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# Strategies for Assessing and Enhancing Electronic Journal Collections: A Data-Driven Approach for Supporting New Academic Programs and the College of Medicine

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#### **ABSTRACT**

The introduction of 22 new degree programs and the establishment of the College of Medicine at the University of Houston (UH) prompted a comprehensive assessment of the Libraries' electronic journal collections to align with evolving academic needs. This study adopts a data-driven, evidence-based approach to analyze collection strengths and coverage gaps, utilizing tools such as Scopus, Web of Science, and Alma. Findings reveal significant journal coverage for most programs, while also identifying specific areas requiring enhancement. Methodological challenges, including data accuracy and benchmarking limitations, are discussed alongside strategic recommendations to strengthen collection development and support academic excellence. The study contributes to growing discussions around patron-driven acquisition and equitable resource allocation. This assessment identifies strategic growth areas and highlights the Libraries' evolving role as a responsive academic partner in enhancing resource alignment, improving user satisfaction, and supporting institutional research and learning outcomes.

**Keywords:** Collection Assessment, Data-driven Decision-making, Usage Analytics, Evidence-based Collection Development, Artificial Intelligence

#### INTRODUCTION

The rapid expansion of academic programs in higher education presents both challenges and opportunities for academic libraries (O'Leary & June, 2024). At the University of Houston, the introduction of 22 new degree programs since 2018, alongside the founding of the College of Medicine, has significantly reshaped the institution's academic profile. In response, the University Libraries adopted a just-in-time collection development model designed to be more responsive to user needs, flexible in acquiring high-demand resources, and efficient in managing constrained budgets. This shift reflects broader trends in academic librarianship, where evidence-based practices and patron-driven acquisition have become central to ensuring equitable resource distribution and strategic alignment with institutional goals.

Historically, collection assessment has played a critical role in aligning library resources with academic priorities, particularly during periods of institutional growth and curricular change

(Harker et al., 2019). Traditional assessment methods relied heavily on print circulation statistics, interlibrary loan (ILL) requests, user surveys, and faculty consultations. These metrics have traditionally served as indicators of a collection's relevance and utility, guiding decisions on acquisitions, weeding, and remote storage (Knievel et al., 2006).

For this project, the Libraries implemented a **Triangulated Use-Centered Collection Assessment and Alignment Model**. This approach was selected for several pragmatic reasons. First, faculty and department heads were already familiar with the Libraries' Request a Purchase Form and demand-driven acquisition (DDA) model, which ensured that many core titles had likely been requested or were accessible through existing channels. Second, the Libraries' transition from a liaison-based to a functional organizational model made reestablishing faculty relationships time-intensive. Third, deferring faculty consultations during the initial data-gathering phase helped avoid raising unrealistic expectations about immediate acquisitions. These decisions reflect a strategic balance between operational efficiency and user engagement.

As emphasized by Knievel et al. (2006), combining circulation and ILL data with holdings analysis provides a more accurate and actionable picture of collection performance than relying on any single metric. This study builds on that foundation by integrating modern tools and methodologies to assess electronic journal coverage in a rapidly evolving academic environment.

In parallel with methodological innovation, the goals of collection assessment have also evolved. The rise of electronic-preferred collections has shifted the focus from ownership to access, emphasizing timely and equitable availability of resources over the maintenance of extensive physical holdings (Sieben & Pei, 2024; Mihailovic, 2022; Moore, 2015; Siler et al., 2024). Modern assessment practices now incorporate COUNTER-compliant usage statistics, cost-per-use analyses, and demand-driven acquisition models (Taylor, 2024). These tools enable librarians to evaluate resource value with greater precision, ensuring that limited budgets are allocated strategically and sustainably.

This research is particularly significant because it addresses a gap in the literature: the assessment of electronic journal collections for newly established academic programs, including those within newly formed colleges such as the College of Medicine. Few studies offer insights into the unique challenges of evaluating collections for rapidly expanding and interdisciplinary academic portfolios. By detailing the methodology, findings, and implications of this assessment, the article contributes to the growing body of knowledge on library collection strategies and offers a replicable framework for institutions navigating similar transitions.

