



CRRL Collection Strategy and Format Decisions

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At the beginning of each fiscal year when the Collection Services budget is updated, we allocate amounts to all budget categories based on:

- last year's allocation & spending
- current usage
- projected demand
- any additional factors that affect purchasing such as special projects.

Collection Services selectors use those amounts to guide the number of items that can be purchased throughout the year.



FY2022 Budget Allocations

| CENTRAL RAPPAHANNOCK REGIONAL LIBRARY | | | | |
|---------------------------------------|-----------------------|----------------------|--|---------------|
| Category | Amount budgeted | Percentage of budget | NOTES | |
| Adult print books | \$225,999.00 | 19.59% | <i>Includes rentals and Interlibrary Loan subscription</i> | |
| Juvenile print books | \$208,006.00 | 18.03% | | |
| Teen print books | \$33,736.00 | 2.92% | <i>Subsidized by Sustainable Shelves program</i> | |
| Periodicals for Adults | \$14,418.00 | 1.25% | | |
| Periodicals for YS | \$1,544.00 | 0.13% | | |
| Standing Orders | \$405.00 | 0.04% | | |
| Reference | \$1.00 | 0.00% | | |
| Video/DVD for Adults | \$13,269.00 | 1.15% | | |
| Video/DVD for YS | \$4,376.00 | 0.38% | | |
| Virginiana | \$842.00 | 0.07% | | |
| Paperbacks for Adults | \$2,186.00 | 0.19% | | |
| Music | \$195.00 | 0.02% | | |
| Audiobooks on CD for Adults | \$6,183.00 | 0.54% | | |
| Large Print for Adults | \$8,394.00 | 0.73% | | |
| Library of Things for Adults | \$5,071.00 | 0.44% | | |
| Library of Things for YS | \$135.00 | 0.01% | Physical materials: | 45.49% |
| Databases | \$119,559.00 | 10.36% | | |
| Ebooks for Adults | \$192,248.00 | 16.66% | | |
| Ebooks for YS | \$44,295.00 | 3.84% | | |
| eAudio for Adults | \$178,272.00 | 15.45% | | |
| eAudio for YS | \$54,864.00 | 4.76% | | |
| E-Magazine | \$4,258.00 | 0.37% | | |
| E-Video | \$35,400.00 | 3.07% | Digital materials: | 54.51% |
| | | | | |
| | | | | |
| TOTAL BUDGET | \$1,153,656.00 | | | |



Navigating the rising demand for eAudio and eBooks, while meeting the persistent expectation for access to print books, is one of Collection Services' largest challenges. Every decision is guided by the question:

What is the best way to provide access to a title while also being the most fiscally responsible, staying within the allotted Collection budget?

We have found that an intentional and balanced strategy provides the best return on investment for CRRL's customers.



The current state of format demand



While there has been a gradual format shift towards digital in the past few years, which saw some acceleration during the COVID-19 pandemic, it is not a decisive turn away from print for Book format. According to a [Jan 2022 Pew Research Center report](#), 30% of Americans have reported reading an eBook in the last year; however, print is still the preferred format with 65% reading only print. That preference increases even more with Juvenile audiences.

On the flip side, digital audiobooks have seen explosive growth. CRRL has tried to meet the demand for eAudio, but this expense eclipses previous years' allocations for audiobook CDs. In FY22, CRRL spent 20% of its budget on eAudio for all ages.



Checkouts in OverDrive (FY22)

| | Format (14) | Checkouts (424,240) | Checkouts (chart) |
|----|-------------------------|---------------------|-------------------|
| 1 | OverDrive Listen | 140,658 | |
| 2 | OverDrive Read | 114,424 | |
| 3 | Kindle Book | 85,688 | |
| 4 | OverDrive MP3 Audiobook | 37,557 | |
| 5 | Adobe EPUB eBook | 21,331 | |
| 6 | Pending (eBook) | 8,650 | |
| 7 | OverDrive Magazine | 8,129 | |
| 8 | Pending (Audiobook) | 6,187 | |
| 9 | Kobo eBook | 805 | |
| 10 | Ext: Subscription | 330 | |
| 11 | Open EPUB eBook | 221 | |
| 12 | Media Do Reader | 181 | |
| 13 | Adobe PDF eBook | 78 | |
| 14 | Open PDF eBook | 1 | |



Ratio of copies to holds

| Format | Holds | Copy |
|-----------------|-------|------|
| Print books | 4 | 1 |
| DVDs | 8 | 1 |
| eBooks & eAudio | 12-13 | 1 |



eBook Licensing Models

- **Metered Access (MA)** is a model where the license must be repurchased after a certain amount of time or number of checkouts; otherwise the copy expires and is no longer accessible in the library's collection. This is now the prevailing model for library sales from all of the "the Big 5" publishers and represents the majority of CRRL's eBook purchases.
 - Metered access is based on three types of limitations:
 - Time (usually 1 or 2 years)
 - Number of checkouts, usually 26 or 52
 - Whichever comes first -- 24 months/52 checkouts
- **One Copy/One User (OC/OU)** is the most like print in that libraries make a one-time purchase. This model is no longer available to libraries from the biggest publishers.
- **Cost Per Circulation (CPC)** incurs a fee with each checkout.
 - The price varies per title and by format, but for titles carried by public libraries the per checkout cost is generally between \$1.49 - \$5.50 for eBooks and \$2.49 - \$9.50 for eAudiobooks. CRRL limits CPC purchases to lower price points to control costs.

Not all titles are available in all models. Generally, a title is either Metered Access or OC/OU.



Cost-Analysis Deep Dive

April 2022 - June 2022 Adult fiction and non-fiction eBooks purchased from OverDrive

Purchased 1,721 copies for \$62,483.03.

