

OverDrive hold-to-item ratio for Advantage Plus Libraries

Overview

These instructions demonstrate how to find a hold-to-item ratio specific to a single library district's need.

Definitions:

- Advantage holdings: Titles that are purchased by the home library district
- Advantage Plus holdings: Titles that are purchased by other library districts
- Consortium holdings: Titles that are purchased by Marmot plus all items purchased by separate library districts prior to the Advantage Plus option.

What is the method of filling holds?

1. Your Advantage library patrons get priority on the materials your library purchases on your Advantage account
2. When there are no more of your library patrons on hold, Advantage licenses will go to the oldest consortium hold - this is 'Advantage Plus'
3. Consortium copies fill the oldest hold of all consortium patrons

What are the issues?

1. OverDrive supplies two hold-to-item ratios when reviewing material. Neither of these calculations show the true hold-to-item ratio representing a library district's patron hold queue against their own Advantage holdings.

The Covenant of Water (Oprah's Book Club)

by Abraham Verghese

<div>OC/OU \$28.00</div>		All Advantage active holds divided by the total number of Consortium copies available.			All consortium active holds divided by the total number of Consortium copies available.				
Language	English	Series	--	Text diff					
Street date	5/2/2023	Audience	Adult Fiction	Interest					
Publisher acc...	Lightning Source Inc Grove Atlantic Grove Press	Subject(s)	Literature	ATOS b					
ISBN	9780802162182	BISAC	Fiction / Literary + 2 subjects	Lexile®					
	Copies					Reserv...	Holds		
	OC/OU	MA	CPC	SU	Adv P...	Lucky...	Active	Suspe...	Ratio
Conso...	0	0	No	No	66	0	368	47	5.58
Advant...	6	0	No	No	6	0	57	3	0.86

2. When Advantage libraries purchase more copies than needed to satisfy their patrons' needs, the copies reduce the hold-to-item ratio calculated for other library's patrons' needs. If your library has a set hold-to-item ratio you are aiming to meet to avoid long holds, then this affects whether the material will be caught by the OverDrive Purchasing Tools – Hold Report.

Example shown through above picture: The existing purchasing tools hold report set to an Advantage ratio of 4 wouldn't find this item because the calculated ratio is low at 0.86. We only purchased and contributed six copies to fulfill our 57 holds, which increases the consortium ratio. This is a hold-to-item ratio of 9.5 for MCL patrons, and does not help the whole consortium pull down the hold wait times. We want to contribute enough to satisfy our patron's needs and not primarily rely on other libraries' copies to fill our holds. We need a way to easily find these materials.

3. OverDrive's purchasing tool hold report, based on a hold-to-item ratio, do not pull materials that have been previously weeded because the metered access expired. If a weeded item is still popular, or becomes popular again after a movie release or press coverage, the reports don't find the title.

For consortium wide patron satisfaction, it is important for all libraries to weed or repurchase all expired copies to avoid patrons placing holds on unavailable materials. If all libraries weeded, it would reduce the amount of weeded titles with holds that need to be found for purchasing reasons

4. OverDrive's Advanced search does not search on hold-to-item ratio, and it doesn't search on consortium wide hold thresholds.

You can search on hold-to-item ratio for consortium wide hold thresholds when logged into a consortium account, typically used for curation.

Why are OverDrive's calculations a problem?

- Patrons receive priority checkout for their Advantage library's purchases. If an advantage library doesn't have enough copies purchased to fill their patron's needs, then those patrons will have a longer hold wait time as they wait for a free consortium copy to become available.
- Ratio calculations do not include suspended holds. Sometimes, it is nice to include suspended holds to see a full picture of how many people are waiting.

How to calculate the hold-to-item ratio for an Advantage Library using the Current Holds worksheet

- Go to Insights → Current Holds
- Add parameters:
 - a. **Run by: Title**
 - Running by Title sorts report results by title and provides data about the titles.
 - Running by User sorts report results by the highest # of holds for a single user and provides data about the users.
 - The Excel report calculations are based on running the report by title.
 - b. **Branch: Choose desired branches for target user base**
 - Selecting all branches in the Advantage Library district targets needs for those specific patrons.
 - Selecting all branches will show all holds in the consortium.
 - c. **Weed Status: All**
 - All shows all holds on active and expired titles.