Ultimately, this project aimed to determine whether the UH Libraries' existing electronic journal collections adequately support the university's new academic programs, identify coverage gaps, and develop strategies to address them. While the assessment primarily relied on quantitative methods, qualitative validation was incorporated through stakeholder consultations during the final phase. This dual approach ensures a comprehensive understanding of collection alignment and reinforces the importance of evidence-based decision-making in academic libraries.

By situating this research within the broader context of institutional growth and library strategy, the study underscores the University of Houston Libraries' evolving role as a responsive

academic partner. It also provides a scalable model for other institutions seeking to align their collections with emerging academic needs and user expectations.

#### **METHODOLOGY**

This study employed a mixed-method, evidence-based approach to evaluate the adequacy of the University of Houston Libraries' electronic journal collections in supporting twenty-two newly introduced academic programs and the recently established College of Medicine. The methodology was designed to identify gaps in journal coverage, assess the alignment of existing resources with academic needs, and inform strategic collection development. The assessment was conducted by the Collection Strategies and Services (CSS) department and integrated quantitative analysis with targeted qualitative validation.

#### **Assessment Framework: A Triangulated Use-Centered Model**

To address the scale and complexity of assessing electronic journal collections for twenty-three new academic programs, the study adopted a Triangulated Use-Centered Collection Assessment and Alignment Model. This model integrates three established quantitative techniques; bibliometric analysis, usage data evaluation, and holdings overlap analysis—with targeted qualitative validation. The goal was to develop a pragmatic and replicable strategy grounded in evidence-based collection development and use-centered evaluation.

## Journal List Compilation and Bibliometric Analysis

The first phase of the methodology involved compiling discipline-specific journal lists for each academic program. These lists were generated using abstracting and indexing databases such as Scopus, Web of Science, ProQuest, and EBSCO. The search process incorporated tools like EBSCO Discovery Service and ProQuest's cross-search functionality to enable broad, interdisciplinary coverage. Each list included high-impact journals, frequently cited publications, core disciplinary titles, and journals authored by University of Houston-affiliated researchers. These curated lists represented an ideal journal coverage scenario for each program.

#### **Holdings Comparison and Gap Identification**

In the second phase, the compiled journal lists were compared against the Libraries' current holdings using Alma's overlap analysis feature. Titles not held or licensed by the Libraries were flagged as gap titles. Alma Analytics also provided access-denied reports based on COUNTER-compliant TR\_J2 data, which highlighted turnaway events due to subscription restrictions or simultaneous-user limits. In parallel, interlibrary loan (ILL) logs revealed which unlicensed titles had been requested by users, offering valuable insight into unmet needs. This structured triangulation of bibliographic coverage, user access denial, and fulfillment demand allowed the Libraries to move beyond traditional checklist-based assessments toward a more dynamic model of alignment rooted in actual user behavior.

# **Usage Analysis and Prioritization**

The third phase focused on usage analysis and prioritization. Turnaway and ILL data functioned as key indicators of demand. These metrics quantified user interest in journal content not currently

accessible through library subscriptions and provided strong evidence of need, especially for journals identified as gaps in the initial overlap analysis. High-turnaway titles and frequently requested ILL items were prioritized for action. In line with the University of Houston Libraries' emphasis on access rather than ownership, over one hundred of these journals were added to Article Galaxy Scholar. This platform provides immediate, article-level access without requiring long-term subscriptions and aligns with institutional goals for flexibility and sustainability in collection development. To evaluate long-term outcomes, future phases of the project will track Article Galaxy usage data and monitor ILL trends. These indicators will help determine whether the Libraries' access strategies effectively reduce research friction and improve the user experience.

