55,000 Ways to Say Yes: Customer-Driven Acquisitions and More!

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Albertsons Library
Boise State University

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“Academic libraries are currently facing their greatest challenge since the explosion in tertiary education and academic publishing which began after World War II.............. Retaining and growing their customer base, and focusing more energy on meeting their customers’ expectations is the only way for academic libraries to survive in this volatile environment.” (pp. 662-663)

Rethinking: Change

- It’s all about the students, staff, and faculty.
- It’s not about the library; it’s all about the university.
- Accountability is key.
- Change is constant and the rate of change is immense.
- The university’s strategic priorities are the library’s strategic priorities.
- This IS the new normal for libraries.
Responding to Change: A User Centered Focus

- Why not say yes?
- What do users want and need?
- How do we use assessment to find out?
- Using strategic planning to focus on meeting the needs of the university as a priority.
Rethinking: Acquisitions

- Patron Driven
- eBooks
- Shift of Staff
- Shift of Collection $$$
- Restructure
- Eliminate Barriers
Saying “YES”

- Textbooks
  - We don’t provide textbooks, why not?
- Faculty Requests
  - Purchasing all faculty requests
  - Pending List (ECCO)
- Patron Driven Acquisitions
  - Interlibrary Loan
  - Suggestions
- More eBooks
  - eBooks, started with reference & health sciences
eBook Advantages

- Available anywhere, anytime.
- Library eBooks accessible for all students, whether on campus or at a distance.
- New acquisition models triggered by use provide the ability to immediately access eBooks.
- May be used on a variety of mobile devices; increasingly available for download to devices.
- Multiple users at a time for many library eBooks—facilitates course readings, research, and reserves.
EBL Customer Driven Model

- Multiple simultaneous users
- Downloads to computing and mobile devices
- Approval plan model
- Catalog records provided
- Previews
- Short term loans
- Purchases
Searching For a Library eBook

Go to the [Library Home Page](#) and use the search box:
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<th>Title</th>
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Streaming Video

Area Studies View All Titles
- Opium: The War on Drugs
- Opium: For Pleasure and for Pain
- Opium: Traffickers
- Welcome to Tehran: Ragen Omaar Inside Iran
- Give Me the Short Version on Burma
- Nubia

Art & Architecture View All Titles
- Duane Michals (1939-1997)
- Rudy Burckhardt: Compilation. Man in the Woods on...
- Roy Lichtenstein: Reflections
- Dad's in Heaven with Nixon
- Promoting Your Designs
- Chihuly: Fire and Light

Biology View All Titles
- Malaria: Kill or Cure, Series 1
- Kala-Azar: Kill or Cure, Series 1
- Lymphatic Filariasis: Kill or Cure, Series 1
- Tuberculosis: Kill or Cure, Series 1
- Diarrhea: Kill or Cure, Series 1
- Bilharzia: Kill or Cure, Series 1

Business & Economics View All Titles
- ICT in the Real World: A Case Study in Telecom
- ICT in the Real World: Marketing & Management
- ICT in the Real World: Work for the World
- Practical Use of Materials: Series 1
- Human Services Careers
- Empire of Sounds
Advantages

- Can be used by both classes and individuals.
- Provides flexibility in assigning videos for course use; segments as well as entire videos.
- Doesn’t require physical DVDs or additional viewing equipment for use.
- Multiple users can access a video anytime and anywhere.
- Educational and other videos not readily available elsewhere are included in the library video databases.
- Mobile-friendly.
Searching for Library Streaming Videos

"Online Videos" on Library home Page

"Videos" Research Guide

Alexander Street Press and Films on Demand provide an extensive collection of streaming videos on a variety of topics and disciplines. Many of these videos are available to watch on your desktop or your mobile device; can be embedded in coursework pages or Blackboard; or sections of video trimmed to specific segments.

American History in Video
American History in Video includes approximately 1,000 hours of newsreels from the late 1890s to the 1980s. Beginning with the Spanish American War, the early films provide documentary footage of actual people, places, and events together with interviews and other broadcast content from the period.

Counseling and Therapy in Video
Over 200 streaming videos that support the study of social work, psychotherapy and psychology.

Dance in Video
Over 450 dance productions and documentaries by the most influential performers and companies of the 20th century.

Education in Video
The first online collection of streaming video developed specifically for training and developing teachers.

Ethnographic Video Online
A comprehensive resource for the study of human culture and behavior.

Films On Demand
Over 6000+ videos in 28 subjects areas. These include many of Films Media Group’s best selling and most popular titles in the areas of Anthropology, World Languages, History, Mathematics, Criminal Justice, Business and Economics, Psychology, and many more.

Theatre in Video
Streaming recordings of thousands of original plays. Contains more than 250 of the world’s most important plays, together with more than 100 video documentaries, online in streaming video—more than 500 hours in all.

World History in Video
Documentaries that explore human history from the earliest civilizations to the late twentieth century.
Rethinking: People and Services
Library Liaisons

- Focus on providing a single point of contact for faculty and students (for all things library)
- Subject expertise
- Discipline and course specific instruction and assistance
- “Your Librarian”
- Personal connections
Rethinking: Instruction

- Discipline focused Univ 106 (Library Research)
- Library instruction off campus and online
- iPod touches for instruction
- PoWeR eTextbook
- Participating in University Foundations implementation teams
Rethinking: Spaces
Rethinking Everything: Going Mobile

- Apps and Mobile Sites
  - Library Mobile Site
  - Mobile Version of WorldCat Local
  - Mobile Versions of Databases
- QR Codes