- **1,016 copies were MA by time - \$50,603.65**
 - **\$50 average cost.** Will need to be **repurchased** in 1 or 2 years. The most number of times this book can be checked out is less than 25 times a year when you factor in waiting periods. That equals approx. \$2 cost per circulation. This model represents all 5 major publishers. In comparison, a physical item may circulate much more than 25 times.
- 391 copies MA by number of checkouts - \$7,531.53
 - \$19.26 average cost. Will need to be **repurchased** when number of checkouts is reached, usually 26. .74 per circulation, but there are far fewer books available in this model.
- 195 copies were OC/OU. - \$3,518.18
 - Average cost \$18.04. These will not need to be repurchased.
- 19 copies MA by either time or checkouts first - \$769.69
 - Average cost \$30.00
- 1 copy concurrent user - \$59.98, allows 100 checkouts simultaneously.
 - .60 per checkout



eAudio Licensing Models

eAudio is available in these main licensing models:

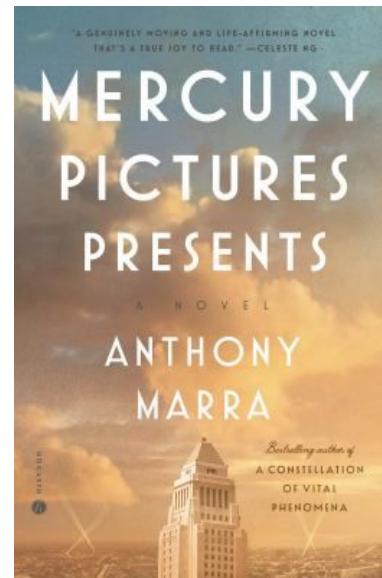
- **One Copy/One Use (OC/OU)** - while this model ensures that the eAudio will not need to be repurchased, popular titles are generally between \$57-\$96 per copy.
- **MA by time** - e.g. MA for 24 months at \$55.00. This will need to be repurchased upon expiration.
- **Simultaneous Use (SU)** is an annual pricing model where the item can be checked out an unlimited number of times during the subscription period. CRRL purchases 2-3 packages of 25 eAudio titles in SU format.



Deep Dive into a Title Purchase

Mercury Pictures Presents - New popular historical fiction title

- 1 eBook: \$55 for 24 months or \$27.50 for 12 months, checked out to 1 user at a time.
- 1 eAudio: \$95 OC/OU or \$47.50 for 12 months, checked out to 1 user at a time.
- Print hardcover: \$15.71+ \$1 processing = \$16.71 per hardback copy of book, procured at the library discount of 46% off of retail price. *There is no corresponding discount in digital.*
- For this one popular title, CRRL will spend \$216.84 on 4 copies of the print book, 1 eBook for 2 years, and 1 OC/OU eAudio. CRRL will meet demand most rapidly through physical copies of the title.



Making format decisions

When Collection Services staff select titles, several factors are considered:

- **What formats are these titles available in?** While most books are available in eBook format, not all are available for libraries to purchase. Also, some titles are no longer available in print or CD and need to be repurchased in digital.
- **Is this a popular title?** If so, there will be demand in all formats. CRRL purchases print copies, eBooks, and eAudio copies if available. Because of price, print copies are often the quickest way to provide access to the **most customers**.
- **Are there other factors to consider about this title?**
 - Picture books and beginning readers are usually purchased in print first, as that format is considered better for early childhood literacy.
 - Cookbooks and craft books also have much more demand in Print format.
 - We will try to add series titles in a consistent format as previous items; however, older titles in a series often need to be purchased in digital.
- **What format did the customer(s) request?**



Customer-Driven Acquisition

Suggest a Purchase through the online catalog:

- 5 suggestions permitted a month
- Average monthly submissions (approx): 271
- Does not include popular authors whose titles are always purchased.
- Includes all formats

OverDrive Request to Purchase:

- 2 requests permitted a week
- Submissions last month: 498
- eBook and eAudio only



Most Popular Titles in Print (FY22)

| Title | Collection | Number of copies | Number of checkouts |
|--------------------------------|----------------------------|------------------|---------------------|
| The Last Thing He Told Me | Adult fiction | 38 | 494 |
| Are You Ready to Play Outside? | Juvenile Beginning Readers | 39 | 439 |
| I Really Like Slop! | Juvenile Beginning Readers | 32 | 400 |
| The Four Winds | Adult fiction | 29 | 363 |
| The Judge's List | Adult fiction | 30 | 351 |
| Apples Never Fall | Adult fiction | 33 | 315 |
| I Am Going! | Juvenile Beginning Readers | 31 | 305 |
| I Will Surprise My Friend! | Juvenile Beginning Readers | 28 | 302 |
| Waiting Is Not Easy! | Juvenile Beginning Readers | 21 | 293 |
| Tech-On-the-Go Hotspot | Library of things | 27 | 293 |



Most Popular Titles in Digital (FY22)

| Title | Collection | Number of copies | Number of checkouts |
|---|-------------------------|------------------|---------------------|
| The Four Winds: A Novel | Adult fiction eBook | 20 | 534 |
| Where the Crawdads Sing | Adult fiction eAudio | 20 | 456 |
| The Midnight Library | Adult fiction eBook | 16 | 382 |
| Greenlights | Adult nonfiction eAudio | 9 | 368 |
| The Last Thing He Told Me | Adult fiction eBook | 14 | 361 |
| The Midnight Library | Adult fiction eAudio | 12 | 349 |
| Malibu Rising | Adult fiction eBook | 13 | 345 |
| The Hating Game | Adult fiction eBook | 4 + CPC | 336 |
| The Four Winds | Adult fiction eAudio | 11 | 320 |



Thank You!