# **Faculty Engagement and Validation**

The decision to prioritize quantitative analysis during the initial phases of the assessment was shaped by institutional context and strategic considerations. Following the University of Houston Libraries' transition to a functional organizational model, operational efficiency became a guiding principle. As a result, faculty consultations were intentionally deferred during the early datagathering phase to avoid raising premature expectations regarding acquisitions and to allow for a more focused analysis of existing collection data.

Once preliminary findings were established, faculty engagement was initiated to validate gap title lists, refine acquisition priorities, and identify any overlooked resources. These consultations were led by the Collection Strategies Librarian within the CSS department, ensuring that data analysis, stakeholder engagement, and acquisition planning were integrated within a unified, mission-aligned framework.

This engagement strategy was closely aligned with the Libraries' organizational restructuring in 2022, which replaced the liaison model with a functional structure designed to centralize collection development and policy design. Although faculty were not involved in the initial data collection, they became essential partners during the interpretation and prioritization phase. Their feedback provided critical qualitative validation of the quantitative findings and helped ensure that the assessment reflected actual academic needs.

Faculty responses were overwhelmingly positive. Many expressed appreciation for the Libraries' proactive and evidence-based approach and noted the comprehensive scope of the assessment. These conversations reinforced the Libraries' role as a strategic partner in academic success and helped build trust and collaboration between library staff and academic departments.

## **Pilot Outreach and Strategic Expansion**

A pilot outreach initiative was launched within the African American Studies program, selected strategically for several reasons. First, it was one of the earliest new degree programs introduced at the University, making it a logical starting point for assessing collection alignment with emerging curricular needs. Second, the program's relatively small size and its longstanding positive relationship with the Libraries made it an ideal candidate for expeditious scheduling and meaningful engagement with both departmental leadership and faculty.

The primary objectives of these meetings were to reaffirm the Libraries' commitment to supporting the program's curricular and research needs, solicit feedback on the high-demand gap titles identified through earlier phases of the assessment, and initiate a collaborative discussion about collection trade-offs. These trade-offs involved asking faculty to consider which lower-priority or low-use titles could be deprioritized in favor of acquiring more mission-critical resources. This approach enabled the Libraries to align limited financial resources with areas of greatest academic impact.

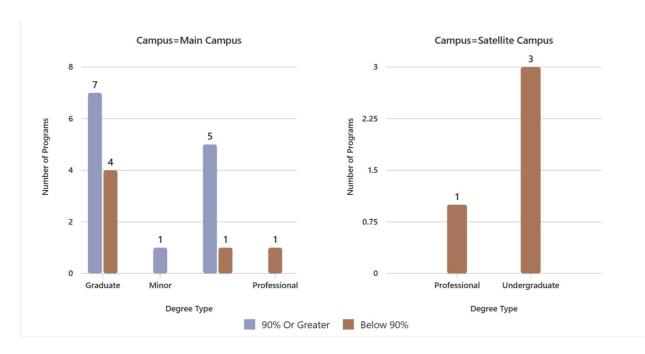
Building on the success of this pilot initiative, the Collection Strategies and Services department has expanded outreach efforts to other academic departments and stakeholders. These engagements aim not only to identify and provide access to essential resources but also to encourage faculty and administrators to participate in strategic decision-making. Specifically, the Libraries seek to engage stakeholders in evaluating existing subscriptions and identifying opportunities to deprioritize low-use or redundant materials. This collaborative model supports sustainable collection development and reinforces the Libraries' role as a responsive, data-informed partner in academic success.

This multi-step methodology, beginning with quantitative bibliometric and usage analysis, followed by holdings comparison and culminating in faculty validation, ensured a comprehensive and pragmatic assessment of electronic journal coverage. Each phase was designed to align library resources with actual academic needs, supporting the study's goal of identifying gaps and informing strategic collection development for new and evolving programs.

#### RESULTS

## **General Findings**

The assessment revealed a high level of electronic journal coverage across most of the twenty-two newly introduced academic programs at the University of Houston. Thirteen programs, including Engineering Data Science, Business Analytics, and Computer Engineering and Analytics, demonstrated coverage exceeding 90 percent. Similarly, programs such as Nursing Practice, Systems Engineering, Construction Engineering, and the College of Medicine achieved coverage levels above 80 percent.