- Weeded targets holds on Advantage weeded titles. This will show titles where other Advantage libraries have active licenses, and also titles where no consortium library has an active license.
- d. **Hold status: all for suspended holds + active holds** or active for just active holds
- e. **Availability: Available for sale brings up only the titles that are available for sale.**
 - If you want to see where your library patrons have holds on not-available titles to cancel the holds, choose not available for sale.
- f. **Do not check the Advantage titles only button** or you will miss all titles that your patrons have holds on, but you have not yet purchased within your Advantage account.
- Press Create Worksheet and open the Worksheet added to your downloads.
- In Excel:
 - a. In Column A: True Advantage Library Holds Ratio
 - In A1, rename the header from Title ID to Hold Ratio
 - In A2, enter the calculation to find the hold-to-item ratio. This includes both your library's advantage purchased materials and the consortium purchased materials:
 - **=IFS((T2+U2+AE2)=0,"Zero Copies Available",(T2+U2)=0,"No Advantage Copies",(T2+U2)>0,(M2/(T2+U2))))**
 - OR - you can use this simplified function, which will give results of #DIV/0! if there are no consortium or advantage copies available: =M2/(T2+U2).
 - Neither of these calculations take into account materials purchased by other Advantage Library districts.
 - Fill down so all rows in column A have the same calculation. This can be done by pressing Ctrl-Shift-Down Arrow, then Ctrl-D.
 - b. Column 2 - How Many should be purchased?
 - The calculation to determine how many items should be purchased can be varied based on your needs. First determine the following:
 - What is the hold-to-item ratio you are looking to hit? *(the following examples use a hold-to-item ratio of 6)*
 - Is there a consortium threshold you want to consider? If the consortium hold-to-item ratio is below a certain limit, do you want to reduce the amount of items you wish to purchase? *(the following examples reduce the amount to*

purchase by .5 if there is a consortium ratio between four & six. If there is a consortium ratio less than four, no copies are suggested to purchase)

- Calculation to determine how many copies to purchase based on advantage and consortium purchased materials:

=IFS(O2<2,0,O2<7,((M2/7)-(T2+U2+0.5)),O2>=7,((M2/7)-(T2+U2)))

- c. Sort the cart by the total number of items to purchase to pull the most desired materials to the top of the report.
- TIP: Adjust your hold-to-item ratio based on your budget. When there is plenty of budget money, decrease the ratio. When not enough money exists, raise the ratio.
 - a. To change the hold-to-item ratio in the formula, change the highlighted numbers.
 - =IFS(O2<2,0,O2<7,((M2/7)-(T2+U2+0.5)),O2>=7,((M2/7)-(T2+U2)))
 - b. Example: to adjust this to a hold-to-item ratio of four:
 - =IFS(O2<2,0,O2<4,((M2/4)-(T2+U2+0.5)),O2>=4,((M2/4)-(T2+U2)))

Closing Comments

- **I am happy to help!** If you want additional information about working from carts instead of working from the Current Holds report, call me at 970-683-2404 or email me at isolko@mcpld.org. If you have issues with the calculations, you can attach your existing spreadsheet, and I'll troubleshoot problems you may be having.
- Suggestion: **If an Advantage Plus holding is available for use, only purchase another copy if your library district has patron holds.** Purchasing a copy for a library district when patrons are not waiting on hold reduces the amount of money available for other material purchases including multiple copies of popular titles your patrons are waiting to read.
- If one Advantage library district purchases copies to pull down the Consortium overall ratio, but their specific patrons are not as interested in that material, then there is less money available to purchase other materials their patrons desire. **Too many copies purchased by one district skews other library districts' purchasing and hold fulfillment because when there isn't a need for other libraries to purchase the title, it removes the Advantage of their patrons receiving priority checkouts.**
- We are all in this together! We can reduce hold-wait times, and provide a robust catalog if we take advantage of other library districts purchasing and allow the Advantage Plus system to fill holds according to actual patron demand.