

DATA PURCHASE PROGRAM: LESSONS LEARNED

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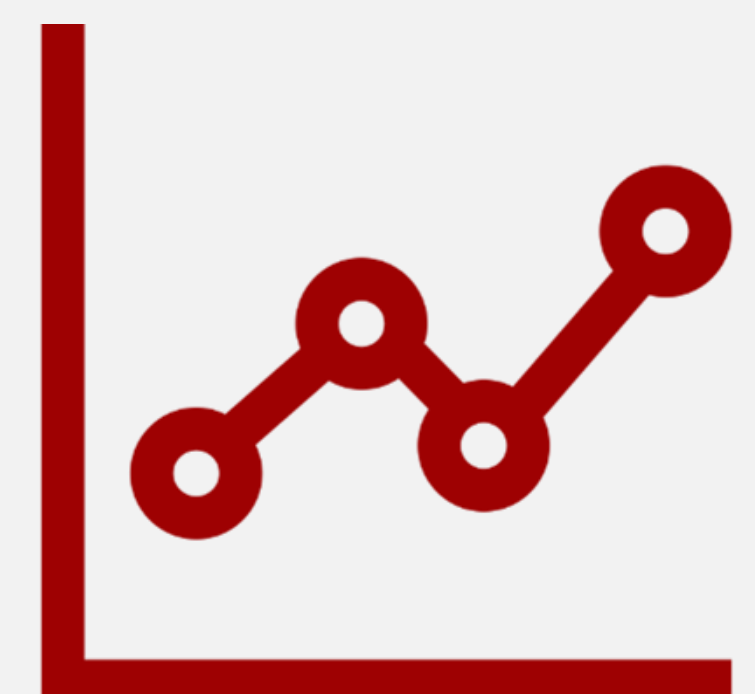
Data Purchase Program

- ▶ What? **Data Purchase Program** at the University of Virginia Library
- ▶ Why? The intent was to **formalize** and **rationalize** our data purchases. In the past, we were willing to make data purchases, but patrons had to know to ask (and had to ask at the right point in the budget cycle). The Data Purchase Program gave us something specific to direct patrons to. Formalizing the program allowed us to do better outreach and marketing for this service. We also rationalized the process of purchasing patron-requested data by gathering all of the requests at once and comparing costs and impact.
- ▶ Who? Open to all **university affiliates**
- ▶ When? FY 2017-2018 Pilot year had two calls for applications: **early fall and early spring semesters**
- ▶ Cost? **\$5,000** max each semester (\$10,000 total)



Prep

- ▶ Review other libraries' Data Collection Development Policies and Data Purchase Programs
 - ▶ Included: UCLA, UC Berkeley, U Michigan, U Oklahoma, U Illinois Urbana-Champaign, MIT, MSU, UCSB
- ▶ In conjunction with the Data Purchase Program, we created a Data Collection Development Policy. Factors:
 - ▶ Demand
 - ▶ Quality
 - ▶ Documentation
 - ▶ Cost
 - ▶ Format and Access
 - ▶ Decision Making Authority
 - ▶ Scope



Lessons Learned

- ▶ Communicate more clearly around restrictive licensing terms
 - ▶ We received several applications for data that would not meet our license requirements.
- ▶ Do some simple user testing in advance
 - ▶ One question that came up was about data collection (confusing with data collection development).
- ▶ Connect library liaisons with applicants
 - ▶ Especially if they did not receive a grant.
- ▶ Plan timelines better
 - ▶ Beware of overly ambitious timelines, especially during busy times of the semester.
 - ▶ Give yourself time to vet "winning" applications for costs, license terms, and quality/format/documentation review.
 - ▶ For me, this was the *hardest* part to get right! This took much longer than anticipated on both rounds. It is hard to make announcements when you do not have the data in hand.
- ▶ More clearly communicate library's desire to make a broad research or curricular impact
 - ▶ We want data to be useful to a large swath of researchers, not just one person or their immediate research team.
- ▶ Be prepared to work with data vendors
 - ▶ They might not be used to working with libraries. It may take awhile.
- ▶ For the future
 - ▶ Better assessment of the program; better discovery of our data holdings; more outreach for the program.

Successes

- ▶ The greatest success was getting applications from patrons in a **variety of disciplines** who do not typically take advantage of data discovery services (i.e., beyond the social sciences).
- ▶ We can better **plan our budget** by requesting applications at certain times of the year (impacts both timing and costs).



Recommended Reading

- ▶ Hogenboom, K., & Hayslett, M. (2017). Pioneers in the Wild West: Managing Data Collections. *Portal: Libraries and the Academy*, 17(2), 295–319. <https://doi.org/10.1353/pla.2017.0018>
- ▶ Sheehan, B., & Hogenboom, K. (2017). Assessing a Patron-Driven, Library-Funded Data Purchase Program. *The Journal of Academic Librarianship*, 43(1), 49–56. <https://doi.org/10.1016/j.acalib.2016.10.001>

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