**Figure 1.** Distribution of New Academic Programs by Coverage Level, Degree Type, and Campus Location.

This chart illustrates that programs falling below the 90 percent threshold were predominantly graduate-level or professional degrees, and were frequently located at satellite campuses such as UH Katy. In contrast, programs with 90 percent or greater coverage were primarily undergraduate degrees based at the main campus. Graduate programs with high coverage tended to be co-located with related undergraduate programs, suggesting that shared disciplinary infrastructure may contribute to stronger resource alignment.

These findings suggest that the Libraries' electronic journal collection is broadly aligned with the needs of most new academic programs. However, the data also highlights opportunities for targeted expansion, particularly in programs with lower coverage, to ensure more equitable support across all disciplines and campus locations.

#### **Lower-Coverage Programs and Equity Considerations**

The analysis revealed that graduate and professional programs, especially those based at satellite campuses, consistently experienced lower journal coverage. These disparities are consistent with existing research indicating that students and faculty in decentralized or professional programs often have fewer interactions with library outreach services (Kayongo & Helm, 2010). Limited engagement can result in unmet information needs and reduced awareness of available resources, further exacerbating coverage gaps.

To address these disparities, the Libraries must adopt tailored engagement strategies that reflect the unique needs of these communities. Potential approaches include targeted consultations, proactive communication campaigns, and dedicated liaison support for satellite and professional programs. These efforts will be essential to closing equity gaps and reinforcing the Libraries' value across all academic communities.

## **Coverage in the College of Medicine**

The College of Medicine demonstrated strong but improvable electronic journal coverage. Overall, coverage stood at just over 80 percent, with access reaching as high as 92 percent for highly cited journals relevant to the college's core focus areas. Of the more than 600 medical journals cited or published in by UH-affiliated researchers, 92 percent were licensed or otherwise accessible to the UH community. A separate analysis of the 700 highest-ranked non-open-access journals indexed in Scopus revealed 89 percent coverage.

These findings affirm the Libraries' substantial support for medical research and education, while also identifying opportunities for strategic enhancement. Continued investment in high-impact medical journals will be necessary to ensure comprehensive support for the College's interdisciplinary and evolving research priorities.

#### **Gap Titles and Demand**

Across all programs, the assessment identified 1,379 gap titles—journals not currently licensed or accessible through the Libraries' subscriptions. Of these, 376 were classified as high-demand gap titles, meaning they had been requested through interlibrary loan or had experienced turnaways within the past three years due to lack of access.

These high-demand titles represent critical acquisition targets. Their identification was driven by actual user behavior, reinforcing the importance of patron-informed metrics in collection development. In response, the Libraries added over one hundred of these titles to Article Galaxy Scholar, a platform that provides on-demand access to journal articles without requiring full subscriptions.

This action reflects a flexible, cost-effective approach to meeting immediate research needs while informing longer-term licensing decisions. Future assessment cycles will monitor usage trends and ILL activity to evaluate the effectiveness of this strategy and guide ongoing resource allocation.

## **DISCUSSION**

This assessment highlights both the strengths and limitations of the University of Houston Libraries' electronic journal collection in supporting the institution's 22 newly introduced academic programs. While most programs demonstrated robust coverage, exceeding 80 percent, and in many cases 90 percent, the analysis also revealed persistent coverage gaps that disproportionately affect graduate-level, professional, and satellite campus programs. These disparities are not incidental; they reflect systemic equity challenges that merit internal, data-informed strategies.

## **Equity and Disparities in Coverage**

Programs based at satellite campuses, such as UH Katy, and those serving professional or postgraduate students consistently fell below the 90 percent coverage threshold. These programs were also more likely to experience lower levels of outreach and engagement, which may have contributed to unmet information needs and reduced awareness of available library services. While

resource alignment played a role, the assessment suggests that engagement disparities were equally significant.

