest focus. To boost these efforts:

- Ask for all available print and online promotional tools from your publisher
- Use email, intranets, social media and departmental forums
- Regularly repeat this activity throughout the year.

5 Integrate collections and boost discovery

- Enable link resolvers
- Link to subject collections via online research and LibGuides
- Advance discovery with a Metadata Downloader

springernature.com/ebooks