This connection between coverage disparities and engagement gaps underscores the need for a more equity-driven approach to collection development. Although the Libraries have aligned their acquisitions strategy with institutional priorities at a macro level, localized needs remain under-addressed. Ensuring equitable access across all programs, regardless of location or degree type, requires a shift toward more targeted, inclusive practices.

#### **Recommendations Grounded in Data**

To close these coverage gaps, the Libraries should implement targeted outreach and resource strategies that directly respond to the documented disparities:

- Engage satellite campuses through dedicated liaisons, regular consultations, and tailored communication strategies.
- Prioritize professional and graduate programs in future acquisitions planning, ensuring their unique needs are reflected in licensing decisions.
- Leverage patron-driven data, such as interlibrary loan requests and turnaway statistics, to guide acquisitions.

The identification of 376 high-demand gap titles, many of which are tied to underserved programs, provides a clear roadmap for responsive collection development. These titles represent not only unmet needs but also opportunities to demonstrate the Libraries' commitment to equitable access and academic support.

The addition of over one hundred high-demand titles to Article Galaxy Scholar reflects a flexible, just-in-time approach to resource delivery. While this strategy effectively addresses immediate access needs, sustained investment in permanent licensing for frequently requested titles will be necessary to ensure long-term support and reduce reliance on temporary access models.

#### **Operational Challenges and Future Improvements**

The assessment process revealed several operational challenges that affected both the precision and efficiency of the analysis. Chief among these was the issue of data accuracy, particularly metadata inconsistencies across platforms. Significant time was spent cleaning and standardizing journal records to ensure completeness and consistency across Alma, WorldCat, and other systems. Reliable metadata proved essential for accurate overlap comparisons and informed decision-making.

Another challenge involved the benchmarking component using Choreo Insights, a tool designed to compare institutional holdings with those of peer and aspirational libraries. While Choreo offered promising functionality, its effectiveness was limited by outdated WorldCat holdings data, which had not been fully synchronized following UH's transition to the Alma library management system. This mismatch led to false positives in gap identification, where journals

already held by UH were mistakenly flagged as missing. These complications reflect broader systemic challenges in academic library infrastructure. Interoperability between cataloging systems, knowledgebases, and third-party analytics tools often lags behind the needs of modern assessment practices. As tools like Choreo mature, their utility will depend on local data hygiene and platform consistency, variables that libraries must continuously manage.

Additionally, Choreo's search filters occasionally returned irrelevant publication formats, such as newsletters and white papers, requiring further manual review and filtering. These issues highlight the broader systemic challenges in academic library infrastructure, particularly the lack of seamless interoperability between cataloging systems, knowledgebases, and third-party analytics tools.

As tools like Choreo continue to evolve, their utility will depend heavily on local data hygiene and platform consistency, factors that libraries must actively manage to ensure accurate and actionable insights.

A final challenge involved the scope and complexity of evaluating the College of Medicine. With focus areas spanning clinical sciences, behavioral and social sciences, biomedical sciences, and public health, compiling a relevant and comprehensive journal list required intensive curation. Nearly 4,000 titles were analyzed against existing library holdings using Alma Analytics. While this large-scale assessment demanded substantial effort in terms of data processing and organization, it ultimately yielded valuable insights for strategic collection planning in the health sciences.

# A Replicable, Equity-Focused Model

Beyond its local implications, this study offers a replicable model for other institutions seeking to evaluate and enhance their electronic holdings. By integrating bibliometric analysis, usage data, and faculty engagement, the University of Houston Libraries have demonstrated a holistic, evidence-based approach to collection development that is both strategic and scalable.

Crucially, this model places equity at its core. It ensures that all students and researchers, regardless of program type, discipline, or campus location, have access to the scholarly resources they need to succeed. As academic libraries continue to adapt to institutional growth and shifting user expectations, this approach provides a sustainable path forward for aligning collections with real-world academic demand.

## **Major Takeaways**

This study presents a practical framework for librarians working to align electronic journal collections with new academic programs. Central to the approach is a triangulated assessment model that integrates bibliometric analysis, holdings comparison, and usage data. This method enabled the identification of 1,379 gap titles, including 376 high-demand journals flagged through interlibrary loan and turnaway statistics. These metrics, grounded in actual user behavior, provided a reliable basis for prioritizing acquisitions. The addition of over 100 titles to Article Galaxy Scholar reflects a flexible, just-in-time strategy that supports immediate access while informing longer-term licensing decisions.

This model reinforces the importance of evidence-based collection development. By focusing on measurable demand and institutional priorities, librarians can move beyond traditional checklist assessments and toward more dynamic, user-centered strategies. Faculty engagement, introduced after the initial data analysis, played a critical role in validating findings and refining acquisition priorities. This phased approach allowed for efficient data gathering while preserving meaningful collaboration with academic stakeholders.

Strategic recommendations include prioritizing underserved programs, particularly those at satellite campuses or serving graduate and professional students. Tailored outreach, improved metadata management, and the use of patron-driven metrics are essential for closing equity gaps and reinforcing the library's role as a responsive academic partner.

Artificial intelligence may enhance future assessment workflows. Early experiments suggest that AI tools can assist in compiling discipline-specific journal lists and streamlining analysis. These tools have the potential to streamline the assessment process, reduce manual workload, and improve precision in identifying core and popular titles. As vendors begin to integrate AI into platforms, librarians should remain optimistic but cautious, recognizing that the effectiveness of these tools will depend on thoughtful implementation and ongoing evaluation.

## **CONCLUSION**

This study demonstrates the University of Houston Libraries' proactive and strategic approach to supporting newly introduced academic programs through a comprehensive, data-driven assessment of electronic journal collections. The findings reveal strong overall journal coverage across most of the twenty-two new programs and the College of Medicine, with several achieving coverage levels above ninety percent. At the same time, the analysis identified persistent gaps, particularly among graduate-level, professional, and satellite campus programs, which require continued attention and targeted action.

Addressing these disparities will require a sustained commitment to equity-focused collection development. Key recommendations include improving metadata and records management to enhance benchmarking accuracy, expanding outreach to underserved programs, and prioritizing acquisitions based on demonstrated user demand. The integration of bibliometric analysis, usage metrics, and faculty engagement proved essential in aligning the Libraries' collections with actual academic needs and institutional priorities.

By offering a replicable framework grounded in evidence-based methodologies and equity principles, this study contributes to the broader discourse on academic library strategy. It affirms the importance of aligning collections with real-world academic needs and positions the University of Houston Libraries as a model for responsive, sustainable, and mission-driven collection development.

Looking ahead, the author anticipates that artificial intelligence will play an increasingly central role in streamlining and enhancing the collection assessment process. This is not merely a theoretical projection; the author is already experimenting with AI tools in parallel assessment projects to automate the compilation of discipline-specific journal lists. These tools leverage bibliometric data from publicly available sources such as Google Scholar Metrics and Scimago

Journal Rank, as well as proprietary platforms like Altmetric and Clarivate. The resulting journal lists, which include both core and popular titles, are then used to inform subsequent phases of assessment, including holdings comparison and gap identification. Recent research has demonstrated the growing influence of AI in academic libraries, particularly in areas such as resource discovery, data mining, and user personalization (Islam et al., 2025). It will be especially important to observe how library vendors, including OCLC, incorporate AI capabilities into tools like Choreo Insights to improve metadata accuracy, benchmarking precision, and overall usability. These innovations have the potential to significantly reduce manual workload, improve decision-making, and accelerate the alignment of library collections with evolving academic needs.

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#### **About the Author**

Orolando Duffus is an Associate Librarian at the University of Houston Libraries. His work focuses on evidence-based collection assessment, data analytics, and equity-driven resource strategies to support curricular and research priorities. He explores innovative approaches, including AI, to enhance electronic journal collections and library decision-making.